

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 18 February 2020 held at 3 Place Farm, Wheathampstead

Present:				
Jo Hailey	Chantal Fisher	Ginny Cooper	Claire Boyles	Mike Perry
Ben Schneider	Joolz Joseph	Maureen Lamburn	Julie Bell	Richard Brett

Initiatives/Projects/Events

Pump Ads

Action points:

1. Claire B. will ask Gillian Partington to ring round and try to attract more advertisers.
2. Claire B. will establish from Gillian what the deadline for Pump ads is.

WOW 2020-21 and WEB Database

- Decisions.*
- (i) We shall pay someone by the hour to cleanse the database.
 - (ii) When cleansing the database, as much work as possible should be done on the internet.

Action point:

3. Jo and Claire B. will interview people to cleanse the database.

Website

Action points:

4. Ben will make sure the website can be changed so it is clear that you can sort the directory.
5. Ben will sync the One-Drive database once a month with the Caspio database once the data cleansing is complete.

Marketing, incl. Email Marketing and Social Media

Note. Email open rates are generally around 25% - 30%, and click-through rates are 1.5% - 2%. There are not many unsubscribes.

- Decisions.*
- (i) The provisional name for the newsletter is *WEB Wrap-up*.
 - (ii) We need to promote the pop-up markets by email.
 - (iii) A volunteer is needed for the Wheathampstead Business Community Facebook group.

Action points:

6. Claire B. will find someone able to make the agreed changes to the logo designs (for an amount of up to £200).
7. Joolz will work out the best time to send out newsletters.
8. We shall all make comments on Facebook as this makes it more likely that Facebook will post the comment to other people.
9. Claire B. will prevent people from posting on Wheathampstead Business Community Facebook Group unless she approves the post.

Village Day, 2020

Item deferred until Claire Farley is present.

Small Business Saturday (5 Dec.) and Christmas Market (6 Dec. 2020)

- Decisions.*
- (i) WEB will support the Christmas Market but will not organise anything for Small Business Saturday.
 - (ii) WEB will have its own table at the Market (costing £35).
 - (iii) Robyn Stephenson should announce that WEB will be present.
 - (iv) BILLY should take part at the Christmas Market.
 - (v) WEB will also take a table at the Spring Pop-Up Market (on 29 March).

Opportunities for sponsored disc golf course

Item deferred until Iain Begg is present.

Reports from WEB Officers

Membership (incl. new members)

Note. Two new members have joined in the past month.

Finances (incl. latest bank statement)

Note. The accounts for 2018-19 have been prepared.

Decision. We need to prepare a budget for 2020-21.

Action point:

10. Jo will approve the accounts for 2018-19.

Networking Meetings

Notes. 12 people attended the last breakfast meeting, and 18 were at the last lunch meeting.

The next lunch meeting will be at Mid-Herts Golf Club.

Action point:

11. Claire B. will add a question on Eventbrite asking how people heard of WEB.

Mid-year WEB Social event

Decision. We should hold a members' social event, e.g. wine tasting, possibly at Mid-Herts Golf Club.

Action point:

12. Ginny will talk to Mid-Herts Golf Club about hosting a social event, ideally on a Thursday evening in June.

Any other Business

- Decisions.*
- (i) WEB should have a presence at Christmas Lights Up, displaying our banner, and perhaps selling mulled wine. One possibility would be to use Felicity's van (and let her keep the money for the wine).
 - (ii) We should produce stickers saying something like "I am a WEB member" once we have agreed the new logo.

Action point:

13. Ginny will ask Ellie Metherell at the Parish Council if WEB can have a space at Christmas Lights Up.

Date of next Tuesday Turntable:

Tuesday, **17 March 2020** at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB