

## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 20 February 2018 held in the Swan

<b>Present:</b>			
Adam Collis	Chantal Fisher	Carol Tizard	Claire Partington
Julie Bell	Claire Farley	Maureen Lamburn	Richard Brett

### Initiatives/Projects/Events

#### Priorities: revamp of Brainstorming notes

*Decision:*

The list of priorities that Adam had prepared was agreed.

**Action points:**

1. If the Parish Council produces a plan of action for attracting volunteers, Adam will write an article for the *Pump* about volunteering.
2. Carol will collate a list of organisations that we could approach and ask for volunteers.

#### Neighbourhood Plan

*No action points.*

#### Buy It Locally Campaign

*Decision:*

The first 27 businesses to respond will have gain the right to put leaflets in the holder in the phone box.

**Action points:**

3. Julie will organise the next steering group meeting (Adam, Julie, Richard and Lisa), and they will agree on what any further money we raise should be spent on.
4. If appropriate, Julie will then apply to Luton Airport for a grant of up to £3,000 for the Buy It Locally campaign.
5. When the leaflet holder has been installed, Richard will email WEB members asking if they would like to put trifold leaflets in it.

#### Calendar of events

*Note.* Claire F. has begun work on Village Weekend, and two businesses have already requested places in the marquee on Village Day.

*Decisions:*

- (i) We shall charge £20 this year for a table in the marquee.
- (ii) We need to provide members of the public with a reason for visiting the back of the marquee; e.g. a competition that requires you to have called at each table.

(iii) In readiness for the AGM:

a) The following are willing to serve in 2018-9:

Carol Tizard as Treasurer

Richard Brett as Secretary

Natalie Erotokritou as Membership Secretary

b) consideration was given to whether any changes are needed to the constitution, and it was agreed that no changes are needed.

**Action points:**

6. We shall all try to think of ideas for an attraction at the back of the Village Day marquee.
7. We shall approach people that we think may be willing to be Chair of WEB in 2018-9.
8. Richard will add Village Weekend to the agenda for the next meeting so that it can be discussed more fully.

## Reports from WEB Officers

### Membership

**Action point:**

9. Adam will check progress with Natalie.

### Finances

*Note.* It has not been possible to open a new Post Office account, and an account with HSBC is therefore being opened instead.

### Networking Meetings

*Note.* Ellie from Visionary Accountants is willing to organise breakfast meetings but would prefer to hold them in The Wicked Lady. Maureen and Claire F. are willing to help, for example by chairing every other meeting, but would want to hold the meetings in central Wheathampstead.

*Decisions:*

- (i) It would be preferable to hold the breakfast meeting close to the centre of the village.
- (ii) We could engage an administrator to arrange the meetings and send out emails.
- (iii) The next breakfast networking meeting will be on 23 March.

**Action point:**

10. Maureen will investigate the possibility of holding the meetings in Oxscale.
11. Adam will speak to Ellie and see what she is prepared to do.
12. Maureen will progress the idea of an administrator and see how much an acquaintance of hers would charge to do the administration.

## Website

*No action points.*

## Social Media

*Note.* Jo Bayne is willing to administer our social media for a fee.

*Decisions:*

- (i) Our social media needs a focus, e.g. recruiting new members, boosting attendance at networking meetings, etc.
- (ii) We will ask Jo Bayne to handle the social media for a trial period of 3 months but Adam will try to negotiate the fee or have clear performance targets.

**Action point:**

13. Adam will ask Jo Bayne to administer our social media for three months.

## Wheathampstead Parish Council

*No action points.*

## Secretariat

*No action points.*

## Chair

**Action point:**

14. We shall all continue to give thought to who the next Chair could be.

## General WEB Administration

### Publicity and press coverage

**Action point:**

15. We shall all try to identify someone to be responsible for publicity who has suitable contacts.

## Social Events

*No action points.*

## Any Other Business

**Action point:**

16. Julie will speak to Louise Neicho and see if there are any opportunities for promoting Wheathampstead at Heartwood Forest.

17. Claire F. will ask if Farr Brew can provide the beer at Village Day 2018.
18. Adam will approach someone to see if they are able to advise local businesses on GDPR (general data protection regulation) at the next breakfast meeting on 23 March.
19. Julie will chase up Annie Brewster about payment for WOW.

**Date of next Tuesday Turntable:** Tuesday, 20 March at 7.45pm in the Swan.