

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

### Items:

1. February 12 and March 12 Minutes
  - February 12: George motioned to accept minutes; David seconded; approved
  - March 12: Sharon motioned to accept minutes; David seconded; approved
2. <https://visitgreenfieldma.com/> Update
  - Committee members met with Fernando Fleury, Lindsay Rowe, MJ Adams, John Lunt
    - MJ has intern - will work with Mik to update current businesses and info including website links and logos
    - Greenfield will continue to host site but GBA will manage (after intern updates)
3. Membership Committee Update
  - John is working on updating our contact information for each current GBA member and recent past member [Rachel will give him what she has from past list]
  - Businesses will be contacted by committee member to “update membership data”
  - Past Businesses will be contacted and memberships benefits explained to see if they will rejoin
  - Rachel will email BOD current Committee-updated Membership Benefits document
    - 1-week comment/edit period and then it will go “live” on website and print materials
4. Membership Fair/Showcase Committee Update
  - Last meeting at the Pushkin to assess how facility would work for the event
    - It could work but probably very tight (max 30 tables including GBA registration table)
    - Tossed around other ideas and landed with the 1st floor of Hawks & Reed
    - Decided May was too soon to pull together well so moving to July
      - Ben will look over dates at Hawks & Reed and get back to committee
      - Would like to close the Common and have event inside and outside
        - a. Concern was raised during sharing about spreading out too much and not feeling like a “full” event
      - Want to coordinate or “kick-off” Greenfield Sidewalk Sales
        - a. Rachel will contact Sheila to find out timing
5. Annual Meeting Planning Committee Update
  - June 11, 8-9:00 am, 170 Main St with coffee and pastry
  - Needs to set Budget
    - David will bring catering menu to next meeting to make order from GFM PFD
  - This committee will become the Nominating Committee to propose slate of BOD members and Officers for May BOD meeting approval
  - Meeting open to all GBA members - goal to have 30 attend
    - Socialize and then ballot vote
  - Propose a bylaw change that BOD can elect members to the BOD to fill vacancies between Annual Meetings [Mik will work on this]
  - Rachel will look for terms of current BOD Officers and inform the committee prior to May BOD meeting

## 6. Finance Committee Update

- Budget
  - Rachel and Diana Szynal will meet with accountant at the end of April to figure out an appropriate budget based on past figures
    - In the meantime, Rachel is pulling together an accurate budget to submit to Finance Committee for review prior to that meeting
    - Diana and Rachel will work to separate GBA and FCCC monies with the development of a GBA account under the umbrella of FCCC
    - Rachel recommended the BOD Executive Committee meet to discuss the FCCC and GBA partnership
- Recorder Ad
  - Rachel reported that most months get one sponsor but it has been hard to get second sponsor; it seems the good deal still needs to be realized by membership
  - Plan was to have trial fee/period through June; still working towards that goal

## 7. Announcements/New Business

- Franklin County Business Association Summit Report
  - Mik and Bill reported it was a large and long meeting with attendees sharing things that are going well and areas of struggle
  - Group hopes to meet monthly with a one topic focus
  - Mik and Bill will rotate attendance; Rachel will attend future meetings
- Bee Fest
  - GBA is working in conjunction with Progress Partnership and Sandy Thomas to host a “Bee Busy-ness Scavenger Hunt” with timing during that week TBD
    - Rachel to meet with Sandy later this week to determine timing and scope of activity
    - Rachel is developing budget for event and will present to BOD at or before May BOD meeting
  - Rachel also suggested another appropriate GBA activity may be to reach out to restaurants to feature a honey menu item during the week; business can feature item one or two nights or all week - TBD; this event can be promoted through Bee Fest
    - BOD approved Rachel to move forward with this activity
  - Past GBA activity of coordinating with schools to decorate bees for downtown was brought up
    - Rachel believes another person or group is taking charge of this - and will confirm
- MJ updated the group about her work
  - Intern developing a list of new businesses through the monthly DBA listings with the Town Clerk
    - List will be made available to us
    - Mayor is sending a welcome letter to each new business
    - BOD likes the idea of Rachel using the list to send a welcome postcard to new businesses [Rachel will develop]

**Next Meeting: Tuesday, May 14, 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.