

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 21 January 2020 held at The Swan, Wheathampstead

Present:		
Jo Hailey	Chantal Fisher	Ginny Cooper
Claire Partington	Gillian Partington	Claire Boyles
Julie Bell	Richard Brett	

Initiatives/Projects/Events

Membership and *Pump* Ads

Including: (a) *Pump* ad. prices
 (b) Contacting potential advertisers (how and who)
 (c) Process for paying for advertisement
 (d) Recording who agrees to advertise and when they paid

Decisions.

- (i) WEB's membership fee will stay at £25 pa.
- (ii) We need to market WEB membership.
- (iii) The cost of ads in the *Pump* will be as follows (in addition to the membership fee):

	Single	Double	Numbers available
Standard	£100	£200	24
Premium	£125	£250	12

It is considered that these are competitive prices.

- (iv) To attract advertisers we shall:
 - a. First, and by the first week in February, email those who advertised last year, with a deadline for payment of one week (although the copy can follow later);
 - b. Next, one week later, email the remainder of those on the database
- (v) It will be necessary to pay the membership fee at the same time as paying for the ad.

Note. Ellie Metherell will, as last year, design the copy for an ad if necessary. Last year she charged £15, and Claire P. has asked her how much she will charge this year.

Action points:

1. Gill will produce a first draft of the email to potential advertisers and send to Claire B for review.
2. Claire B. will produce a pump@wheathampsteadbusinesses.co.uk email address that will be used for emailing potential advertisers. She will liaise with Gill to get set up on her computer.
3. Claire B. will post on social media advertising for someone to phone local businesses and update the data we hold.
4. Claire B. will set up a 'product' on the database with various options to cater for the different combinations that members may pay for.

Buy It Locally Campaign (BILLY)

Note. We have received no feedback to our email informing members that the re-launch had been delayed.

Action point:

5. Richard will add BILLY to the agenda for the May meeting.

WOW 2020-21

Decisions.

- (i) Before deciding whether to proceed with WOW, we need to be as sure as we can that the database is up-to-date.
- (ii) We shall employ someone to phone local businesses and make sure the data we hold for them is still correct.

Action points:

6. Julie will find out if details of new limited companies can be obtained from Companies House.
7. Claire B. will post on social media advertising for someone to phone local businesses and update the data we hold.

Website and WEB Database

Decisions. (i) WEB will renew its subscription to Jimdo for the website.
(ii) We shall record on the database whether a member has a *Pump* ad.

Action points:

8. 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.
9. Ben will update the Caspio database each month.

Marketing, incl. Email Marketing and WEB logo

Decision. We shall defer any discussion of emails or of producing a quarterly newsletter until Joolz Joseph is present.

Action point:

10. Claire B. will find someone able to make the agreed changes to the logo designs (for an amount of up to £200).

Opportunities for sponsored disc golf course

Decision. We shall defer any discussion of this until Iain Begg is present.

Reports from WEB Officers

Membership (incl. new members)

Action point:

11. Karen Potton will email us prior to each Tuesday Turntable informing us of any new members.

Finances (incl. latest bank statement)

Action points:

12. Ben will chase up the bank to organise the new bank signatories (Jo, Ben, Maureen and Richard).
13. Ben will chase up people whose payments are outstanding.
14. Julie will continue until April to transfer any payments out of the Santander account.
15. Julie will check the HSBC account to see if people have responded to Ginny's invoices for missing payments.

Networking Meetings

Note. Breakfast meetings operate at a profit and lunch meetings at a small loss. Overall WEB makes a small profit out of networking meetings.

Action points:

16. Ginny will look into the possibility of holding lunchtime networking meetings at Mid Herts Golf Club.
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. outlined her plans for a monthly social media schedule, with different approaches for different days of the week.

Action points:

18. Claire B. will invite people to join the Facebook group.

Any other Business

Action point:

19. Richard will add plans for Village Day and Small Business Saturday and a social event during the year to the agenda for the next meeting.

Date of next Tuesday Turntable: Tuesday, 18 February 2020 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB