

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 21 May 2019 held at The Swan, Wheathampstead

Present:		
Jo Hailey	Claire Farley	Ben Schneider
Julie Bell	Richard Brett	Claire Boyles

Initiatives/Projects/Events

Website development

Decisions:

- The details of all businesses will be contained on one page.
- There should be a single page for breakfast and lunch networking meetings.
- The latest agenda will be shown on the website.
- The old website (or at least the directory page) should be maintained until the facility to search for businesses has been built in the new website.

Action points:

- Claire B and Ben will have further discussions about temporarily maintaining the old website so consumers have access to the business database.
- Claire B will provide training to those people who need to update the website.

Village Weekend

Decisions:

- Raffle entries must be brought to the back of the marquee so that people walk past as many of the businesses in the marquee as possible.
- There should be a raffle banner at the back of the marquee. It will mention WEB and include the BILLY logo.
- There will be no charge for entering the raffle.
- Apart from the holiday in South Africa, there will be no other raffle prizes.

Action points:

- Julie/Jo will ask The Electric Bike Vault if they would like a table in the marquee.
- Jo will help Claire F to set up the WEB marquee.

Radio Verulam

Action point:

- Jo will follow up with Denise at Radio Verulam.

Buy It Locally Campaign (BILLY)

Completion date of pilot: 31 May

Decisions:

- (a) Businesses should not issue any new loyalty cards after 31 May, but we shall allow people to continue submitting completed cards provided that Charlies and Farr Brew are agreeable.
- (b) If the pilot is deemed as success, we should look to relaunch the campaign in September.

Action points – after 31 May:

6. Julie will remove/update the signs in the window of No.8 High Street.
7. Joolz will email all BILLY businesses and ask them not to give out any new loyalty cards.
8. Julie and Jo will visit the BILLY businesses to keep them updated.
9. Julie will collect and analyse the completed cards and evaluate the success of the pilot.

Marketing, incl. Email Marketing

Action points:

10. Claire B will circulate a design brief template again.
11. Maureen will collate people's thoughts about what should be included in the design brief.
12. Ginny will design a flyer for networking meetings.

Small Business Saturday

Action point:

13. Jo will speak to Maria Criticos about organising Small Business Saturday.

Constitution

Action points:

14. Richard will circulate the proposals to amend the constitution to reflect safe banking practice.

Aircraft noise

Decision: This is not a matter for WEB.

Reports from WEB Officers

Membership / *Pump* adverts

Note. Karen Potten is willing to share the Membership Secretary role.

Finances

Decisions: We shall switch to using Xero accounting software once the accounts are up-to-date.

Action point:

15. Maureen will complete the historic accounts, and Ben will contact Maureen.
16. Julie will ask Carol Tizzard for all the recent statements and to transfer the majority of funds.

Networking Meetings

Decisions:

- (a) WEB will pay for speakers' food at networking meetings.
- (b) We shall maintain the existing pricing structure for the time being (i.e. £5 for members and £10 for non-members) and review the position in three months' time.

Social Media

General WEB Administration

Publicity and press coverage

Any Other Business

No action points

Date of next Tuesday Turntable: Tuesday, 18 June 2019 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB