

## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 16 July 2019 held at 3 Place Farm, Wheathampstead

<b>Present:</b>		
Jo Hailey	Chantal Fisher	Ben Schneider
Julie Bell	Ginny Cooper	Claire Boyles
Maureen Lamburn	Claire Farley	Richard Brett

## Initiatives/Projects/Events

### Website development

**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;
  - 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

*Note.* Most subscriptions are paid at the same time as Pump ads or marquee places.

*Decisions:*

- (a) People should always be asked to pay using the website.
- (b) As joint membership secretaries, Karen Potton and Mike Perry should ensure that at least one of them is present at each networking meeting.

**Action points:**

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

### Finances

*Decision.* The Santander account should be closed, but we first need to establish who continues to pay WEB using the account.

**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

*Notes.*

- (a) Most bookings are made very shortly before the meeting.
- (b) Lunches are now covered until Christmas.

*Decisions.*

- (a) The networking Christmas lunch will be differentiated from the Christmas dinner held in the evening.
- (b) The lunch will be a two-course meal at the Swan on 11 December.
- (c) Attendees will be charged the same amount as usual, and a maximum of 15 places will be available.

**Action points:**

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

**Social Media**

*Note.* Our reach has increased by 464%, and we achieved 4,957 viewings.

*Decisions:*

- (a) Our target for August is to match our July figures.
- (b) We shall start a Facebook expansion campaign in September.

**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**

*Note.* Jo has reminded Eve Atkinson that the Minimagazine still shows Adam Collis as the Chair.

*Thanks were expressed* to Julie for organising the 'opening' event for Norman Whitwood's bench.

**Action point:**

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

**Any other Business**

*Decisions.*

- (a) We should pursue Chantal's idea of a "Happy to chat" bench in Wheathampstead. (Anyone sitting there would be welcome to chat with someone else.) Possibilities include WEB sponsoring a bench in the crinkle-crinkle garden together with other organisations such as the Preservation Society and the Community Group.
- (b) The WEB Christmas dinner will be held on 17 December.
- (c) We need to make a greater effort this year to make sure everyone can move round and talk to different people during the meal.

**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.

**Date of next Tuesday Turntable:** Tuesday, 17 September 2019 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB