

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 15 October 2019 held at The Swan, Wheathampstead

Present:		
Ben Schneider	Chantal Fisher	Ginny Cooper
Julie Bell	Richard Brett	

Initiatives/Projects/Events

Small Business Sunday (8 December) and Lights Up (28 November), incl. resources / actions

Note. The sub-committee consists of Jo, Ben, Mike and Maria Criticos.

Decisions.

- (a) As 'Small Business' will now be on a Sunday instead of a Saturday, there is unlikely to be sufficient footfall outside Loafing for the events held there in previous years, and we shall therefore abandon the idea of holding those events.
- (b) The rota for manning the WEB table at the Christmas Market on Small Business Sunday will be as follows. Chantal will also be there at her own table.

10 am – 11am	Ginny
11am – 12pm	Ben
12 pm – 1 pm	Julie
1 pm – 2 pm	Richard
2 pm – 3 pm	TBA
3 pm – 4 pm	TBA STOP PRESS: Claire Farley will do this session.

Action points:

1. Ginny will inform Maria Criticos and Claire Partington of the decision not to hold events outside Loafing.
2. Ben will inform the other sub-committee members.

Buy It Locally Campaign (BILLY)

Decision. We need to have separate phone calls about (a) taking part in the Loyalty Card scheme and (b) reminding about outstanding payments.

Action points:

3. Chantal will continue phoning the businesses that participated in the Loyalty Card pilot.
4. Everyone will continue phoning round businesses that did not participate in the Loyalty Card pilot but who are considered likely to want to join the campaign in December and become members, if they are not already.
5. Ben will create a Microsoft account that we can share, so that the file containing the businesses that we are phoning can be shared.
6. Ginny will speak to the new management at Manor Pharmacy.

7. Julie will ask Joolz to issue an email to businesses that have not been approached, informing them of the Loyalty Card scheme and inviting them to take part.

Website development and WEB Database

Decisions.

- (a) WEB will pay Chantal to enter businesses on the website.
(b) When a business pays WEB, by whatever method, this needs to be entered on the database.

Action points:

8. 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.
9. Ben will send Claire Farley's Village Day spreadsheet to Julie/Ginny to help reconcile payments.

Marketing, incl. Email Marketing and WEB logo

Action point:

10. Ben will continue making the agreed changes to the logo designs.

WEB Database

No action points.

Memorial Hall options – rebuilding or renovating

Item deferred.

Opportunities for sponsored disc golf course

Item deferred.

Reports from WEB Officers

Membership

Decision. People joining WEB at networking meetings must do so using the website.

Action point:

11. Ginny will inform Mike Perry and Karen Potton that new members must join on the website.

Finances

Decision. The Treasurer will in future bring the latest bank statement to each Turntable meeting so that any unclear entries can be discussed and identified.

Action points:

12. Ben will chase up the bank to organise the new bank signatories (Jo, Ben, Maureen and Richard).
13. Ben will continue trying to find out from Adam Collis to ask who has access to WEB's Santander account.
14. Richard will add an item to the calendar under November: Testing member payments.

Networking Meetings

Decision. At the Christmas networking lunch the set menu costs £16.95, but WEB will charge members £5 and non-members £10.

Action point:

15. Joolz will consider creating a survey to members about networking meetings, e.g. to ask whether they are interested in attending, etc.
16. If anyone has any ideas for topics at networking meetings, they will let Ginny know.

Social Media

Decision. Who is featured as Business of the Month on Facebook – and when – should be recorded on the database.

Action points:

17. Claire will explain each of the social media at future Turntable meetings.
18. Ben will ask Claire B how the business featured as Business of the Month on Facebook is chosen.

General WEB Administration

Brief and terms for paid posts

Action point:

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

Constitution

Action point:

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

Publicity and press coverage

No action points.

Any other Business

Action points:

21. Julie will speak to Claire Farley about booking the Christmas meal at Nihao.

Date of next Tuesday Turntable: Tuesday, 19 November 2019 at 7.30 pm at The Swan.