

**Wheathampstead Business Group
Annual General Meeting on 18 April 2017
and Decisions and Action Points from subsequent Tuesday Turntable**

Present:		
Maria Azcona	Richard Brett	Claire Partington
Iain Begg	Adam Collis	Carol Tizard
Julie Bell	Jackie Curtis	Norman Whitwood
	Claire Farley	

Apologies: Natalie Erotokritou

Annual General Meeting:

Chairman's Report

Adam listed WEB's achievements during 2016-17, including the Turntable and networking meetings, Village Day, Lights Up and the 'Buy It Locally' campaign. He thanked members for the contributions they have made. He announced that the main goal for the coming year is to get more people involved.

Treasurer's Report

Adam reported on 2016-17. The main point is that the deficit incurred during the year is due mainly to the money spent on the 'Buy It Locally' campaign. Adam is now handing over to Carol, who will be the Treasurer during 2017-18. The Financial Sub-committee will be asked to produce a strategy for the coming year. Maureen Lamburn has agreed to examine the accounts.

Statement by Secretary

Richard mentioned the main projects in which he has been involved: WEB's contributions to the Neighbourhood Plan and the production of a new edition of WOW for 2017-18. He mentioned that the emails enclosing Turntable agendas (which are sent to all businesses in the database) are opened on average by 38% of recipients, although fewer than 10% download the agenda. Emails enclosing minutes (which are sent only to members) are opened by 57% of recipients, and about 10% download the minutes themselves.

Statement by Membership Secretary

Membership now stands at 84, the highest ever. Claire also produced the Hints and Tips booklet for future membership secretaries.

Election of Officers

The following were proposed, seconded and voted in unanimously for the year 2017-18:

	Nominated by:	Seconded by:	
Chair	Adam Collis	<i>Julie Bell</i>	<i>Iain Begg</i>
Treasurer	Carol Tizard	<i>Richard Brett</i>	<i>Norman Whitwood</i>
Secretary	Richard Brett	<i>Adam Collis</i>	<i>Claire Partington</i>
Membership Secretary	Natalie Erotokritou *	<i>Adam Collis</i>	<i>Norman Whitwood</i>

* On a temporary basis.

Julie made **presentations to Adam and Claire P.** in recognition of the work they have done during 2016-17.

Tuesday Turntable:

Brainstorming Session Outputs

Objective 1 - what we each/all want to get out of WEB

Revenue

1. Increased sales
2. Generate more business for ourselves
3. More business

Customers

4. Referrals & introductions

Marketing

5. Joint marketing initiatives for advertising
6. Promote my business
7. Sponsor leaflet distribution of individual businesses (e.g. 1 a month)
8. Sponsor social media distribution of individual businesses (e.g. 1 a month)

Collaboration

9. Ability to connect with related businesses
10. Exploring bulk buying initiatives

Technology

11. Support getting High speed internet to Place Farm
12. Credit card processing – maybe WEB could help

Objective 2 - how WEB can best help local businesses

Marketing

13. WEB presence on Social media

Collaboration

14. Sense of community
15. Greater participation
16. Strategic alliances
17. A support network for small businesses
18. Help for start-ups
19. Coffee socials & Regus office type premises

Technology

20. High speed Broadband for everyone

High Street

21. Sustainable community rather than a dormitory village
22. More high street participation
23. Thriving businesses & a busy High Street
24. Create a buzz in the village so people want to visit & spend
25. Keep the High Street Open
26. Improve footfall in the village
27. Better use of carpark(s)
28. Incentives to get High St involved in events (e.g. Small business Saturday)

Training

29. Targeted business seminars
30. Business training
31. Opportunities for training
32. Coaching businesses, mentoring, using people's expertise to help people & businesses develop
33. Business related Trips/visits for members e.g. design museum, business shows, manufacturing plants
34. Educational spot in networking meetings – from members, for members (e.g. marketing)
35. Seminars from members

Communication

36. To get the general population to recognise that WEB exists
37. Better communications generally (who's who)
38. Getting a dialogue going between businesses
39. Incentives to volunteer
40. Understanding what businesses really want to get from WEB
41. An official voice for local businesses
42. Links with other business groups (e.g. WGC, Harpenden)
43. WEB lobbying councils for business related stuff
44. Making a name for Wheathampstead, external communications
45. Inform members about useful services (e.g. Fivesquid.com)
46. Promote office premises – ensure the facilities are here to enable businesses to be successful
47. WEB to join local chamber of commerce

Data

48. Easier access for the information that we create
49. Survey non-members to find out why/why-not members
50. Increase profile & knowledge of what local businesses do

The Pump

51. Profiles in the Pump
52. More incentive to advertise in The Pump
53. Demonstrate success of advertising in the Pump (and other places)

Charitable Activities

54. More charity involvement – Herts air ambulance, Jumbulance, - businesses may have their own charities, promote through WEB
55. Generate creative ideas (such as Heritage trail) that will help improve footfall
56. Enhance the Heritage Trail with new technology

Awards

57. Support businesses to be more successful in business awards (e.g. Mayor's award)
58. Prize draw – 3 ideas of what you'd like – incentivise the contributions

Other

59. Link a person's contribution to turntable meeting
60. Ask members for feedback on this brainstorm and on the objectives

Buy It Locally Campaign Launch

Action points:

1. Julie will apply to Luton Airport for a grant of up to £3,000 for the Buy It Locally campaign (including the 2017 edition of WOW).
2. Julie will enquire about insuring the BILLY Mascot costume.
3. Meeting later this week to finalise 10 June Billy Beer & Bangers event.

Business to Business Fayre

Action point:

4. Adam will try to find someone to run the event.

Revisions to Business Information Panel in East Lane

Action points:

5. Adam will update the artwork in the file.
6. Richard will then forward the file to the printer.

2017 edition of WOW

Decision:

In future it will be better to avoid the Easter period.

Action point:

7. Claire P will continue phoning round the businesses in the database.

Village Weekend

Note: Claire F reported that 7 of the 12 tables have so far been taken, and 6 of the 12 banners have been pledged.

Action point:

8. Claire F will promote Village Day at the next breakfast meeting.

Calendar of events

No action points.

Reports from WEB Officers

Membership and <i>Pump</i> advertising	}	<i>No</i>
Finances	}	<i>action</i>
Networking Meetings	}	<i>points</i>

Website

Action point:

9. Those responsible for website pages will make sure that after the AGM the website is updated.
 10. Carol will send Julie a photo of herself for the website.

Social Media

Decision:

Jacky should be informed about new members as soon as they join.

Action point:

11. Natalie (and her successor as membership secretary) will tell Jacky as soon as possible about all new members.

Wheathampstead Parish Council

Action point:

12. Adam will ask David Johnston if Parish Council representatives can once again attend Turntable meetings.

Secretariat	}	<i>No action</i>
Chair	}	<i>points</i>

General WEB Administration

Publicity and press coverage

Action points:

13. Amanda will speak to her contacts to see if WEB can have a named contact point at the Review.

Hints and Tips	}	<i>No</i>
Social Events	}	<i>action</i>
Any Other Business	}	<i>points</i>

Date of next Tuesday Turntable: Tuesday, 16 May at 7.45 pm at the Swan