

**Wheathampstead Business Group: Tuesday Turntable
Agenda for Meeting
7.30 pm, 17 September 2019
at Lamburn and Turner, 3 Place Farm, Wheathampstead AL4 8SB**

Initiatives/Projects/Events

Website development

- **Business directory on website**

Action points:

1. Claire will continue developing the new website, including the database from the old website.
2. Ben will help set up a new email address for Julie.

Buy It Locally Campaign (BILLY)

Action points:

1. Julie will continue to evaluate the success of the pilot.
2. Julie will establish a new working party, including Chantal, Maureen, Jo, Richard and (if he is interested) Iain Begg, to take the campaign further.

Marketing, incl. Email Marketing and WEB logo

Action points:

3. Claire B will circulate a design brief template again.
4. Everyone will reply to Maureen with their views about the logo design.
5. Maureen will collate people's thoughts about what should be included in the design brief.
6. As regards the temporary logos, Julie will ask Claire Spake to amend these so that:
 -) the lettering is embossed;
 - a) lowercase is used for the URL and sentence case is used otherwise.
7. Ginny will put some of the flyers she has created in the red telephone box.

Small Business Saturday

Action point:

8. Jo will speak to Maria Criticos about organising Small Business Saturday.
9. Jo will contact Robyn Stephenson about getting involved in Small Business Saturday.

Brief and terms for paid posts

Action point:

10. Claire and Joolz will send Richard their job briefs.

Constitution

Action points:

11. Ben will organise the new bank account signatories.
12. Richard will send Claire B the updated constitution and Claire will put it on the website.

Reports from WEB Officers

Membership

- List of paid members
 - Via bank account
 - Via website

Action points:

13. Ben will produce a list of paid-up WEB members.

Finances

Action points:

14. Maureen will discuss the anomalies in the historic accounts with Claire F and Julie.
15. Ben will organise the new bank signatories (Jo, Ben, Maureen and Richard).
16. Ben will ask Carol Tizzard who still pays into WEB's Santander account.
17. Ben will create a new spreadsheet containing a list of WEB members.
18. Richard will add an item to the calendar under November: Testing member payments.

Networking Meetings

Action point:

19. We shall discuss the Christmas arrangements for networking meetings at the September Turntable.

Social Media

- Featured business of the month on Facebook (who, how, etc.)

Action points:

20. We will all 'like' posts and 'follow' on Twitter.
21. Claire will explain each of the social media at future Turntable meetings.

General WEB Administration

Publicity and press coverage

Action point:

22. Julie will do a press release about Norman Whitwood's bench.

Any other Business

Action point:

23. Claire Farley will discuss the "Happy to chat" idea with David Johnston (chair of the Community Group).
24. Chantal will discuss the ideas with the local police surgery.
25. Chantal will circulate a photo of a "Happy to chat" bench in Burnham-on-Crouch.
26. We shall all inform everyone else if we are unable to complete an action.