



**Wheathampstead Business Group:  
Agenda for Meeting  
7.30pm, 24 August 2021 to be held virtually**

**Welcome to Committee 2021-22**

**Action points:**

1. Ginny will add a Who's Who, including pictures, to the new website.
2. All committee members will email Ginny a photograph of themselves (unless one is already available).

**Priorities / Strategy for 2021-22**

**Action point:**

3. Ginny will invite Robyn Stephenson to a meeting to discuss the future markets that she has in mind, including her plans to re-open the WI shop in August and November and any funding opportunities.

**Initiatives/Projects/Events**

**WEB Database, WOW and WEB Website**

**Action points:**

4. Ginny, Julie and Richard will add a page to the website where the minutes of Turntable meetings can be accessed and/or create a Minutes folder in, for example, Google Docs.
5. Ellie will ask Ben Schneider if the words "Just another Wordpress website" that appear when looking for WEB in a search engine can be changed to "Promote, Support and Protect".
6. Ellie will review the Blog /New page with a view to keeping all entries since the beginning of 2021 and asking if earlier entries are still relevant.
7. Either:
  - (a) Ellie will add a "Read More" link to take a website visitor from a business profile to a blog post for that business. The tab will be called "Business Information". Or:
  - (b) Ellie will see if a blog can in fact be included under a profile and still maintain an interesting format. If so, Ellie will implement this.
8. Ellie will add banners to the entries in the website directory for Premium and Standard members. (Ellie will record the time taken so that WEB can pay her.)
9. Ginny will investigate whether she can get someone free of charge to make company names in the website directory bold.
10. Ellie will ask Ben Schneider how to add a Business category to the website directory, and will then add one for Pop-Up markets & Shops.
11. Ellie will proof check the website to check for correct tenses, repetition, etc.
12. Claire will supply some suitable words to act as metatags and so increase SEO.
13. Ginny will chase Annie Brewster about letting WEB have some money out of her community budget to help pay for WOW..



## Buy It Locally campaign (BILLY)

### Action point:

14. Julie will send Ginny the link to the first BILLY video.

## Short-term parking in High Street

### Action points:

15. At the next Turntable meeting we shall discuss parking time limits in the High Street and recommend a limit of 15 or 20 minutes.
16. Julie and Richard will circulate a photo of a Quick Stop Free Parking sign taken in Yorkshire.

## Parish Council Business Promotion Day

### Action points:

17. Ginny will email businesses informing them of the event.
18. Catherine will find out the views of other High Street businesses.
19. Claire will see if any suppliers of holidays would be prepared to contribute a prize.

## Litter Campaign

### Action points:

20. Julie will obtain a quote from a second contractor that is able to power-wash the sandstone in the High Street so that we can compare prices and terms with the quote we already have.

## Reports from WEB Officers

### Membership

#### Action points:

21. Once the problems that Claire and Maureen have encountered with making payments via the website have been resolved, Ginny will email all last year's members inviting them to renew. In the same email Ginny will ask people to check their entries on the website and if necessary make any corrections.
22. Julie will then follow up previous members that have not yet paid.

## Marketing, incl. Email Marketing, Newsletter and Social Media



## Finances

### Action points:

23. Ann will find out if the Parish Council have agreed to payment terms of 3 months for Pump advert money.
24. Maureen will complete a new mandate form with herself and Julie as new signatories and will remove Ben.
25. Ginny will ask Maureen when she can sign the mandate.

## Networking Meetings

## Any other Business

### Action point:

26. Julie will continue her discussions with Jo Hailey about the logo.
27. Jo and Julie will work on the Google Streetview photographs of Wheathampstead, including branding it and putting it on the website.
28. Julie and Richard will add to the website the link to the Google Streetview photographs of Wheathampstead.