



Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 21 July 2020 held virtually

| Present: | | |
|-----------------|----------------|-----------------|
| Jo Hailey | Chantal Fisher | Ellie Metherell |
| Claire Farley | Richard Brett | Maria Azcona |
| Julie Bell | Iain Begg | Joolz Joseph |

Initiatives/Projects/Events

Roles within WEB

Thanks were expressed to Joolz Joseph for the work she has done for WEB. Although Claire wasn't at the meeting our thanks are extended to her too.

Decisions

- In the light of what Claire B and Joolz have achieved and have taught us, volunteer WEB members will take over the work that they have been doing. Some work will be undertaken by Ellie Metherell.
- The roles and tasks of some Turntable attendees was confirmed. For completeness, all current roles and tasks are shown in the following list, though this may require further refinement.

| | <i>Role</i> | <i>Additional tasks</i> |
|-----------------|-----------------------------|--|
| Jo Hailey | Chair | SEO |
| Ben Schneider | Treasurer | |
| Richard Brett | Secretary | Distribution of emails relating to agenda and minutes |
| Maria Azcona | Membership Secretary | |
| Ginny Cooper | Events Coordinator | <ul style="list-style-type: none"> Distribution of emails relating to networking meetings Assistance to Membership Secretary Facebook posts |
| Julie Bell | Buy It Locally Coordinator | Help in updating the website |
| Chantal Fisher | Facebook Administrator | |
| Claire Farley | Village Weekend Coordinator | |
| Maureen Lamburn | Without portfolio | |
| Iain Begg | Without portfolio | |
| Karen Potten | Without portfolio | |
| Ellie Metherell | | Distribution of all other emails |

- We need to find someone to create a timeline showing when things are needed by and someone to keep Mailchimp contact lists up-to-date.
- We need to find someone to keep MailChimp lists up-to-date and manage segments.
- We need to strengthen the level of volunteer support.
- Joolz is happy in future to give insights and opinions and do ad hoc tasks.



Action points:

1. For the redistribution of tasks to be effective:
 - (a) Jo will ask Claire B and Joolz for a note of what they do and when they do it;
 - (b) we all need to establish a culture where everyone does what they have agreed to do by the agreed deadline.
2. We shall all draw up a list of what we do, including a timeline showing when we do it.
3. We shall all give Joolz a review on Google.
4. Joolz will distribute a spreadsheet showing the emails that need to be sent out during the course of the year and the tags for membership.

Turntable Attendees (or Committee)

Decisions

- (a) We need to have a more formal procedure for the arrival and departure of people in the core group of Turntable attendees, so that core members:
 - i. are formally welcomed when they join;
 - ii. attend Turntable meetings whenever they can;
 - iii. if they wish, have a defined role;
 - iv. are acknowledged when they leave the group.
- (b) These points will be minuted.
- (c) If a member of the core group decides to leave or to give up a particular role, s/he must give notice to the other members of the group.
- (d) We should consider forming sub-committees covering:
 - i. Membership
 - ii. Marketing.

Action point:

5. Richard, Chantal and Maria will investigate 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.

WEB Database, WOW 2020-21 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.

Action points:

6. Jo will accept David's quote and will invite him to the next Tuesday Turntable.



7. 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.
8. In the autumn Jo will do another 'Google My Business' session and record it.
9. 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.
10. Richard will progress the production of WOW 2021-22 later this year.
11. Claire will speak to key businesses about advertising in WOW.

Criteria for WEB Membership

Note. There was a discussion of the document 'Implementing a New WEB Membership Structure', prepared by Iain, which proposed that all local businesses should automatically be members of WEB at no cost, and there should be different levels of membership (e.g. Free, Gold and Platinum) so that some members could pay for additional benefits such as SEO.

Decisions

- (a) The plan was agreed in principle. Some of the detail needs to be worked out.
- (b) Businesses outside the core area (as defined) must pay to join as Gold or Platinum members.

Action point:

12. We shall all provide Iain with any feedback so that the details of the proposal can be finalised.

Marketing, incl. Email Marketing, Newsletter and Social Media

Action point:

13. Claire B. will give Ellie Metherell some training in creating social media posts.

Report on second Strategy Meeting

Deferred until the next Tuesday Turntable

East Lane car park

Note. The land is owned by Wheathampstead Parish Council, and so Herts County Council are not in a position to impose charges of motorists who park there.

Reports from WEB Officers

Membership (incl. new members)

Note. WEB now has 50 paid members.



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:

14. Julie will collect the bank signatory document and forward it to Jo.
15. Ben will make the membership payment to WDPS once Julie has sent him the link.
16. Julie will email Ginny Cooper about a payment that we think may be to Mid Herts Golf Club.
17. Joolz will look into the payments she has received from WEB.
18. Jo to ask Ben to investigate dual authorisation for electronic payments.

Networking Meetings

No specific action points.

Use of Google Drive for storage of documents

Action point:

19. Richard will add any Hints and Tips that are currently missing. We are specifically looking for something on membership.

Any other Business

No action points.

Date of next Tuesday Turntable:

Tuesday, **18 August 2020** at 7.30 pm to be held virtually