



**Wheathampstead Business Group:  
Agenda for Meeting  
7.30pm, 20 October 2020 to be held virtually**

**Initiatives/Projects/Events**

**Turntable Attendees (or Committee)**

**Action point:**

1. Richard, Chantal and Maria will continue their investigation into how the constitution needs to be changed to reflect the changes to the procedures and roles, including specific mentions of:
  - (a) the role of membership secretary
  - (b) the role of an events coordinator (networking events)
  - (c) sub-committees.
2. Ginny will send Richard details of the Membership Secretary's role.

**WEB Database, Website and WOW**

**Action points:**

3. Jo and Ben will chase up David Hardstaff about his solution for an improved search facility accessed from the business directory page of the website.
4. Ben will set up a separate site for the database.
5. 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.
6. Ellie will 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, and will liaise with Julie.
7. Richard will progress the production of WOW 2021-22 later this year.
8. Claire will speak to key businesses about advertising in WOW.
9. Ellie will put the second *Leaky Bucket* article on the WEB website.

**Criteria for WEB Membership, incl. survey results**

**Action point:**

10. We shall all read through the proposed new survey of local businesses.
11. Ginny will issue the survey using Mailchimp in the week beginning 28 September  
lain with any feedback so that the details of the proposal can be finalised.

**Buy It Locally campaign (BILLY)**

**Time Line**

**Action points:**

12. Jo will create a shared link so that we can all add our own tasks.
13. Chantal will review and add more specific dates where needed.
14. Ellie will add the *Pump* dates to this document.



## Litter Campaign, incl. £100 sponsorship

### Action points:

15. We shall provide any feedback on the proposed letter to High Street businesses.
16. Ellie will print copies of the letter.
17. Julie and Richard will deliver the letter to businesses in High St. and Station Rd.
18. Julie will email other businesses on the database letting them know about the campaign.

## Reports from WEB Officers

### Membership (incl. new members and new window clings)

#### Action point:

19. Maria, Ginny and Ellie will review the wording of the Welcome email that goes to all new members.
20. Ellie will feature new members in the newsletter.

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

#### Action point:

21. Ginny will in future record the numbers of reaches and engagements in a spreadsheet and share it with others.
22. Julie will ask Mike Spurgeon and Wendy Griffiths to transfer the ownership and management of one of the Wheathampstead Business Group LinkedIn accounts to Jo and Ben.
23. We shall all add our WEB details to our LinkedIn accounts.

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

#### Action points:

24. Ben will chase the bank now that we have sent them the bank signatory document.
25. Ben will chase the bank about dual authorisation for electronic payments out of the bank account.
26. Ben will email Maureen Lambourn and find out what she needs to close the accounts for previous years and to agree when the accounts will be completed.

### Networking Meetings

#### Action points:

27. Ginny will provide information for the newsletter on networking meetings.

### Any other Business