



## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 17 November 2020 held virtually

<b>Present:</b>			
Jo Hailey	Julie Bell	Claire Farley	Iain Begg
Ben Schneider	Ginny Cooper	Richard Brett	

### Initiatives/Projects/Events

#### Turntable Attendees (or Committee)

##### *Decisions*

- (a) We shall vote on the proposed changes to the constitution at the next AGM..
- (b) We should consider the possibility of a maximum period that people should remain in a post, although we would probably need some mechanism by which the period can be extended.

#### WEB Database, WOW and WEB Website

##### *Note*

David Hardstaff has access to all he needs and is working on an improved search facility accessed from the business directory page of the website.

##### *Decision*

The blog should include more items, such as Ginny on Radio Verulam.

##### **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

*Note* There have so far been 14 responses to the survey of local businesses.

##### **Action point:**

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



## Buy It Locally campaign (BILLY)

### *Decision*

The BILLY sub-group needs to come up with ideas about how best to re-start the campaign in 2021 and then agree a budget at a Turntable meeting.

#### **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.

## Time Line

#### **Action points:**

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

## Litter Campaign

### *Note*

All the businesses whose premises open on to the sandstone have agreed to contribute to the cost of power-washing the stone.

### *Decisions*

We shall defer the power-washing of the sandstone until late January.

#### **Action points:**

12. 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.
13. Julie will press Herts County Council to agree to the power-washing of the sandstone.
14. Jo will take before and after pictures of the sandstone.

## Charity of the Year 2021

*Item deferred until February 2021.*

## Reports from WEB Officers

### Membership (incl. new members)

#### *Note.*

We currently have 60 paid-up members.

#### *Decision.*

We shall issue new window clings in April.



**Action point:**

15. 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**

*Notes.*

- (a) Ginny has re-instigated the Instagram account.
- (b) The top post had 555 reaches and 132 engagements.

**Action points:**

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

## **Finances (incl. latest bank statement)**

*Note.* We shall await a response to Julie's text to Maureen asking her when the accounts will be available.

**Action points:**

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

## **Networking Meetings**

*Note.* This month's breakfast and lunch meetings have been very successful. Sixteen attended the lunch with Bim Ofolami, who predicted that the economy of Hertfordshire will grow. He has been invited back next year.

Forthcoming meetings:

Friday 27 Nov. (Breakfast)

Weds. 11 Nov. (Lunch) . At Nonno's if Covid-19 restrictions permit.

## **WEB Christmas Party**

*Note.* The plan was to meet at Mid Herts Golf Club on the evening of Tuesday, 15 December, but it is assumed that Covid-19 restrictions will not permit this.

## **Any other Business**

*None*

## **Date of next Tuesday Turntable:**

Tuesday, 19 January 2021 at 7.30 pm, to be held virtually