**GBA Board Meeting**

11/6/2024

**Present**: Hannah, Judy, Isaac, Amy C, Mik, Lisa, Mike T, Garry, Daniel, Caitlin, Mike E., Christian, Bill, Matt

Amy sent around the last two sets of minutes. Mik moved that we accept them. Daniel seconded. Motion passed

**Finance update**: Kathleen is starting to make calls this week aboutmembership. Star sales are going well.

This is our busiest season in terms of asks of the board. It’s a time when we really need the board to be involved and engaged.

Hannah will send out an outline of everything that is coming down the pike. She also reminded people to please stay engaged with Slack.

New garlands are in. Help is needed this weekend. *I missed exactly what they will be doing.*  Isaac can help Sat and Daniel can help Sunday.

Hannah will send out a doodle poll for a January retreat.

Amy will be sending out a poll for our meetings in the future. We will meet quarterly in person.

**Committee Reports**

Nominating Committee- Hannah talked to Raymond, but both didn’t feel like the board was a good fit. She wants to ask Rich Calhoun.

Hannah had a positive meeting with Merryl Gagne and is interested in helping us put together an advisory council.

Hannah is working on getting interns from GCC. There are three students interested who would start in the spring semester. This is part of the development of community leadership certificate. The funding is there for next semester but not yet secured beyond that.

**Events**

Well Street Corridor meetings- Had a really good round table. We will talk about round tables at our retreat in January.

Deerfield Mill St Corridor—There are no bees down there. Will be meeting with organizers of festivals (flower, bee etc)

Jingle Fest – Friday 12/6 is tree lighting. Mayors office will coordinate. Isaac makes the point that tree lighting is supposed to be to attract people to shop downtown but hardly anyone comes. Could we have some entertainment that might attract people? Interfaith council was suggested. Judy also suggested Greenfield Community College chorus.

Hannah is going to look at costumes with Kimberly of LaDuke.

Pop Up Market and ornament sales- We have different opinions re: value etc. We have 30 coupons for Greenfield Games we could give out for those who purchase them.

$10 each or 3 for $25 was proposed.

The idea of t-shirts was also proposed. Perhaps a graphic designer would swap a design for membership.

Hannah had a good conversation with Rachel Katz. She would like to see the GBA leverage bees for merchandise. Jingle Fest is 12/7 and 8. Pop up market is Friday night also. People can sign up to help with the pop-up market.

If you can’t help with selling stars because of your position please let Hannah know. We will need help with that.

The Center on Rural Innovation – have done some work with Greenfield/GCC that resulted in a very positive report about the potential for building tech related industry in our area. A grant is being written that would allow for a fellow to be placed in Greenfield for four years. They need a partner on the ground to provide space for that person. GBA would be that partner. $27,500 per year is given to the GBA to budget as needed for capacity efforts to support that.

Once you go through the assessment process with CORI – you are part of their network. That enables you to apply for a program called “Built to Scale” which is a huge funding source for activities focused on growth and development for the business sector. CORI is interested in coming to Greenfield to do a one day retreat to re-start a conversation about this. John Waite asked if we would convene that group sometime in February.