

**Wheathampstead Business Group
Decisions and Action Points from meeting on 17th February 2015,
held in the Swan**

Present:		
Fiona Adams	Claire Farley	Fiona Stanton
Julie Bell	Linda Halford	Carol Tizard
Richard Brett	Brian Joyce	Norman Whitwood
Adam Collis	Claire Pickard	Voytek Zalewski

Buy Local Campaign

Ideas:

- (a) QR codes shown on maps and in WOW.
- (b) Displays of local business cards in shops.
- (c) "Best of" types of campaign.
- (d) Equivalent of "town centre vouchers".

Action points:

1. Voytek and Fiona A. will give some thought to what they think would work well and if possible will report back at the next meeting.

Window on Wheathampstead (WOW) 2015

Decision:

Peter Partington's offer to ring round businesses to update the information we hold about them was gratefully accepted.

Action point:

2. Richard will obtain an alternative quote for printing from Dor2Dor.

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

Decisions:

There will be a 4-page programme with WEB promoted on the front and a map of the site on the middle pages.

Action points:

3. Claire F will email businesses asking:
 - i. If they would like to sponsor one of the banners around the arena;
 - ii. If they would like to display in the marquee.
4. Claire F will investigate the cost of hiring the marquee for local businesses (probably ten businesses).
5. Fiona S. will check whether she has access to a marquee.

6. Claire F will allocate the four commercial stands to suitable businesses.

Positions in WEB that will be vacant following 2015 AGM

Note. Norman has drafted a brief for the Chair position.

Decisions:

- (a) Claire P is willing to become the Membership Secretary, including the administration of the *Pump* ads
 - (b) Adam is willing to be Treasurer for one more year
 - (c) Richard is willing to continue as Secretary
 - (d) Linda is willing to represent WEB at Village Weekend meetings after Village Day 2015.
 - (e) There will be a time limit on how long someone can serve as the chair of one year, with an option to continue for a second year.
- } subject to ratification at the AGM.

Action point:

- 7. At the next breakfast meeting Claire P will raise the question of the need to fill the position of Chair.
- 8. We shall all approach likely candidates for the position of Chair.

Growing the membership

No action points.

Website and email database

Decision:

Various roles need to be filled to make sure the website is properly maintained.

Action points:

- 9. Adam will circulate the list of roles by email so that people can volunteer if they wish to.
- 10. Adam will arrange training for those who need to use the new system, including MailChimp.
- 11. Adam will demo the system at the next WEB evening meeting.

Social Media Project

Decision:

Wendy will charge £630 + VAT for three courses.

Pump Ads

No actions.

WEB Newsletter

No actions.

WEB Business Breakfasts

Decision:

The breakfasts will be held at Kippings as from the February meeting.

Action points:

12. Claire P will inform Charlies.

Finance

Note.

There are currently 60 members.

No actions.

Village Issues

No action points

Social Events

Note.

Kippings will be holding a re-launch evening to which WEB members and partners will be invited.

Action point:

13. Fiona S will advise the date of the re-launch evening.

14. Everyone will try to come up with ideas.

Any Other Business

Action points:

15. Wendy will send Julie the WEB poster artwork.

16. Brian is willing to announce events and add them to the wheathampstead.net website.

17. Richard will email the companies on the database informing them of the date of the AGM (21 April).

Date of next meeting: Tuesday, 17 March at 7.45 pm at the Swan