

Attendance: George Gohl, Bill Baker, Mik Muller, Sharon Cross, Lucinda Kidder, Ben Goldsher, David Russell, Lisa McKenna, MJ Adams; Guests: John Michelson; notes, Rachel Roberts

Items:

1. December 11 Minutes: approved
2. <https://visitgreenfieldma.com/>
 - Showed website, gave background, explained GBA potential role to moderate
 - Open to all Greenfield; not a GBA site but GBA could host/run site (GBA owns domain); town owns site
 - Town wants proposal for GBA to moderate; committee formed (Mik, Rachel, Ben) to develop plan to moderate for a fee paid by town and to include option for GBA to sell advertising (to all of Greenfield) for its own revenue
 - Idea proposed by BOD member: 2 tiers of advertisements with 1 rate for anyone and a lesser rate for GBA Members
 - BOD approved Mik (and committee) to draft a proposal for GBA to moderate site and generate revenue from advertisements
3. Membership Committee
 - Who: Lucinda, Bill, Rachel and John (as member)
 - Responsibilities
 - Recruitment
 - Benefits
 - Establish levels
 - Will meet and report ideas at February 1/12
4. Membership Fair/Showcase
 - Who: Mik, Sharon, Lisa, Rachel
 - Responsibilities
 - When?
 - What?
 - Will meet and report ideas at February 1/12
5. Annual Meeting Planning
 - Who: David, Mik, Sharon, Rachel
 - June 11
 - Responsibilities
 - Where/what?
 - Will meet and report ideas at February 1/12
6. Finances
 - Finance Committee
 - No new records at this time
 - Waiting on Year End Report to set meeting
 - Holiday Lights: Update
 - Still \$1700 short of \$9000 fee

- Asking community for donations to “Holiday Lights” fund
 - PR posted to GBA website, FB page, and emailed to entire list (last week)
 - PR in Recorder soon
 - Bill wants to make calls to specific people - will chose his own; Lucinda will call 3 but needs info from Rachel first
- Need to be sure to remind people they aren’t purchasing stars at this point but contributing to the GBA
 - Benefits at same level at if they were sponsoring star if donating at \$100, \$500, or \$1000
- Landmark Ornaments:Update
 - About 150 sold so broke even
 - Older ornaments have sold too
 - Positive response to design
 - Can we order less next year? Ordered 300 this year due to minimums
- Payroll
 - Rachel is cutting back hours until budget is determined
 - Parking Pass - Rachel is using quarters from GBA “bank” to pay for exact work time
- Fundraising
 - Rachel and Sharon presented the monthly Recorder ad for the GBA; will generate \$100 monthly thru sponsorships
 - Runs the 4th Friday of month
 - Sponsorship available to 2 GBA Members per month @ \$150 each for 5.4375x5” of space
 - Rachel will solicit sponsors and get ad camera-ready for Recorder by each 3rd Monday
 - Appeal for others to think of viable fundraisers/revenue earners for GBA for the February 12 meeting

7. Common Good

- Bill presented that an agent for CG wants to present to the BOD
- BOD made motion to welcome them to present at the Membership Showcase (to be developed) if they are members; approved.

8. Announcements/New Business

- John for All About the Promo brought stickers to show potential door/window GBA Membership Business requested at previous meeting
 - The mock-up sticker was well-received; BOD asked for a proposal with stickers and window “clings” that are a little bigger than sticker presented for the BOD to consider
- Mik brought up that we should have a Councilor as a member of the BOD as indicated in the Rules of Operation
 - Rachel will write a letter to the Council asking for a representative

Meeting adjourned at 9:37 am

Next Meeting: Tuesday, February 12, 2019 at Montague Webworks Office, Miles St