

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

Items:

1. July 9 Minutes
 - Bill motioned to accept minutes; David seconded; Motion approved
2. Community Solar Partnership Update
 - progress report (Bill & John)
 - Lots of potential; recent check of ~\$2670; ~15 businesses signed up with a goal of 60 by the end of September; John needs introductions to potential businesses from BOD members as “cold calls” are tough; Bill will ask Jon/Craig for a spreadsheet that reflects business sign-ups and deposits to us (John prefers a spreadsheet as close to real-time as possible with business sign-ups)
3. Membership Benefits Update (Bill, John, Mik, Lucinda)
 - 3 new businesses signed up this past month; several others have indicated interest
 - Welcome Bag coming together; John showed the BOD the design; need more businesses to supply goodies to the bag; bag will have revolving goodies as are available from interested businesses
4. Greenfield Showcase Update (Mik, Sharon, Lisa, Rachel)
 - Alcohol Licensing is making us need to change our game plan; still working on securing music; Rachel working with Health Dept, DPW, and Licensing to cover all necessary bases
5. Finance Update (Rachel)
 - Finance Committee to meet with FCCC Executive Board today; brief meeting after our BOD to discuss
 - No financial statements from the FCCC or Thea since February 2019; running blind
6. Holiday Ornament Update (Rachel)
 - Positively Greenfield has agreed to collaborate on the ornament (for us to use their logo and link to them)
 - Displayed two potential layouts for discussion; group decided on close-up of Garden; maybe add old marquee but play with placement; Positively Greenfield lettering needs to more clear
 - George is pleased to be the focus of the ornament but doesn't want it to be a Garden fundraiser
7. Holiday Lights Update (Rachel)
 - Committee decided on a new design for the lightposts - simpler, winter-focused
 - Rachel met with Nan to discuss potential design; asked for design to share with BOD asap; will try to use the greenery and lights from previous post design; asked for a three-year contract - broken into two possible forms: adding new design all at once (80 posts) or over the next three years (40, 20, 20)
 - MJ shared that the town is discussing a lighting project for Main St; she has a meeting with the Mayor soon to discuss

- Rachel also shared the Committee is working on potential lighting of trees on the Common; DPW contacted; upcoming meeting with Mayor
8. visitgreenfieldma Update (Mik)
 - Waiting on a coding project
 9. George Gohl
 - “retirement” from GBA acknowledgement - plaque update (John)
 - Didn’t discuss
 10. New Business
 - Bill asked if we have enough candles for Jingle Fest; Rachel will check and get back to him
 - Rachel shared the “It’s a Great Pumpkin Contest” addition to Halloween activities
 - Bill asked we get the Holiday Lights sponsorship letter together as soon as possible

NEXT MEETING - Tuesday, September 10, 2019 at 8:30 am - 239 Main St (Rear)

Other IMPORTANT DATES

Greenfield Showcase 9/26 5:00-7:00 PM

Trick-or-Treat 10/31 4:00-5:30

It’s a Great Pumpkin Contest 10/31 6:30-7:30

Jingle Fest/Greenfield Holiday Spectacular 12/6 4:30-8:00

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.