

Attendance: George Gohl, Bill Baker, Mik Muller, Jeremy Goldsher, Lucinda Kidder, Ben Goldsher, David Russell, Lisa McKenna; Guests: John Michelson, Diana Szynal; notes, Rachel Roberts

### Items:

1. Introductions: Diana Szynal, Executive Director of Franklin County Chamber of Commerce
  - Plans to find out from each FC business association what their needs are and work to accommodate unique needs for each
  - Each business association is invited to the FCCC BOD meeting to offer a report on what their up to and listen to/learn about others - **Meeting is February 21 at 8am at the GSB Board Room**
  - Mentioned "Business After Hours" as a nice mingle time - with over 100 in attendance at the last two
  - Shared interest in exploring a "package deal" with FCCC as the umbrella for discounted membership in more than one area business association
  - Shared the idea of a Franklin County Gift Card
    - with downtown Greenfield businesses to be included what does this mean for Greenfield Dollars? Replace/Co-exist; more discussion needed
    - Businesses may need a designated debit reader for it to work - \$\$
  - Finance: GBA moneys mingled with FCCC; there may be reasons which are unknown
    - Proposes separating account but still under the FCCC banner for July 1
    - Oversight developed, but access for Finance Committee and Coordinator
    - Might complicate Payroll
2. January 8 Minutes
  - Lucinda motioned to accept minutes; George seconded; approved
3. <https://visitgreenfieldma.com/> Update
  - Committee met and developed proposal
    - Committee met with Christy (Rec Dept) supports and wants to be part but will not need revenue from advertisements
    - Next step: proposal to Fernando
  - Discussion on how to use as a benefit to members
    - Process to be determined by committee but certainly plan to include as a benefit somehow
  - Discussion on how to get the page used and "out there"
    - Committee has plans to promote on radio, in newspaper, online/social media platforms
  - Committee shared plan to create regional deals/coupons as incentive for people using the site
  - Mik will email proposal to BOD
  - It was shared by a BOD member that there is another organization that may be planning to circumvent this website to be a Greenfield resource site
  - *Next scheduled meeting: 3/15*
4. Membership Committee Report
  - Working to clarify GBA's mission
  - Wants to upgrade the Benefits list
  - Will look over recent Member lists and contact businesses that have not renewed at their last invoice
  - Will start a "drive" for new members

- Thinks the <https://visitgreenfieldma.com/> could be a good benefit; wants to develop that
  - Wants to figure out how to expand to include a way to share rental property listings, job openings on our social media to include and attract member businesses
5. Membership Fair/Showcase Committee Report
    - *Meeting scheduled for 2/19*
  6. Annual Meeting Planning Committee Report
    - *Meeting scheduled for 2/29 at 9am at Co-op*
  7. Finances
    - Holiday Lights Update
      - No additional donations
      - Nan sent last invoice
      - Finance Committee will meet about 2019 lights
    - Membership Update
      - Members that have been invoiced within the last few months are renewing
      - We need to reach out to members who didn't renewed from May-Nov 2018
    - Payroll Update
      - Rachel working minimum hours
      - Do we want get Rachel more hours to follow-up on building membership and GBA momentum? Executive Committee decision needed
    - Fundraising
      - Recorder Ad
        - Will be changed to acknowledge GBA more - some confusion in membership about where/who the ad was from
        - Still looking for Feb sponsorship
  8. Common Good
    - Encouraged to become a member to be included in the Membership showcase
    - Asked about a NGO rate
      - Rachel shared other NGOs have inquired about the same thing
      - Will be added to next month's Agenda for further discussion
  9. Announcements/New Business
    - All About the Promo shared proposal for window clings with GBA logo for our consideration (attached)
      - Suggested a marketing campaign to get the GBA "out there" in conjunction with thye window clings
      - Membership Committee will consider proposal
    - Suggestion about a "new business welcome wagon" - Do we want to start this?
      - Welcome letter - what else?

Meeting adjourned at 9:37 am

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

The mission of the GBA is to promote the economic and civic vitality of the Greenfield business community. To encourage a unified revitalization effort among all segments of the community in order to foster a community of businesses for an economically sound future in Greenfield.