

**Wheathampstead Business Group  
Decisions and Action Points from meeting on 18<sup>th</sup> November 2014,  
held in the Swan**

<b>Present:</b>	
Adam Collis	Sue Hemmings
Claire Pickard	Brian Joyce
Stuart Hunter	Carol Tizard
Claire Farley	Mike Spurgeon
Gill Clark	

Apologies: Linda Halford, Wendy Griffith, Tony Hemmings

**Social Media Project**

*Decisions:*

- (a) WEB will commit to 3 or 4 courses.
- (b) We shall drop the price for future courses to £10 for non-members and £5 for members.
- (c) We shall issue a quarterly e-shot, and the first will appear after Christmas Lights Up.

**Action points:**

1. Wendy will run the second session for the first group of trainees on 27 November.
2. For future courses, Wendy will establish the time of day that suits most people. (Currently this appears to be 10 – 12 in the morning.)
3. Claire will draft the words for the first e-shot and will get feedback from Adam and Richard.

**Pump Ads**

- 4. “Claire’s” Pickard and Farley will help Mike collect artwork and payment.

**Christmas Lights Up**

**Action points:**

5. Claire will arrange a WEB stand in Charlies Coffee Shop.
6. WEB members to bring along any literature they would like to be displayed on the WEB stand on the night.

**Village Day 2015 (12 July)**

Notes.

- a) The businesses that were previously inside the Hall will be accommodated in marquees on the field, where footfall will be much higher.

- b) The theme will be the best of British.
- c) We need ideas for sponsoring fireworks on the Saturday evening

### **WEB Business Breakfasts**

**Action points:**

- 7. Wendy will propose to Beverley Turner that there should be more opportunities for networking and exchanging business cards.
- 8. The new chair will be Claire Pickard

### **Finance**

**Action points:**

- 9. We need to get the signatories to the bank account changed.
- 10. We will pay the printing invoice for Lights Up.

### **Buy Local campaign**

Note. A member of Rachel Jeffreys' staff may be willing to champion the "Buy Local" campaign.

*Decisions:*

- (a) We need a second champion for the "Buy Local" campaign.
- (b) Village Day will be an excellent opportunity to promote a Buy Local campaign.

**Action points:**

- 9. Julie will pass to Claire the information about "Buy Local" schemes that she has.
- 10. Claire will ask local businesses what deals they can offer.
- 11. Claire will contact FSB about running "Buy Local" campaigns

### **Village Issues**

*No action points*

### **Social Events**

The WEB Christmas Party will be at the Golden Elephant on Wednesday, 10 December at 7.30pm - All welcome

Vote of thanks to Adam: Thank you and Jill for organizing a very successful wine tasting evening.

## Constitution

*For ratification at the next meeting:*

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

## Any other business

*Action:*

Adam has created an email database for WEB. There are going to be two 'lists' of email recipients. A person can be on either list, both lists or neither. The lists are:

- Email recipients interested in WEB Breakfast meetings.**
- Email recipients for any other WEB broadcast.**

Most people will start on both lists (although Adam has made sure any people who have asked to be unsubscribed have been removed). People can then choose to unsubscribe for either list if they want to. Unsubscribing from one list does not remove you from the other one.

### **Action points:**

12. Please can everyone use the new system. There should be no need to maintain any other list of email recipients for WEB purposes!

**Date of next meeting:** Tuesday 20<sup>th</sup> January 2015, 7.45 pm at the Swan.