

## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 17 September 2019 held at 3 Place Farm, Wheathampstead

<b>Present:</b>		
Ben Schneider	Chantal Fisher	Iain Begg
Julie Bell	Ginny Cooper	Mike Perry
Maureen Lamburn	Claire Farley	Joolz Joseph
Richard Brett	Robyn Stephenson	

## Initiatives/Projects/Events

### Website development

*Note.* The business directory is now on the new website.

#### Action points:

1. Ben will make changes to the website so that
  - (a) the phone number appears only when you click for more details;
  - (b) it is clear that you can sort the directory;
  - (c) the few anomalies that have been noted are rectified.
2. Ben will provide a copy of the spreadsheet with contact info to Julie and Richard. They will organise a way to capture changes needed.

### Buy It Locally Campaign (BILLY)

*Note.* Chantal has begun speaking to businesses that participated in the Loyalty Card pilot to see if they wish to continue participating when the campaign is relaunched in December.

#### Decisions.

- (a) The priority should be to contact those WEB members who did not participate in the Loyalty Card pilot to ask if they would like to participate when the campaign is relaunched in December.
- (b) Participating shops need to be encouraged to promote the scheme more actively.

#### Action points:

1. Chantal will continue phoning the businesses that participated in the Loyalty Card pilot.
2. Everyone in attendance will help phone round WEB members that did not participate in the Loyalty Card pilot but who are considered likely to want to join the campaign in December.
3. Julie will produce a list of these members randomly allocating businesses to each person and will send it to everyone present.

## Marketing, incl. Email Marketing and WEB logo

### Decisions.

- (a) We shall park the idea of rebranding until the New Year and continue for the moment using the BILLY-based logo.
- (b) When we do pursue idea of rebranding, we should consider using Joolz's contact (Patrice) who is likely to be able to design a suitable logo for around £200.

### Action points:

4. Julie will send Ben the Illustrator files containing the temporary logo designs.
5. Ben will make the agreed changes to the logo designs.

## Small Business Sunday (8 December) [*was originally to be Saturday*]

### Notes.

- i. Maria Criticos would like to participate in the event and make use of the pavement area in front of Loafing.
- ii. Robyn is organising a Christmas market in the Memorial Hall on Sunday, 8 December, probably between 10am and 4.30pm.

### Decisions.

- (a) WEB will have a presence at the Christmas market in the Memorial Hall (at a cost of £30).
- (b) Although Small Business Saturday is a national event, we shall hold it on Sunday, 8 December to coincide with the Christmas market.
- (c) If we are unable to use No. 8 High Street, we shall erect gazebos for use by non-High Street businesses.
- (d) Possible ideas include:
  - A. A competition organised by Claire F;
  - B. Music by some of Claire Partington's pupils;
  - C. Ice the Gingerbread Man.

### Action point:

6. Jo, Ben, Ginny, Mike and Maria Criticos will form a sub-committee to organise Small Business Sunday.

## Brief and terms for paid posts

### Action point:

7. Richard will follow up with Claire Boyles about her job brief.

## Constitution

### Action point:

8. Richard will send Claire B the updated constitution and Claire will put it on the website.

## Reports from WEB Officers

### Membership

**Action point:**

9. Ginny and Julie will take Joolz's and Maureen's lists and produce a list of paid-up WEB members.

### Finances

**Action points:**

10. Maureen will send the historic accounts to Claire F and Julie.
11. Ben will organise the new bank signatories (Jo, Ben, Maureen and Richard).
12. Ben will meet Carol Tizzard to discuss WEB's Santander account, and will email Adam Collis to ask who has access to it.
13. Richard will add an item to the calendar under November: Testing member payments.

### Networking Meetings

**Action point:**

14. Joolz will chair the breakfast meeting.
15. If we have ideas for speaking at networking meetings, we shall contact Ginny.
16. We shall all take every opportunity to remind members about attending networking meetings.
17. Joolz will consider creating a survey to members about networking meetings, e.g. to ask whether they are interested in attending, etc.

### Social Media

*Note.* Claire B has run out of material from the middle of October.

**Action points:**

18. We will all 'like' posts and 'follow' on Twitter.
19. Claire will explain each of the social media at future Turntable meetings.
20. Ben will ask Claire B how the business featured as Business of the Month on Facebook is chosen.

## General WEB Administration

### Publicity and press coverage

**Action point:**

21. Julie will send Claire B the press release about Norman Whitwood's bench so that Claire can put it on the website.

### Any other Business

*Note.*

Iain talked through:

- (i) the options for rebuilding or redeveloping the Memorial Hall;
- (ii) the idea of 9 members sponsoring holes in a disc golf course in the Memorial Hall grounds. Frisbees could be branded in accordance with the members' businesses. Funding could be provided by Veolia. Interest could be generated at Village Day.

*Decision.*

The WEB Christmas meal will be on 17 December at Nihao. Some people will move seats during the course of the evening.

**Action points:**

22. Chantal will discuss the "Happy to chat" idea with the local police surgery.
23. We shall discuss the options for rebuilding or redeveloping the Memorial Hall at the next Turntable.
24. At the next Turntable we shall also discuss the idea of 9 members sponsoring holes in a disc golf course in the Memorial Hall grounds
25. Claire F will book the Christmas meal at Nihao.

**Date of next Tuesday Turntable:** Tuesday, 15 October 2019 at 7.30 pm at a venue to be decided.