

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 19 November 2019 held at 3 Place Farm, Wheathampstead

Present:		
Ben Schneider	Chantal Fisher	Ginny Cooper
Iain Begg	Maureen Lamburn	Claire Boyles
Julie Bell	Richard Brett	Joolz Joseph

Initiatives/Projects/Events

Small Business Sunday (8 December)

Decision. WEB does not need its own table but will pay £35 for the opportunity to be present in the Hall on Small Business Sunday.

Buy It Locally Campaign (BILLY)

Decisions. WEB is not in a position to relaunch the Campaign on Small Business Sunday as not enough businesses have been successfully approached to see if they would like to take part, The relaunch will therefore be postponed.

This decision needs to be communicated to members, drawing attention to the fact that . WEB needs volunteers to make things like this happen. The message however should be positive, along the line of watch this space for BILLY.

Action points:

1. Julie will draft a wording to communicate to members.
2. Claire will review the wording.

Website development and WEB Database

Decision. Consideration will be given to moving the database to Google to avoid any loss of access when various people try to open or edit it.

Action points:

3. Having raised the issues with Caspio, Ben will follow up to make sure the website can be changed 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.
4. Ginny will inform the Tuesday Turntable of any new members. (There were 4 this month.)
5. Ben will update the Caspar database each month.

Marketing, incl. Email Marketing and WEB logo

Note. WEB emails have a 20% - 24% open rate.

Decision. WEB should produce a newsletter at the end of each quarter.

Action point:

6. Ben will continue making the agreed changes to the logo designs.
7. Richard will add emails to the agenda in January so that we can discuss this in more detail.

Memorial Hall options - rebuilding or renovating

Not discussed.

Opportunities for sponsored disc golf course

Not discussed.

Reports from WEB Officers

Membership

No specific action points

Finances (incl. latest bank statement)

Decisions. We need to email all members asking them if necessary to change their standing orders so they no longer pay into the Santander account.

The Santander accounts needs to be left open until we are sure that everyone has changed their standing orders.

Action points:

8. Ben will chase up the bank to organise the new bank signatories (Jo, Ben, Maureen and Richard).
9. Ben will chase up people whose payments are outstanding.
10. Julie will continue to transfer any payments out of the Santander account.

Testing member payments

Action points:

11. Ben will test member payments in time for the receipt of members' renewal subscriptions.

Networking Meetings

Action points:

12. 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. The business featured as Business of the Month on Facebook is chosen from those that have completed forms.

Action points:

13. Claire will invite people to join the Facebook group.

General WEB Administration

Publicity and press coverage

No specific action points

Any other Business

No specific action points

Date of next Tuesday Turntable: Tuesday, 21 January 2020 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB