

## ***Business Meeting - Wednesday 9<sup>th</sup> April 2014***

### **Main discussion/action points:**

#### ➤ **PIB First Year achievements**

- ✧ Poynton In Business representation at the Poynton Show and Christmas Fest.
- ✧ David Rutley, MP attended business meeting and provided positive publicity.
- ✧ PIB hosted the Poynton Business Awards at the first annual PIB dinner.
- ✧ Average 23 attendees per meeting and over 70 different attendees through the year.
- ✧ Business Directory has over 240 Poynton businesses and a mailing list of 150 local businesses.
- ✧ Twitter feed [@poyntonbusiness](https://twitter.com/poyntonbusiness) has 177 followers.
- ✧ PIB bank account set up.

#### ➤ **News**

- ✧ Karen Nolan (Nolan James Accountants) kindly helping to set up a constitution for PIB.
- ✧ PIB Steering Group has two signed up members John Albutt (PZVI Architects) and Mike Gallagher (Primary Websites) and more attendees showed expressions of interest for the future.

#### ➤ **Poynton In Business website**

- ✧ Mike Gallagher (Primary Websites) gave an update on the website.
- ✧ A “soft” launch is now scheduled for 22<sup>th</sup> April 2014. A soft launch means the website goes live quietly, without any initial promotion or publicity.
- ✧ An official, public launch will be scheduled by the steering group.
- ✧ The soft launch allows businesses to check their listings and provide extra content such as discount information, job vacancies, news items etc. This would mean the website would appear much more vibrant active upon full launch.
- ✧ Details of any such content such be submitted to Mike Gallagher at [mike.gallagher@btinternet.com](mailto:mike.gallagher@btinternet.com) ASAP.

- ✧ A customer newsletter and a Facebook page would both be able to be launched from the website.
- ✧ The new website would have the facility to collect customer email addresses for newsletter distribution.
- ✧ Mark Travis (PC Doctor) kindly agreed to host the new website and offer associated features for free when the hosting contract comes up for renewal.

➤ **Shopping bags**

- ✧ James Cardell-Oliver (Toys & Tales) and Steve Ward (Award Signs) gave an update on the shopping bags and said they would email design ideas and costs out to the group shortly.
- ✧ Agreed that priority should be given to active PIB members.

➤ **Poynton In Business Facebook page**

- ✧ James Cardell-Oliver (Toys & Tales) agreed to set up a Facebook page for PIB and provide some early content.

➤ **PIB membership and objectives**

- ✧ John Albutt (PZVI Architects) outlined some of the possibilities for Poynton In Business such as links with local schools e.g. for careers advice and future involvement with community events.
- ✧ It was agreed that the Membership Scheme would be launched in tandem with the new website.
- ✧ The possibility of a retail PIB sub-group was discussed, with meetings at times more convenient to the retailers and eateries. James Cardell-Oliver agreed to poll some of the retailers on this.

**The next meeting is a Business Breakfast at the**

**ANSON ENGINE MUSEUM: Wednesday 14<sup>th</sup> May 2014 - 7.30 am.**

**Many thanks to everyone who attended. PIB Year 2 is already looking like it is going to be a bigger success than Year 1.**