

**Wheathampstead Business Group  
Decisions and Action Points from meeting on 17<sup>th</sup> March 2015,  
held in the Swan**

<b>Present:</b>		
Julie Bell	Sue Hemming	Claire Pickard
Richard Brett	Brian Joyce	Carol Tizard
Gill Clark	Robin Longden	Norman Whitwood
Adam Collis	Peter Partington	

**Buy Local Campaign**

*Decision:*

It would be a good idea to meet up with a representative from another community that already has a Buy Local campaign.

**Action points:**

1. Julie will contact Voytek Zalewski and Fiona Adams on a 1:1 basis.

**Window on Wheathampstead (WOW) 2015**

**Action point:**

2. Richard will follow up the quote for printing from Dor2Dor.

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

*Decision:*

The quote from Utopia Leisure for hiring a marquee for local businesses on Village Day was approved.

**Action points:**

3. Claire F will allocate the four commercial stands outside the marquee to suitable businesses.

**Growing the membership**

*Note.* C# Sharp Music Tuition will be phoning round businesses prior to the issue of WOW 2015 to establish whether the data that WEEB holds remains correct. As a result of a similar exercise in 2013, about 6 people joined WEB. It is also an opportunity to find out why some people are not interested in WEB.

**Action point:**

4. Following a discussion on the proposed status of associate members, Richard will draft and circulate an amendment to the constitution.

**Website and email database**

*Decision:*

Claire P. will update the website in respect of membership issues.

**Action points:**

5. Adam will circulate the list of roles by email so that people can volunteer if they wish to.
6. Adam will train those who need to use the new system, including MailChimp.

**Social Media Project**

*No action points.*

**Pump Ads**

*Decision:*

Claire P. will handle any queries which arise from now on.

**WEB Newsletter**

*No action points.*

**WEB Business Breakfasts**

*Note:* Satisfaction was expressed with *No.1 Church Street*.

*Decision:*

Decisions will be taken at the next breakfast meeting as to

- (i) whether, during the meetings, a banner should be displayed in the window of *No.1 Church Street* announcing the meeting to people passing by;
- (ii) if so, which window(s) banners should be displayed in.

**Finance**

*No action points.*

**Village Issues**

*No action points*

## **Annual Parish Meeting**

*Decision:*

WEB will not sponsor refreshments at the Annual Parish Meeting.

## **Social Events**

*Decision:*

Sue will organise a beetle drive, preferably in the autumn, provided 30 or so people indicate they will attend.

**Action point:**

7. Claire P. will ask Fiona Stanton if the event could be held at No. 1 Church Street.

## **Any Other Business**

*No action points*

**Date of next meeting (AGM):** Tuesday, 17 March at 7.45 pm at the Swan