

MINUTES

Greenfield Business Association

September 11, 2018 18:30

Attendance: Sheila Pierce, Frank Wilkins, George Gohl, Bill Baker, Mik Muller; notes, Rachel Roberts

Items:

1. Introductions

- Rachel Roberts; new office coordinator
- Frank Wilkens, Wilkens Insurance; visitor
 - interested in partnerships with community; new business located at Mohawk Mall

2. Ornaments

- Pick-out picture
 - Train pictures passed around; agreement to propose merging a picture of train with picture of station to get desired image
 - Bill will send request to John
 - Bill will send proof to BOD members once received
- Review bid/costs
 - Hoping the ornaments cost comes in under \$7.50; sell \$15

3. Rag Shag Parade

- Date – Rachel will connect with Christie Moore
- Booth set-up
 - Town Common – RR connect w Christie
- Window posters for participating business
 - RR will draft
- Orchard – apples, donations or purchase?
 - Usually donated – RR connect w Ben Clark
- ALL RR DRAFTS & initial contacts by Oct; contact w businesses to start in Oct
- Connect w businesses outside of downtown area to offer spaces – Pop-up stores or Common set-up; invite with direct emails and newsletter

4. Around Town

- GBA BOD & Rachel – introduce Rachel, Rag Shag signs, “new” GBA
 - BOD members to pair up with RR to pass out Rag Shag posters, introduce RR and “new” GBA, and pass out membership info to prospective businesses
 - BOD members to break town into sections w RR
 - To be coordinated at Oct meeting

5. Holiday Lights

- Nan – Rachel will connect
 - Investigate a new design with Nan – How much \$ for 30 this year, 30 next year, final 40 third year?
 - George proposed a lit wreath around each light and keeping the garlands
 - Reluctant or non-participating businesses might sponsor new (less Jester-like) lighting
 - Already costs \$9000/y for storage, maintenance/replacement, and set-up
- Solicitation Form – Rachel will draft a new one
- Open discussion; What else is involved?

6. Jingle Fest

- Early stages – figuring out, date, who's does what/coordination with others
 - First Friday? Dec 7
 - RR to find chorus groups
 - Luminaries
 - Bill will call Kringle; daylights better than tealights – still have some daylights from last year
 - Bill has bags
 - Sand from DPW
 - Needs a work crew
 - ~100
 - Link with YMCA for Santa parade from YMCA to Veteran's Mall; kids make ornaments @ YMCA before parade??
 - Kids decorate a tree (maybe not "the" tree) w their handmade ornaments
 - Wilson's Santa days are 12/21-24; will get Santa for Jingle Fest once date determined (Keith, firefighter?)
 - Books – Sheila remarked that kids anticipate books
 - RR noticed 3 bags of books in office
 - Mik will look for books his kids are done w that are in good condition
 - RR will contact Friends of GPL & Round About (and World Eye) for book donations
 - Natalie approached RR after meeting indicating Amy McMahan (Mesa Verde) will be coordinating with stores and wants to set a date – RR to contact

7. New Business

- Draft new membership benefits materials
 - Investigate with Natalie if insurance is available for GBA members through FCCC
 - Look to GSFBA membership materials for ideas to expand our offerings
- Membership

- Should we try an enticement or special for new members? Introductory or seasonal savings
- Frank may be able to help with insurance incentives if FCCC doesn't offer any
- Mik to email GSFBA
- Already a discount if businesses join FCCC and GBA together
- list of incentives to BOD
- Have new membership letter/flyer available for FCCC breakfast on 9/28
- Emails
 - Mik will create email sub-groups to easily contact each other
 - RR and Mik to work on tech together; automated email text from webpage
 - Frank suggested inviting people to join GBA when they sign-up for enewsletter
- GBA photo for webpage
 - BOD and RR
 - Friday, 9/14; 12:15 pm outside FCCC
 - Mik will email absent BOD members
- Jungle Fest in July?? Future idea