

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 15 January 2019 held at 3 Place Farm, Wheathampstead

Present:		
Jo Hailey	Chantal Fisher	Claire Farley
Julie Bell	Maureen Lamburn	Ben Schneider
Ginny Cooper	Claire Partington	Richard Brett

Initiatives/Projects/Events

Neighbourhood Plan

No further developments.

Buy It Locally Campaign (BILLY)

Decision: The Loyalty Scheme card should mention that WEB is paying for the free drinks.

Action point:

1. Claire Boyles will put a post on Facebook mentioning that WEB is paying for the free drinks at Charlies Coffee Shop.
2. Jo, Julie and Ben (as Billy the Bee) will tour High Street businesses on 25 January taking photos and where possible recruiting new members to WEB.

WOW 2019-20

Decision: We shall defer work on the new edition of WOW until the accounts and database have been sorted out. However, the following actions will be carried out – as soon as possible in the case of 3 and 4:

Action points:

3. Claire P will draft a list of the questions that need to be asked, covering confirmation that the information we hold on the database remains correct, *Pump* advertising and membership renewals.
4. Maddi (who works for Maureen) will speak to *Pump* advertisers urgently.
5. Claire F will speak to advertisers about placing adverts in the new edition of WOW.
6. Ben will look into obtaining a grant from Luton Airport Community Trust Fund to cover the remaining costs of producing WOW.

Calendar of Events

No action points.

Reports from WEB Officers

Membership

Decisions:

- (i) We shall maintain the existing annual subscription of £25.
- (ii) New members joining now will get fourteen months' membership for their annual subscription.

Action point:

7. Everyone involved in the membership database and Mailchimp, including Joolz, Adam and Claire P, will discuss the process further as necessary.
8. Jo will ask Joolz to produce a progress report if she is not able to attend meetings.

Pump adverts

Note. Current annual costs are: £160 for a premium spot and £90 for a standard spot.

Decision: The annual costs as from 2019-20 will be £125 for a premium spot and £100 for a standard spot.

Finances

Decision: We shall keep the Santander account open for a further year to receive payments by standing order.

Tuesday Turntable meetings

No action points.

Networking Meetings

Note. Karen Potton will organise lunchtime networking meetings from February.

Decision: Breakfast networking meetings will be held in the *Reading Room* and lunchtime meetings in the *Swan*.

Action point:

9. Ginny will attend the breakfast networking meeting on 25 January with a view to taking over as chair/champion (with back-up from Claire P, Claire F and Maureen).

Website

Decision: We need to be able to easily download data from the website into a spreadsheet.

Action point:

10. Claire B will look at the possibility of a new website.

Social Media

Action point:

11. Claire B will produce a plan for how WEB's use of social media should proceed in future.

Wheathampstead Parish Council

Secretariat

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No action points

Chair

General WEB Administration

Publicity and press coverage

No action points.

Social Events

Decision. We shall leave the next social event till Easter or the summer.

Any Other Business

Decisions:

- (i) We shall use Maureen's office as the prime user address for the bank account.
- (ii) WEB will pay the initial printing costs for trifold leaflets for the telephone box for regular attendees of the Tuesday Turntable.
- (iii) Clare Spake is available to do the artwork for businesses - £45 per hour payable by the business.

Action points:

12. Jo will set up crowdfunding for Norman's bench, and Julie will provide suitable words.
13. Richard will add Small Business Saturday to the agenda for the March meeting.
14. Claire P will email Jo and Maureen about the Tips for the main roles in WEB.
15. Attendees at the meeting to contact Julie re leaflet production (and Julie to advise Maria Azcona and Adam Collis too).

Date of next Tuesday Turntable: Tuesday, 19 February 2019 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB