



## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 21 April 2020 held virtually

| <b>Present:</b> |                |                 |               |
|-----------------|----------------|-----------------|---------------|
| Jo Hailey       | Chantal Fisher | Ginny Cooper    | Claire Boyles |
| Ben Schneider   | Richard Brett  | Claire Farley   | Julie Bell    |
| Maureen Lamburn | Iain Begg      | Ellie Metherell |               |

### Initiatives/Projects/Events

#### WOW 2020-21 and WEB Database

*Note.*

Work has not yet started on cleaning the database, but appropriate fields and categories for the data have been added. It will be possible to search for the different services that some businesses provide. Entries will also distinguish between businesses, charities and residents.

*Decision.* Ellie will make all future alterations to the database.

#### **Action points:**

1. Ellie will start work on cleansing the database, including phoning businesses. The aim is to complete the exercise in two weeks.

#### Website

*Note.* Ben has added a sort facility to the business directory on the website.

#### Marketing, incl. Email Marketing, Newsletter and Social Media

*Notes.*

- (a) A version of the new provisional logo has been produced by A.N.G. Design at a cost of £50. This is not hi-res but does show WEB url.
- (b) The featuring of businesses on Facebook is based on the principle of *Webnesday* and *Shop Local Saturday*, Several businesses are featured at a time so that all businesses are featured in turn.

#### **Action points:**

2. Claire B. will distribute the new logo file.
3. Jo will look at the logo and see if she can recreate it in a new effective and hi-res format.
4. New members will be highlighted on Facebook as soon as they join.
5. Joolz will produce a newsletter in early May.
6. Ginny will email Manor Pharmacy contact details to Julie.



## **Administrative Support for WEB members**

*Decision.* We shall discuss this further when work on the database has been completed.

## **WEB AGM 2020**

*Note.*

Jo, Ben and Richard indicated their willingness to stand again as Chair, Treasurer and Secretary in 2020-21.

*Decision.* We shall hold the AGM (virtually) during the May Turntable meeting.

### **Action point:**

7. Jo and Ben, who have been working on the accounts for 2019-20 and budget for 2020-21, will release the figures prior to the AGM. These will then be passed to Maureen to produce the official accounts for 2019-20.

## **Village Day (12 July)**

*Note.*

No final decision has been made about whether Village Day will be held this year, and it will depend on Government guidelines, but the likelihood is that it will be cancelled. In any event, there will be no fireworks.

*Decision.* Whether the event is held or not, WEB will not be involved this year.

## **Christmas Lights Up (26 Nov) and Christmas Market (6 Dec)**

*Deferred until it becomes clearer whether or not these events will proceed.*

## **Communications**

- Decisions.*
- (a) We shall all try to look at and respond to WEB emails.
  - (b) The WEB WhatsApp group is now restricted to those who regularly attend Turntable meetings.

## **Opportunities for sponsored disc golf course**

*Note.*

The Parish Council are interested in the idea, but to progress it further we will need someone to demonstrate it.

*Decision.* We shall defer this until next year, with the aim of launching it at Village Day 2021.



## Reports from WEB Officers

### Membership (incl. new members)

*Note.* We so far have 22 paid-up members for 2020-21, including 4 new members.

*Decisions.* (a) Membership may not be deferred during the Covid-19 lockdown.  
(b) We shall allow a discount for any businesses that cannot afford the £25 subscription due to the Covid-19 situation.

#### Action points:

8. Jo, Claire B. and Joolz will craft an email to remind those members who have not yet paid for 2020-21.
9. Claire B. will let Turntable attendees know what will be a reasonable date on which to release the email.
10. Claire B will create a button on website to renew membership but not pay on grounds of Covid-19 hardship.
11. Ellie will draft an email to businesses who advertise in the *Pump* informing them that the next edition will be published online, and will forward this, together with a list of the advertisers, to Jo, so that Joolz can send the email to the advertisers.

### Finances (incl. latest bank statement)

#### Action points:

12. Julie and Richard will progress the signing of the bank document. STOP PRESS: this seems to have gone missing so Ben will recreate and recirculate.

### Networking Meetings

*Note.*

Numbers of attendees at the most recent meetings:

Breakfast: 8                      Lunch: 8

*Decision.* We shall continue with virtual networking meetings.

### Any other Business

*None.*

### Date of next Tuesday Turntable:

Tuesday, 19 May 2020 at 7.30 pm to be held virtually – this will be the AGM meeting.