

October 9, 2018 18:30

Attendance: Lisa McKenna, David Russell, George Gohl, Bill Baker, Mik Muller, MJ Adams; notes, Rachel Roberts

Items:

1. September 11 Minutes
 - Approved
2. Ornaments: Bill
 - Shown two renderings; picked "Historic Alt" file
 - Brick faces on buildings screened red
 - Train screened gray
 - Windows on building (and train, if possible) knocked out
 - Align train wheels and track
 - Etch swirls into frame rather than screen print
 - Other "black line" details in rendering etched in metal
 - Plaques with red background and gray lettering
 - Ornamental top & bottom pieces red on outside with gray in middle
 - Rachel to contact All About the Promo with changes
3. Updates: Rachel
 - Downtown Trick-or-Treat
 - Booth – Bill & Lisa to help as Rachel can't be there
 - Common Business Invite – Rachel to issue another invite
 - Walk-around – Introductions/Business signs
 - Rachel presented list of businesses in downtown corridor
 - Bill, Mik, David, and George signed up to walk around with Rachel
 - Membership
 - Benefits – Discussion included:
 - Remove Greenfield Brews, 1st Fridays, Home Show
 - Keep & develop Membership Showcase – 2x yearly, start for Spring 2019
 - Keep Greenfield Dollars
 - Discounted Advertising – 1-page Recorder group ad 1x month suggested
 - Advocacy – different businesses benefit from different advocacy sometimes; should rephrased as "Educational Advocacy" (non-controversial, not taking a position but researching and developing educational sources for the benefit of GBA members)
 - Business West – our benefit or FCCC?
 - Rachel to find out more
 - Training/Workshop opportunities – develop for Spring 2019
 - Update Materials
 - Rachel to take results of discussion above and rework Membership Benefit materials
 - Membership Application done

- Current Member/Dues
 - Many past members not current with fees – Didn't re-up because things with GBA were slowing down??
 - Decided to emphasize getting past members back
 - Rachel to pull together list of members tardy several months for BOD to connect with
- Holiday Lights
 - Storage – George to store lights in upper level of Garden; Recorder has a work space available for November (only)
 - Sponsorship – Rachel showed current sponsorship request letter
 - Change: lights will be up through “sometime in January”
 - Rachel to post letter to website and FB
 - Rachel to Email membership sponsorship request letter
 - Change in Decoration – Rachel meeting with Nan Wednesday 10/10 & will discuss design and cost estimate
 - Change a few the first year
 - Discussed where to put new decorations and decided the 4 posts at Main/Federal/Bank Row would be best
- Jingle Fest – Date: Friday, December 7th
 - Pop-up Shops/Ben Goldsher – Lots of interest; will open up 4th floor of H&R; running throughout weekend
 - Store Front Acts/Linda McInerney – Rachel meeting with Linda Wednesday 10/10
 - Sponsorship \$100 ea and Linda has 4
 - Mesa Verde to sponsor one
 - Montague Webworks to sponsor one
 - Parade – YMCA, Drummers
 - Rachel not able to connect with Bob about YMCA participation
 - Bill and Lisa will reach-out to Bob
 - Rachel believes there are drummers lined up but confirmation will be closer to date
 - Marcher concern for sidewalk conditions if slippery or snowy
 - Rachel to connect with DPW closer to date (MJ help)
 - Tree-Lighting – Chorus Groups
 - Further description of event shared by Bill and George
 - Timing determined 4:15 arrival (with parade starting at 4:00 arrival/4:15 march) and 4:30 lighting
 - Rachel has several chorus groups interested – asked for more direction
 - Chorus groups come with 1-2 songs of their own; arrive by 4:15
 - Hot cocoa – Group wondered if Boy Scouts or other such group would be interested in selling
 - Rachel to ask around
 - Luminaries
 - Bill connected with Kringle and they will donate
 - Once PR out indicate the luminaries sponsored by Kringle
 - Need to order bags; plan for sand
 - Need work crew
 - Santa/Books – Wilson's

- Books – Rachel already reached out to Friends of the GPL, will reach out to book stores next
 - Already have books leftover from before
- New Business
 - Crafts – David mentioned FCC has hosted at 170 Main and would probably do again
 - David to check
 - Once confirmed Rachel to pull together materials
 - Movie – “Charlie Brown Christmas” at Garden at 5pm
 - Rachel to start developing PR

4. Event Chairs: Rachel

- Rachel requested a BOD partner for each remaining 2018 project to revisit for 2019
 - Mik – Jingle Fest & Membership
 - George – Membership
 - Lisa – Holiday Lights
 - Bill – Trick-or-Treat
 - Holiday Ornament – Kriste was mentioned

5. Technology: Mik & Rachel

- Updates: What we have/need: Mik [didn't do, not enough time]
- Posting Policies: Rachel
 - Discussion and decisions
 - More use of FB and webpage calendar for events that may be of interest of Greenfield Businesses
 - Post info/PR for GBA member businesses or co-sponsors of events
 - Disclaimer to indicate not a GBA event, does not represent GBA views/organization
 - Post City Council or other political activities/action that might interest businesses

6. Downtown Editorial: George

- Editorial from Pam in Greenfield Recorder discussing the poor condition of downtown
 - What is GBA's role with downtown clean-up?
 - George updated group on parking garage – opens by end of Oct
 - MJ updated group on the Main St building over train tracks – in a holding pattern
 - MJ will see if the tarp over building can be replaced
 - Lisa will reach out to Pam and ask her to talk with us

7. New Business

- MJ brought some things to share with GBA
 - Mass Tech Initiative – focus on small business support; due in two weeks
 - Façade Grants – available
 - In conjunction with City; limit pay-out 75% of costs up to \$60,000 (or \$40,000 from grant); prevailing wage laws make complicated but will figure out case-by-case; no design guidelines
- FCCC Monthly Breakfast
 - Friday, Oct 28 at La Terrazza
 - Suggestion that Bill & Rachel make announcement

- Promote Holiday Lights
- Promote “We’re here” messaging
- Rachel to ask FCCC
- Suggestion that GBA passes out a “gift” to launch “We’re Here” messaging

8. Next Steps: Bill

- Priorities/Possibilities after Jingle Fest [didn’t do, not enough time]

Adjourned 9:50 am

Next Meeting: Tuesday, November 13, 2018 at 8:30 am at Montague Webworks Office, Miles St