

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

Items:

1. April 9 Minutes
 - Sharon motioned to accept minutes; Lucinda seconded; Approved, Lisa abstained
2. Update Reports:
 - MJ reported:
 - Applied to O-zone Academy with GBA support letter; if accepted will need a GBA rep to work with
 - Applying for Mass Development - Vacant Storefront tax credits
 - Tenants get tax credits if storefront vacant over a certain amount of time
 - 188 Main Street - set for demo soon
 - Main St/Chapman St getting new concrete sidewalk that will replicate brick-look to create a smooth surface
 - Intern working once weekly to update the visitgreenfieldma website

Moved to Executive Session 8:45 [MJ and John left]

3. Finance Update
4. To Be or Not to Be

Left Executive Session 9:20

5. If time:
 - Annual Meeting Planning Committee Update
 - Food order of approximately \$230
 - Mik motioned to approve food expenses; Lucinda seconded; Approved, David abstained
 - Bill will look into inviting a speaker
 - Rachel to promote with emails & posting to social media
 - Ad in Recorder
 - Membership Fair/Showcase Committee Update
 - Rethinking date and structure - September and tabling open to all Greenfield businesses with a fee structure to benefit GBA businesses
 - Need to discuss date possibilities with Hawks & Reed (hosts)
 - Bee Fest Update
 - GBA is working in conjunction with Progress Partnership and Sandy Thomas to host a "Bee Busy-ness Scavenger Hunt" June 1-8
 - Yellow 3D bee for each participating GBA business hidden in site for participants to find
 - Scavenger Hunt tickets will be available at our Bee Week table in 2nd Congo Church on June 1
 - Rachel will need staffing volunteers

- Each participating business needs to donate a gift certificate or something of \$25+ value to be a prize
 - Participating businesses will get GBA stamp and ink pad to for cards
 - Participants need to return completed Scavenger Hunt cards by Friday, June 7 to GBA office to be including in prize drawing
 - Drawing during the week of June 10-14
 - GBA Beeline - Restaurants featuring a honey or bee themed item for the week (at their open hours) will be promoted by GBA
 - Rachel organizing a handful of businesses at this time; looking for more
- Savings for Members - 10% off electricity
 - Bill presented a flyer from a business that we could partner with to help member businesses get a discount on their electric bills and the GBA get a payment for number of business that save through us
 - Bill has been asked to gather more info about program and company
 - Bill will invite group to attend one of our future meeting to make a presentation

6. Update Reports, part 2

- Business Association Summit continues
 - Mik and Rachel shared topics from meetings that include BAs sharing their successes and struggles with each other, looking into the possibility of an adaptive structure to collaborate with each other and the FCCC
 - Meeting twice a month at this point; will keep reporting back

Next Meeting: ANNUAL MEETING - Tuesday, June 11, 2019 at 170 Main Street from 8:00-9:00 am

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.