



**Wheathampstead Business Group:  
Agenda for Meeting  
7.30pm, 21 July 2020 to be held virtually**

**Initiatives/Projects/Events**

**Roles within WEB**

**Turntable Attendees (or Committee)**

*We need to have a more formal procedure for the arrival and departure of people in the core group of Turntable attendees. This may require an amendment to the constitution.*

**WEB Database and WOW**

**Action points:**

1. We shall all test the Search facility on the website and email Claire with any problems.
2. When the search facility is fully working, we shall then send it to the businesses listed so that they can search for their own entries using all the relevant descriptions. We shall also ask them to let us know if they notice that a business is missing.
3. Claire B will talk a business through completing the application form (e.g. on Zoom) so that enough information is available to complete an entry on the Blog page.
4. Iain will send round the renewal notification he has received, which asks for information that WEB already have.
5. Julie will support Karen Potton on processing the membership information, but will not take over the Membership role.
6. Claire B. will give Julie the necessary login details.
7. In the autumn Jo will do another 'Google My Business' session and record it.
8. *Julie will ask Ellie to compare our database with 'Yellow Pages' and any other similar listings so that we can be as sure as possible we have not missed out any businesses.*
9. *Richard will progress the production of WOW 2021-22 later this year.*
10. *Claire F will speak to key businesses about advertising in WOW.*

**Website**

**Action points:**

11. *Jo will remove the Comment facility from the entries on the Blog page and will ask Ellie to turn off the facility when adding new blogs.*
12. *Jo will use the first part of Iain's article on the Leaky Bucket as the first WEB blog.*



## Criteria for WEB Membership

*Should we allow all local businesses automatically to be members of WEB at no cost and creating premium levels of membership so that some businesses can pay for additional services (e.g. SEO)?*

## Marketing, incl. Email Marketing and Newsletter

### Action points:

13. Jo will look at the logo and see if she can recreate it in a new effective and hires format.
14. Julie will send Joolz some notes on the gym conversion.
15. Joolz will produce a newsletter in June.
16. Claire B. will give Ellie Metherell some training in creating social media posts.
17. We shall all like any post from a WEB member and share it if possible.

## Social Media, incl. Wheathampstead Businesses Group Facebook page

## Report on third Strategy Meeting

## Photographs of Wheathampstead businesses trading

### Action point:

18. In the newsletter Joolz will include a request for businesses to send us any pictures they have of trading during the lockdown.

## East Lane car park

### Action point:

19. Chantal will email Ellie Metherell about opposing the suggestion that users of the car park should be charged.

## Reports from WEB Officers

## Membership (incl. new members & updating of Membership spreadsheet)

### Action point:

20. *Ginny will ask Ellie to add a column to the Membership spreadsheet for networking attendance.*

## Finances (incl. review of latest bank statement)

### Action points:

21. Ben, Maureen, Jo and Ginny will discuss the 2019-20 accounts.
22. Julie will collect the bank signatory document and forward it to Jo.
23. Ben will make the membership payment to WDPS once Julie has sent him the link.



24. *Ben will bring the latest bank statement for categorisation of income and outgoings.*

### **Networking Meetings**

**Action point:**

25. Ginny will add Chantal as a moderator to the Facebook page.

### **Use of Google Drive for Storage of Documents**

- *The Membership spreadsheet*
- *The Finance spreadsheet*
- *'Hints and Tips' for various roles*
- *Constitution*

### **Any other Business**