

**Wheathampstead Business Group
Decisions and Action Points from meeting on 20th January 2015,
held in the Swan**

Present:		
Julie Bell	Claire Farley	Mike Spurgeon
Richard Brett	Wendy Griffith	Carol Tizard
Adam Collis	Brian Joyce	Norman Whitwood
	Claire Pickard	

Social Media Project

It was noted that the first course had been well received.

Decisions:

- (a) There should be three courses over the next year:
- such as two Facebook courses and one Linked In course
 - all at different time slots so as to suit different people
 - provisionally in March (at the earliest), June and September.
- (b) The charge for attending a course will be £5 for WEB members and £25 for non-members.
- (c) Further promotion of the courses is needed.

Action point:

1. Wendy will organise and run the courses over the next year.

Pump Ads

Thanks were expressed to Mike for organising the Pump ads.

Village Weekend 2015 (11-12 July) – including sponsorship opportunities

Decision:

As WEB will be sponsoring the fireworks on Saturday evening (cost to be determined, but possibly around £1,700), WEB needs to raise sponsorship money from businesses, e.g. for banners around arenas.

Action points:

2. Claire F. will cover Village Weekend in a future Pump article and in the newsletter.
3. At the Village Weekend Working Group, Claire F. will raise the possibility of producing a leaflet containing a programme and Pump-style adverts.

WEB Business Breakfasts

Action points:

4. Claire F. will write an article in the newsletter suggesting that businesses should use the opportunity of breakfast meetings to network and exchange business cards.
5. Claire P. and Wendy will promote the idea of lunchtime meetings (in addition to breakfast meetings).

Window on Wheathampstead (WOW) 2015

Decisions:

- (a) If we produce another edition of WOW, we shall need to sell advertising space as we did in previous editions.
- (b) We should brand a new edition of WOW as 'buy local'.
- (c) The layout of WOW should give WEB members a greater benefit than has been the case in previous editions. Possibilities include:
 - Putting a star against members' entries;
 - Putting a box such as **WEB** against members' entries;
 - Always putting members first in the each business category;
 - Providing members with more space for advertorial.
- (d) We should first 'cleanse' the database to make sure we include all businesses in Wheathampstead and remove all those that are no longer trading.

Action points:

6. Richard will get an estimate of the cost of producing another edition of WOW for 2015-6.
7. Richard will ask Peter Partington if he would like to phone round local businesses to make sure our information about them is up to date.

WEB Newsletter

Decisions:

- (a) The newsletter should be issued monthly by email.
- (b) Where appropriate, it can contain links to the WEB website.

WEB Constitution

Decisions:

- (a) The following proposed amendment to the constitution was approved in principle.
- (b) It will need to be voted on at the next AGM.

Proposal

Full membership shall entitle:

- The right to advertise in the Pump
- Entry in Window on Wheathampstead
- Entry on the website

Associate membership is open to any individual or organization

- A full member may object to an application
- Objection must be made on clearly stated grounds e.g. competition, detriment to other businesses
- Objection must be made at an open meeting
- Once accepted as a member, member remains for as long as their subscription is paid

Action point:

8. Richard will draft the necessary revision to the constitution.

Website and email database

Decision:

The website should be a permanent item on the agenda.

Action points:

9. Adam will arrange training for those who need to use the new system, including MailChimp.
10. Adam will demo the system at the next WEB evening meeting.

Finance

Decision:

David Johnston's proposal for increasing prices for Pump ads was agreed.

Note. We have now moved into profit on sales of Heritage Trail bags.

Action point:

11. At the next meeting Adam will provide a list of all current members.

Buy Local campaign

Action points:

12. Julie will pass to Claire F. the information about "Buy Local" schemes that she has.
13. Claire P. and Richard will approach people who may be interested in championing the campaign.

Village Issues

No action points

Social Events

Decision:

We need to arrange some social events!

Action point:

14. Everyone will try to come up with some ideas.

Any other business

Decision:

We need to recruit new members and try to encourage members to become more involved in WEB. This could be done as part of the same exercise as 'cleansing' the database in preparation for the next WOW.

Action points:

15. Richard will add Growing Membership to the agenda for the next meeting.
16. Wendy will send Julie the WEB poster artwork.
17. Julie will print off the posters, add the QR code and display them on notice boards.
18. As the Energy Generation project will not be going ahead, Julie will write to Maxine Crawley (who donated £1,000 as a Locality Budget grant), with a view to agreeing with Maxine to switch the funding to another WEB project (such as WOW, social media training or the Buy Local campaign).