



**Wheathampstead Business Group:
Agenda for Meeting
7.30pm, 17 November 2020 to be held virtually**

Initiatives/Projects/Events

Turntable Attendees (or Committee)

Action point:

1. Richard and Chantal will make a further change to the constitution in respect of the minimum period for which someone serves in a role in WEB

WEB Database, Website and WOW

Action points:

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. Ellie will continue comparing 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. This to be completed in October.
4. Richard will progress the production of WOW 2021-22 later this year.
5. Claire F will have preliminary discussions with key businesses about advertising in WOW.

Criteria for WEB Membership, incl. survey results

Action points:

6. Julie will create a QR code for the URL to make it easier for people to complete the survey.
7. Ginny will send a new email reminding businesses to complete our survey.

Buy It Locally campaign (BILLY)

Action points:

8. Julie will give some thought to how we can re-start the campaign in 2021.
9. Julie, Chantal and Claire F will brainstorm ideas about how to relaunch the campaign. Julie to see if Maria is happy to join in too.
10. Julie will speak to Farr Brew (and other outlets that will accept completed cards as payment) and make sure they do not lose out.

Time Line

Action points:

11. Chantal will review and add more specific dates where needed,
12. Ellie will add the *Pump* dates to this document.
13. Richard will incorporate actions from each month into WEB agendas.



Litter Campaign, incl. £100 sponsorship

Action points:

14. Ellie will look up the contact details for the Guides, Scouts, etc. so that we can ask them if they would like to participate in the campaign.
15. Julie will send the invoice for the tote bags to Ben.
16. Julie will ask the businesses whose shops open on to the sandstone to pay their share of the cost of power washing.
17. Jo will take before and after pictures of the sandstone.
18. Julie will email non-High Street businesses on the database, letting them know about the campaign.
19. Julie will speak to Harpenden Power Washing about becoming WEB members.

Charity of the Year 2021

Reports from WEB Officers

Membership (incl. new members and new window clings)

Action point:

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

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

Action point:

21. We shall all like and share posts for the next month.
22. Ginny will monitor the number of 'likes' and followers.
23. We shall all add our WEB details to our LinkedIn accounts.
24. Jo will put WEB on Nextdoor.

Finances (incl. review of latest bank statement)

Action points:

25. Ben will chase the bank now that we have sent them the bank signatory document.
26. Ginny will contact the three members who still pay into our Santander account and ask them to pay via the website instead.
27. Jo will contact Maureen Lamburn and ask when the accounts for 2019-20 will be completed.

Networking Meetings

WEB Christmas Party

Any other Business