

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 20 November 2018 held at 3 Place Farm, Wheathampstead

Present:		
Jo Hailey	Chantal Fisher	Claire Farley
Adam Collis	Maureen Lamburn	Ben Schneider
Richard Brett	Claire Partington	Claire Boyles
Joolz Joseph	Matt Elvidge	Julie Bell

Initiatives/Projects/Events

Neighbourhood Plan

No further developments.

Buy It Locally Campaign (BILLY)

Notes on the Loyalty Card scheme:

- a) We have been promised £500 from Annie Brewster's Locality Budget, and we will receive £200 from Aviva Community Fund, making £700 in total. The campaign launch will cost around £500, leaving £200 to spend on the beverages bought using completed loyalty cards.
- b) Farr Brew will give a free Farr Brew beer to anyone presenting a completed loyalty card in the Reading Rooms.
- c) The launch will be on Saturday, 1 December: 10am – 2pm.
- d) The pilot will last until 31 May 2019.

Decision: We need to devise a simple way for businesses that do not meet their customers face to face can issue stickers. One possibility would be a central point from which stickers can be collected.

Action point:

1. We shall use Christmas Lights Up as an opportunity to promote the Loyalty Card scheme ahead of the launch on 1 December.
2. Julie will think of a solution re distribution of non-High St stickers.

Christmas Mini-market

No action points.

Calendar of Events

Action point:

3. Richard will add to the calendar the deadline for applying for grants from Aviva Community Fund.

Reports from WEB Officers

Membership

Note: Claire P has taken over from Adam as Membership Secretary.

Decisions:

- (i) WEB will pay Joolz to take over responsibility for the management of the membership database and MailChimp.
- (ii) Maddi (who works for Maureen) will be paid to phone round (prospective) members.
- (iii) When new members join, they need to be emailed and told how to enter their details on the database.
- (iv) Mailchimp will have a single mailing list from which segments can be created.
- (v) As Mailchimp does not look up the database each time that it is used, Mailchimp needs to be updated once a month.

Action points:

- 4. Claire P will brief Maddi on what to do when phoning round.
- 5. Everyone involved in the membership database and Mailchimp, including Joolz, Adam and Claire P, will discuss the process further as necessary.
- 6. Joolz will produce new Mailchimp templates, including for Agendas, Minutes and Networking Meetings.

Finances

Note: Ben is currently unable to make payments, although Adam and Carol Tizard can do so.

Decision: Ben will liaise with Maureen/Carol and take over the finances.

Action points:

- 7. Adam will transfer the remaining balance out of the Santander account.
- 8. Everyone involved in the membership database and Mailchimp, including Jools, Adam and Claire P, will discuss the process further as necessary.

Tuesday Turntable meetings

Action point:

- 9. Maria will email or bring along to the next meeting a list of venues that could be used for Tuesday Turntable meetings.

Networking Meetings

Decisions:

- (i) Although there is some feedback to suggest that it is good to vary the venue of network meetings, there is a risk of confusing attendees, and it is therefore better

to stick with a particular venue for a reasonable period before using an alternative location.

- (ii) Lunchtime networking meetings will be held at the Swan.
- (iii) Breakfast network meeting venue to be decided once Adam has spoken to Sally to say WEB cannot guarantee £100 as attendance is low.
- (iv) An email should announce the first meetings of 2019.
- (v) WEB will refund £20 to Wendy Griffith for the cancelled meeting.

Website

Notes:

- a) At present different people are responsible for updating the various pages of the website.
- b) The current website is not suitable for phones.

Decision: WEB will pay Claire B for her work on the website, social media, etc.

Action point:

10. Claire B will look at the possibility of a new website.

Social Media

Action point:

11. Claire B will produce a plan for how WEB's use of social media should proceed in future.

Wheathampstead Parish Council

Secretariat

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No action points

Chair

General WEB Administration

Publicity and press coverage

Action point:

- 12. Jo and Claire B will invite Radio Verulam to Christmas Lights Up.
- 13. Jo will ring Eve at MiniMagazines, as the Wheathampstead magazine still shows Adam as the chair of WEB.

Social Events

Note: WEB's Christmas party will held at Nihao on the evening of Tuesday, 18 December. The cost is £15 per head, plus Eventbrite fee.

Action point:

14. Claire B will set up the Christmas party as an event in Eventbrite.

Any Other Business

Decisions:

- (i) WEB supports the proposal for a bench in East Lane car park dedicated to Norman Whitwood. It should be paid for by crowdfunding, and WEB will top this up as necessary.
- (ii) WEB will send Ginny Cooper (Administration Manager at STANTA) the agenda and minutes and a note of next year's dates.

Action points:

15. We shall all consider further the opportunities for promoting Wheathampstead as a whole at Heartwood Forest and not just High Street businesses.
16. Jo will set up crowdfunding for Norman's bench.

Date of next Tuesday Turntable: Tuesday, 15 January 2019 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB