



Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 16 June 2020 held virtually

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

Initiatives/Projects/Events

WOW 2020-21, WEB Database and Website

Notes.

- (a) It should be possible to search on a category or service, or any part of the description.
- (b) There are currently 36 paid-up members. 28 have completed the full form, and the details of 21 of them have been published on the website.

Decisions.

- (a) If a business featured on the Blog page fails to renew its WEB membership, it should be given a 6-month period of grace before the feature is removed from the page.
- (b) Businesses that have not renewed should be placed at the bottom of the Blog page.
- (c) We should tell new members that we hope to get their details on the WEB website within 2 - 4 weeks, depending on volumes.

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.

Trusted Trader List

Note. If Wheathampstead Community Group need to locate traders, they should be able to do so by searching on the Home Improvement category.



Marketing, incl. Email Marketing, Newsletter and Social Media

Notes. The proposed conversion of Wheathampstead United Church into a gym should be included in the newsletter.

Decision. The template for newsletters was agreed.

Action points:

8. Jo will look at the logo and see if she can recreate it in a new effective and hi-res format.
9. Julie will send Joolz some notes on the gym conversion.
10. Joolz will produce a newsletter in June.
11. Claire B. will give Ellie Metherell some training in creating social media posts.
12. We shall all like any post from a WEB member and share it if possible.

Report on second Strategy Meeting

Note. The third meeting is at 7.30pm on 30 June.

Community Impact Assessment

Action point:

13. Jo will survey members on Facebook
14. We shall all pass any feedback to Iain.

Photographs of Wheathampstead businesses trading

Action point:

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

Reports from WEB Officers

Membership (incl. new members)

No specific action points.

Finances (incl. latest bank statement)

Action points:

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



Networking Meetings

Note.

Numbers of attendees at the most recent meetings:

Breakfast: 11

Lunch: 13

Action point:

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

Any other Business

Note. Concern was raised about the possibility of charging for the car park in East Lane.

Decision. A good compromise would be to exempt categories of driver from the charge and to use technology to recognise their vehicles. Other drivers would be charged.

Action point:

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

Date of next Tuesday Turntable:

Tuesday, 21 July 2020 at 7.30 pm to be held virtually