



**Wheathampstead Business Group:  
Agenda for Meeting  
7.30pm, 19 January 2021 to be held virtually**

**Initiatives/Projects/Events**

**WEB Database, WOW and WEB Website**

**Action points:**

1. Ben will share the link to the search facility, and we shall all look at it and provide feedback within one week.
2. Jo will speak to Ellie about the comparison of 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.
3. Richard will progress the production of WOW 2021-22 once we are as sure as we can be that the database is up-to-date.
4. Claire F will have preliminary discussions with key businesses about advertising in WOW.
5. Jo will introduce Claire F. to Claire Hales from Aldwickbury School.
6. Ginny will consider what is needed to get her contributions on the blog.

**Criteria for WEB Membership and Membership survey results**

**Action point:**

7. Julie will produce a summary of the responses received and circulate to the committee.

**Buy It Locally campaign (BILLY)**

**Action points:**

8. Julie, Chantal, Claire, Iain and Richard will brainstorm ideas about how to relaunch the campaign. Julie will see if Maria Azcona is happy to join in too.
9. Julie will speak to Farr Brew (and other outlets that will accept completed cards as payment) and make sure they do not lose out.

**Pump Ads 2021 (organisation and decision on cost)**

**Clerical support (incl. updating database with businesses that have contacted us via social media contacts)**

**Costa machine in Tesco**

**Litter Campaign**

**Action points:**

10. 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 litter picking campaign.
11. Julie will press Herts County Council about the power-washing of the sandstone.
12. Jo will take before and after pictures of the sandstone.



## Reports from WEB Officers

### Membership (incl. Membership renewal letter)

**Action point:**

13. 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

**Action points:**

14. We shall all add our WEB details to our LinkedIn accounts. (This can be done as if it was a job, without classifying.)
15. Jo will continue trying to put WEB on Nextdoor.

### Finances (including

- latest bank statement and
- accounts for 2018-19 and 2019-20)

**Action points:**

16. Ben will chase HSBC now that we have sent them the bank signatory document.
17. Jo will contact Maureen Lamburn and ask when the accounts for 2019-20 will be completed.

### Time Line

**Action points:**

18. Ellie will add the *Pump* dates to this document.
19. Richard will incorporate actions from each month into WEB agendas.

### Networking Meetings

### Any other Business