

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

Items:

1. June 11 Minutes
 - Mik motioned to accept minutes; Lucinda seconded; Motion approved
 - Two small edits: Zones-> Zone and remove "local" in MJ's announcement section
2. Officer Elections
 - Mik motioned to vote on the existing Officers remaining in place for the 2019-20 year; Sharon seconded; Motion approved
 - Bill Baker, President; David Russell, Chair of the Finance Committee; Mik Muller, Secretary
3. Community Solar Partnership Update (John)
 - Progress Report
 - John is working directly with Craig McIntyre (Renewable Access)
 - John reports it is moving along well; 10 businesses have potentially signed up
 - Question raised: How is money for the GBA calculated? How/when will it be paid?
 - John & Rachel will follow-up to get exact answers
 - Introduction to residential "party" for Sept? (Sheila)
 - Tabled until there is clarity on dates and if there will be a residential component to the partnership
4. Membership Benefits Update (Bill, John)
 - Working on the Solar Partnership and connecting with other member businesses led to an idea to improve our own membership benefits with a "Welcome Basket" of gifts/perks from other member businesses. It serves to promote the existing member businesses to new member businesses - and - gives GBA greater and more diverse benefits
 - Discussion to develop for continuing GBA memberships as well so that we provide similar new and diverse benefits to our long-standing/renewing members
 - Suggestion that a printed Member Directory be included with all "Welcome Baskets"
 - Suggestion to add an option to our Membership Letter for businesses to offer a Membership Benefit they'd like to share
 - MJ will share her new DBA monthly list with GBA to connect with those new businesses (MJ and the Mayor send a welcome letter to businesses using this data)
 - Still need to figure out how our benefits will get to members - baskets, membership card, bags - individuals go to businesses to get, someone from the GBA delivers??
 - Membership Committee will meet to discuss logistics further
 - **MEETING: Friday, 7/12, at 1:00pm at Namaste**
5. Greenfield Showcase Update (Rachel)
 - Rachel passed out the flyer for businesses to sign-up to exhibit at the Showcase; explained that it's now open to all businesses and NPO/NGOs that are interested or work in Greenfield; GBA

members exhibit for free and others have \$25 fee; applications in print at office, on webpage and emailed; No limit, yet, about how many exhibitors

- Rachel is working on developing and filing necessary paperwork with the Licensing Commission to include Court Sq, sampling of food/libations, and extending liquor license for event

6. Finance Update (Rachel)

- Rachel reported that the GBA and FCCC finances will be split as of 7/1/19
 - There are still questions about past and present interpretations of finances of each institution
 - Questions about whether GBA account will be completely separate or still under the FCCC umbrella
 - Questions about who should be the signers for the GBA account
 - More financial information will be available once the EOY reports are out
- Bill, David, Lisa and Rachel will set-up a meeting together to discuss GBA finances; will invite George Gohl (past BOD member, President, and Finance Committee member) to join to assist with interpretation of past figures/records; Mik would like to attend the meeting as well

7. Holiday Ornament Planning

- Rachel asked the BOD if they'd like to continue offering a Holiday Ornament after reporting that about half of the 300 ordered ornaments from 2018 were purchased so the GBA broke even
 - The BOD supports investigating the cost of ordering a smaller amount of ornaments
 - The BOD supports Rachel to approach two organizations to collaborate on the ornament featured design
 - John will give Rachel a quote for 150, 200, 250, 300 ornaments
- Suggestion that the GBA collaborate with a particular business to combine our ornament sales with a donation opportunity for the business
 - Rachel will follow-up on this suggestion

8. Holiday Lights - to be or not to be? (Rachel)

- Rachel noted that in the past the Finance Committee worked on the Holiday Lights; the BOD decided to create another committee to take on this task
 - Holiday Lights Committee will be Ben, MJ and Lucinda
 - **MEETING on Monday, 7/15, at 9:00 am at Hawks & Reed**
 - Suggestions for a new look - clean and simple
 - Suggestion that the GBA make it better known to the community that the lights are not a city-funded item but an item sponsored by local people and businesses through the GBA

9. visitgreenfieldma Update (Mik)

- Mik updated on progress of cleaning-up the site - removing old businesses, updating information, and including new businesses
 - GBA will convert the look and function of the page to include news items and Greenfield event listings
 - MJ volunteered to join committee to work on further developing this site
- Mik also asked for the Web Committee to meeting develop a new look for the GBA website
 - **MEETING: Tuesday, 7/16, at 9:00 am at Hawks & Reed**

10. George Gohl

- GBA position on Garden AAB deadline
 - Rachel reported that the AAB extended the Garden Cinemas deadline so need for the GBA to take a position
 - Discussion around how to help George and the Garden Cinemas

- MJ announced that the city is helping to look for grant funding opportunities
- BOD members shared the Garden's Gofundme page
<https://www.gofundme.com/greenfield-garden-cinemas>
 - BOD agreed to share/promote and post
- "retirement" from GBA acknowledgement
 - BOD would like to honor George's GBA service with a plaque that John and Rachel will work to develop and hope to present it and honor George at the Business Showcase
- Announcements/News
 - MJ shared that the Opportunity Zone conference in DC went well and Greenfield was assigned a consultant to work with; she will continue to update on progress
 - MJ announced that 4 trains a day will soon start for the Greenfield-NYC run meaning that people can travel back and forth all in one day!
 - Ben announced that Hawks & Reed is running the Charlemont Reggae Festival at the Charlemont fairgrounds on Saturday, 8/17!
 - John suggested the GBA find a way to support business participation at the Franklin County Fair - item was tabled for another time
 - Lisa brought up the development of a GBA Newsletter - not discussed further

11. Next Meeting Space?

- Future GBA meetings will continue to be hosted by Montague WebWorks at their new office space: 239 R Main St (the space behind - or to the REAR of - Smoke Heaven) with an entrance from the public parking area behind Town Hall

Next Meeting: Tuesday, August 13, 2019 at Montague WebWorks (239 R Main St) from 8:30-9:30 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.