



Wheathampstead Business Group

Annual General Meeting held virtually on 19 May 2020 and Decisions and Action Points from subsequent Tuesday Turntable

Present:			
Jo Hailey	Chantal Fisher	Ginny Cooper	Claire Boyles
Ben Schneider	Richard Brett	Claire Farley	Julie Bell
Maureen Lamburn	Iain Begg	Karen Potten	Joolz Joseph

Annual General Meeting:

Chairman's Report

Jo reported that the vision for the future of WEB is taking shape and, this time next year, will be complete. The database is nearly cleansed, we have active social media and a new website., and attendance has increased at networking meetings.

Treasurer's Report

The accounts are nearly finished and should be available next week. Outgoings have increased and need to be reviewed, particularly as it is uncertain how many members will renew.

Election of Officers

The following were proposed, seconded and voted in unanimously for the year 2019-20:

		Nominated by:	Seconded by:
Chair	Jo Hailey	<i>Chantal Fisher</i>	<i>Maureen Lamburn</i>
Treasurer	Ben Schneider	<i>Ginny Cooper</i>	<i>Julie Bell</i>
Secretary	Richard Brett	<i>Jo Hailey</i>	<i>Claire Boyles</i>

Tuesday Turntable:

Initiatives/Projects/Events

WOW 2020-21 and WEB Database

Note.

Ellie has so far covered 214 businesses, but some information is missing and she is awaiting some replies. To date the work has taken 28 hours.

Action points:

1. Everyone present at the meeting will review the data that Ellie has worked on. If we know someone some of whose information is missing, we shall either



- (a) get in touch with them ourselves and then send Ellie the missing information, or
 - (b) give Ellie their contact details.
2. Everyone present at the meeting will review the business categories and services and give any feedback to Claire B.

Website

Decision The website will be updated once the work on the database is complete.

Marketing, incl. Email Marketing, Newsletter and Social Media

Decisions.

- (a) It was confirmed there will be three versions of the logo: the standard Wheathampstead Businesses version; a BILLY/Buy Local version, and a WEB Member version.
- (b) The WEB Newsletter should feature businesses that have gone out of their way to serve their customers during the Covid-19 crisis.

Action points:

3. Jo will look at the logo and see if she can recreate it in a new effective and hi-res format.
4. Ginny and Karen will watch out for Facebook posts about businesses that have gone out of their way.
5. Joolz will produce the newsletter in June.
6. Ginny will lead on the Saturday Shop Local post.

Report on first Strategy Meeting

Julie summarised the first meeting, which involved brainstorming WEB's strengths, weaknesses, opportunities and threats

Proposal for WEB to join WDPS

Decision. WEB will join WDPS as a business member.

Action point:

7. Ben will make the payment to WDPS once Julie has sent him the link.

Photographs of Wheathampstead businesses trading

Action point:

8. Ginny will speak to Ian Scott and to our new member and offer them WEB endorsements for any business shots they would like to share with us for Facebook.



Reports from WEB Officers

Membership (incl. new members)

Decisions.

- (a) The email reminding members who have not paid for 2020-21 will be sent out in the first week of June.
- (b) Another email will be sent to other companies on the database, inviting them to join.
- (c) The emails will also ask people to go to the website and check their entries on the database.

Action point:

9. Ginny will produce invoices and send copies to the businesses and Ben for the 3 PUMP adverts and memberships that are still outstanding.

Finances (incl. latest bank statement)

Action points:

10. Ben, Maureen, Jo and Ginny will discuss the 2019-20 accounts.
11. Ben will post the bank document for signature first to Julie, and Julie will forward it to Jo.

Networking Meetings

Note.

The topic for the next breakfast meeting will be positives coming out of the Covid-19 crisis.

Action point:

12. We shall all let Ginny have any ideas for topics for future meetings.

Any other Business

Action point:

13. We shall all put reviews against <https://g.page/WheathampsteadBusinesses?we> to help boost our rankings.

Date of next Tuesday Turntable:

Tuesday, 16 June 2020 at 7.30 pm to be held virtually.