

## Wheathampstead Business Group

Decisions and Action Points from Tuesday Turntable on 21 February 2017  
held in the Swan

<b>Present:</b>			
Maria Azcona	Iain Begg	Julie Bell	Richard Brett
Adam Collis	Wojciech Zalewski	Claire Partington	

## Initiatives/Projects/Events

### Small Business Saturday & Buy It Locally Campaign Launch

**Action points:**

1. The Buy It Locally team will formulate ideas for a beer and burgers event on 10 June to launch the campaign.
2. Julie will enquire about insuring the BILLY Mascot costume.

### Business to Business Fayre

**Action point:**

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

### Revisions to Business Information Panel in East Lane

**Action points:**

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

### 2017 edition of WOW

*Decisions:*

- (a) WOW should be available by 10 June, in time for the BILLY launch.
- (b) The time needed to complete the project is estimated as follows:
  - 1 week to issue email asking businesses to review/update their entries on the database
  - 2 weeks in which businesses can do so
  - 4 weeks for C# to contact those that have not reviewed their entries and make any changes that may be necessary
  - 1 week to extract the up-to-date information from the database and send it to the printers
  - 1 week for printing and proof-reading.
- (c) Our intention should be to use Imagery for the printing provided that Mike is still there.

(d) The directory pages should be printed on yellow paper.

(e) It would be good to ask someone who is well known locally to write a foreword.

**Action points:**

7. Adam will issue an email asking all businesses urgently to review their entries and if necessary update them.
8. Claire will then contact the businesses that have not done so.
9. Julie will ask Howard Wright if he would design the front cover.
10. Richard will ask Norman Whitwood if he would approach the advertisers.
11. Carol Tizard and Richard will work on the section about community organisations and things to do in Wheathampstead.
12. Richard will update the section on emergency numbers and websites.
13. Richard will lay out the non-directory sections before they are sent to the printers.
14. Adam will extract the up-to-date information from the database.
15. Maria and Richard will proof-read the first draft when we receive it from the printers.

## Calendar of events

*Decision:*

No changes to the constitution need to be ratified at the AGM.

**Action point:**

16. Adam will phone round those advertisers in the Pump who have not renewed their adverts.

## Reports from WEB Officers

### Membership / Newbie Buddies

*Note.*

Natalie Erotokritou will be the next Membership Secretary.

### Finances

*Note.*

Carol Tizard will be the next Treasurer.

### Networking Meetings

*Decision:*

Maria needs a substitute at certain times.

## Website

**Action point:**

17. Everyone will email Jacky with relevant news and photos.

## Social Media

**Action points:**

18. Adam will mention to Amanda that some non-members are postings ads on what was previously the closed group page.
19. Julie will ask Jacky to promote the beer and bangers BILLY launch.
20. Claire will tell Jacky about the new edition of WOW.

**Wheathampstead Parish Council**    *No actions*

**Secretariat**    *No actions*

## Chair

*Note.*

In 2017-8 Adam wants to re-focus on how WEB can best support local businesses.

*Decision:*

There should be brainstorming sessions about what people want out of WEB and how WEB can help local businesses, and these should be held at the AGM, at a breakfast meeting and at a lunchtime meeting.

**Action points:**

21. Everyone will email Adam with their ideas on how WEB can best support local businesses.
22. Iain will run the brainstorming session at the AGM.

## General WEB Administration

## Publicity and press coverage

**Action point:**

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

## Hints and Tips

**Action point:**

24. Before the AGM everyone with a particular role in WEB should check that the Hints & Tips relevant to their role are correct and up-to-date.

## Social Events

**Action points:**

25. Maria will give some thought to a quiz night at a pub or restaurant.
26. Adam will email an invitation.

## Any Other Business

Wojciech explained his plans for a Wheathampstead app. WEB can help by giving feedback and by endorsing the app.

**Date of next Tuesday Turntable:** Tuesday, 21 March at 7.45 pm at the Swan