



## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 22 September 2020 held virtually

<b>Present:</b>		
Jo Hailey	Chantal Fisher	Ellie Metherell
Ben Schneider	Richard Brett	Ginny Cooper
Julie Bell	Iain Begg	Maria Azcona

## Initiatives/Projects/Events

### Roles within WEB

#### *Decision*

It should no longer be necessary for Ginny to provide assistance to the Membership Secretary.

### Turntable Attendees (or Committee)

#### **Action points:**

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, WOW and WEB Website

#### *Decision*

We have received a quote of £500 from David Hardstaff to put an improved search facility on the business directory page of the website, and we shall accept this quote on the understanding the work will be undertaken in a tight timescale. **Target date within October 2020.**

#### **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.

## Criteria for WEB Membership

### Decisions

- (a) We shall await the outcome of the survey of local businesses.
- (b) All changes to the membership structure will take place in the year 2021-22.
- (c) The survey will go to all local businesses using email and Facebook.

### Action points:

9. We shall all read through the proposed new survey.
10. Ginny will issue the survey using Mailchimp in the week beginning 28 September.

## Time Line

### Decision

The draft circulated by Julie is good so far as it goes, but it needs more job-specific details.

### Action points:

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

## Wheathampstead Welcome Packs

### Decisions

- (a) WEB would like an entry in the pack, and it would be ideal if there can be references to individual businesses.
- (b) Ginny will write some suitable words about WEB when needed.

## Update on Litter Campaign

### Decision

WEB will sponsor prizes up to a value of £100.

### Action points:

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



## Reports from WEB Officers

### Membership (incl. new members)

**Action point:**

18. Maria, Ginny and Ellie will review the wording of the Welcome email that goes to all new members.

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

*Note.* The numbers of reaches and engagements are increasing.

**Action point:**

19. Ginny will in future record the numbers of reaches and engagements in a spreadsheet and share it with others.
20. 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.
21. We shall all add our WEB details to our LinkedIn accounts.

### Finances (incl. latest bank statement)

*Decision*

We need dual authorisation for all outgoing payments. It is important that Ben brings latest bank statement to each meeting.

**Action points:**

22. Ben will chase the bank now that we have sent them the bank signatory document.
23. Ben will chase the bank about dual authorisation for electronic payments out of the bank account.
24. 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

*Note.* For the foreseeable future these will be online.

### Any other Business

*Decisions*

- (a) As we need to move the website off Jimdo, the job-related email addresses will need to be set up elsewhere, and we shall use Google.



- (b) To reduce the cost to £260 for the first year (and probably £300 per year thereafter), the number of job-related email addresses will be limited to six, i.e. Chair@, Treasurer@, Secretary@, Events@, Membership@ and Communications@ (formerly Pump@).
- (c) Ellie will produce the monthly or six-weekly newsletter but will need content and photos.
- (d) The next newsletter will be published in mid-October.

**Action points:**

- 25. Ginny will provide information for the newsletter on networking meetings.
- 26. Ellie will also feature new members in the newsletter.
- 27. Ellie will put the second *Leaky Bucket* article on the WEB website.

**Date of next Tuesday Turntable:**

Tuesday, 20 October 2020 at 7.30 pm, to be held virtually