Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 17 March 2020 held virtually

Present:			
Jo Hailey	Chantal Fisher	Ginny Cooper	Claire Boyles
Ben Schneider	Richard Brett	Karen Potton	Julie Bell

Initiatives/Projects/Events

Pump Ads

These are very nearly all sold.

WOW 2020-21 and WEB Database

Note.   Ellie Metherell will be paid £10 an hour to cleanse the database, and will start as soon as possible.

Decision. The deadline for Ellie to complete the work will be the next Turntable.

Website

> **Action points:**
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> 1. Ben will make sure the website can be changed after the database has been cleansed so it is clear that you can sort the directory. (If the database is not cleansed, Ben will do this anyway before the next meeting.)

Marketing, incl. Email Marketing, Newsletter and Social Media

Note.   Post engagement is up by 18%.

Decision. WEB's Coronavirus message to the community should be:

  (a) Let everyone know that WEB is here.
  (b) People should shop locally.
  (c) Spare time created as a result of the crisis can be used to acquire and improve skills, e.g. video conferencing.
  (d) We can help businesses set up or improve their websites.
  (e) We can offer support to High Street members.

> **Action points:**
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> 2. Ginny will find out how WEB can most effectively support High Street businesses, and will let Claire B. know.
> 3. Claire B. will find someone able to make the agreed changes to the logo designs (for an amount of up to £200) and will make the imagers crisper. A membership version will also contain the membership year.
> 4. Joolz will work out the best time to send out newsletters.
> 5. Claire will prevent people from posting on Wheathampstead Business Community Facebook Group unless she approves the post.
> 6. Julie will add Chenine Bruley's email address to the WhatsApp group.

Village Day (12 July)

Item deferred until Claire Farley is present.

Spring Market (29 March)

Note. The market has been cancelled in favour of an online market.

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

No action points.

Opportunities for sponsored disc golf course

Item deferred until Iain Begg is present.

Reports from WEB Officers

Membership (incl. new members)

No specific action points.

Finances (incl. latest bank statement)

Note.　　　All payments are up-to-date.
Decision.　　We need to review our costs, as these are higher than last year, and produce a budget for the current year.

> **Action points:**
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> 7.　　Jo will approve the accounts for 2018-19.
> 8.　　Ginny will help Maureen Lamburn will continue work on the 2019-20 accounts (which are needed for the AGM).
> 9.　　Jo and Ben will discuss the budget and produce a spreadsheet that can be discussed at the next Tuesday Turntable.
> 10.　Ben will post the bank document for signing.

Networking Meetings

Decision.　　The next breakfast meeting will be held virtually, using Facebook Live.

> **Action points:**
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> 11.　Ginny will ask Joolz Joseph to issue an email containing the record of networking meetings that she has sent to both Joolz and Claire. .
> 12.　Claire will set up a new 'event' for virtual breakfast meeting(s), as a single 'event' cannot take place at more than one location.

Mid-year WEB Social event

Not currently being pursued.

Any other Business

Decisions. (a)   We shall make a decision about when to hold the 2020 AGM at the April Tuesday Turntable.

(b)   The next Tuesday Turntable will also be virtual.

(c)   WEB should facilitate the creation of a small team that can provide administrative support for WEB members at less than the market rate. This will be thus be an additional benefit of being a WEB member. WEB would collect fees from WEB members and then pay the team, retaining a small commission. Ellie Metherell is likely to be interested in joining the team, and the other two candidates interviewed for the database cleansing project may well be interested too.

Date of next Tuesday Turntable:

Tuesday, **21 April 2020** at 7.30 pm to be held virtually