

Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 19 February 2019 held at 3 Place Farm, Wheathampstead

Present:			
Jo Hailey	Chantal Fisher	Ben Schneider	Joolz Joseph
Julie Bell	Maureen Lamburn	Claire Boyles	Richard Brett
Ginny Cooper	Claire Partington		

Initiatives/Projects/Events

Website development

Claire B presented an overview of progress so far on the new website. Two variations of the website software are available. Both are compatible with Eventbrite. The more basic version costs £60 p.a. and provides some SEO capability. The more comprehensive version costs £180 p.a. and provides better SEO and a shop function whereby payments can be securely handled. Stripe can be used to process payments and is compatible with PayPal.

Decisions:

- (a) The new website looks very good and Claire should proceed with it.
- (b) We shall opt for the £60 version to start with, and upgrade to the £180 version as and when we need it.
- (c) We shall use Stripe to process payments.
- (d) Claire B will provide 1½ hour training sessions for everyone who will be updating the new website.
- (e) For the moment we shall continue updating the old website.

Action points:

1. Claire B will continue developing the website.
2. Claire B, Joolz and Ben will investigate the best way to input data into the database via the website.
3. Claire B will discuss with Adam Collis the best way to migrate from the old to the new website.

Neighbourhood Plan

No action points.

Radio Verulam

Denise Parsons *Deferred until the March meeting*

Minimags

Eve Atkins *Not discussed*

Buy It Locally Campaign (BILLY)

Julie outlined the main developments: interest in the story from ITN; promotion in the *Pump*; Wheathampstead Preservation Society award nomination; new members acquired; the production of the first leaflet (by Claire Spake).

Action points:

4. Julie will remind Claire Spake about Chantal's leaflet.
5. Attendees at the meeting will contact Julie re leaflet production (and Julie will advise Maria Azcona and Adam Collis too).

WOW 2019-20 / Database cleansing

Action points

6. Claire P and Maureen will meet to discuss the questions that need to be asked in order to update an entry on the database and will involve Maddi as necessary.
7. Claire F will speak to advertisers about placing adverts in the new edition of WOW.
8. Ben will complete the application for a grant from Luton Airport Community Trust Fund to cover the remaining costs of producing WOW.
9. Julie will send Ben Annie Brewster's contact details so that she can be named as a referee in the grant application.

Email Marketing

Joolz presented the email templates that she has created. Emails will be sent from *Wheathampstead.org.uk* email addresses. Open rates are reasonably good (around 25% - 30%, and 52% in the case of emails enclosing minutes).

Decisions:

- (a) The email reminding people about the next Tuesday Turntable and including the link to the agenda should be sent out on the previous Friday.
- (b) We should use Eventbrite instead of Mailchimp for organising meetings.
- (c) Promotional emails are a good idea provided they are not too numerous. Five per quarter, for example, would be good.

Action points:

10. Joolz will continue work on the emails and templates and will produce the template for a newsletter email before next month's meeting.
11. Joolz will incorporate a note about the Facebook group.
12. Julie will send Joolz and Claire B the RGB references for the green and gold colours used in the BILLY campaign.

Calendar of Events

Decision: We shall leave the idea of a prize draw for volunteers until after the AGM in April.

Action point:

13. Richard will review the constitution prior to the AGM.

Reports from WEB Officers

Membership

Decision: Gail Kruger, a Business Coach based in Welwyn, is considered eligible for membership of WEB. (An existing member, Claire Boyles, is also a business coach but has raised no objection.)

Pump adverts

Decision: We shall work to a deadline of mid-March. This allows time to pass the adverts to Ellie Metherill at the Parish Council by early April.

Finances

Action point:

14. Maureen and Maddi will begin work on the historic accounts and hope to complete them by the time of the next Tuesday Turntable.

Tuesday Turntable meetings

No action points.

Networking Meetings

Decision: As Karen Potton is unable to continue organising the lunchtime meetings, Claire P will temporarily take over.

Action point:

15. We shall try to find a replacement organiser for the lunchtime meetings.

Social Media

Action point:

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

**Wheathampstead Parish Council
Secretariat
Chair**

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No action points

General WEB Administration

Publicity and press coverage

No action points.

Social Events

Decision: We shall wait for the summer before trying to organise an event.

Any Other Business

Decision: The bench dedicated to Norman Whitwood needs to be ordered as soon as possible. (The lead time is around 4 weeks.)

Action points:

17. Julie will arrange for the bench dedicated to Norman Whitwood to be ordered.
18. Jo will ensure the crowdfunding to cover the cost of the bench receives maximum publicity (as the remainder of the cost of the bench will be paid by WEB).
19. Richard will add Small Business Saturday to the agenda for the March meeting.

Date of next Tuesday Turntable: Tuesday, 19 March 2019 at 7.30 pm at the offices of Lamburn and Turner, 3 Place Farm, Wheathampstead, AL4 8SB