

Attendance: Kriste Joy, Sheila Peers, Mik Muller, Lisa McKenna, David Russell, Sharon Cross, Lucinda Kidder; Guest, Bob Sunderland; Notes, Rachel Roberts

Items:

1. September 10 Minutes
 - Sharon motioned to accept minutes; Kriste seconded; Motion approved
2. Greenfield Business Showcase Recap - *quick, please* (Rachel +)
 - Positive! Best yet!
 - Next year consider sometime other than September; a weekend day?
3. Finance Update (David)
 - Finance Committee needs to meet with Bob Gilmore (FCC) to complete financial contract
 - Lisa has opened a GBA account with GSB but needs signatures (Bill & David for GBA)
4. Holiday Lights Update (Rachel)
 - Greenfield lights
 - Rachel shared new proposed material from Nan; everyone liked it better than previous material
 - Rachel shared new “sponsorship” acknowledgement shapes from Nan
 - Just plain 5-point stars was mentioned as better than the previous shape of stars
 - Others not excited about proposed shapes
 - Will go to committee to discuss further
 - Amherst lights
 - Rachel shared that Amherst is interested in 62 of our top light fixtures
 - Nan suggested all 80 so parts can be borrowed to support the 62 needed
 - Rachel proposed a rent-own situation with Amherst
 - Nan will be charging Greenfield for storage this year, but not in future
 - a. Charge to be put into the rent to own contract with Amherst
 - David motioned for Rachel to negotiate a fair rent-to-own agreement with Amherst over 2 or 3 years; Mik seconded; Motion approved
5. Holiday Ornament Update (Rachel)
 - Positively Greenfield has agreed to partner with us for this year’s ornament design
 - Caitlin von Schmidt will design
 - Ornaments will be ordered through ChemArt
 - Plan is a minimum of 300
 - Suggested selling opportunity at Jingle Fest
 - Selling online on the GBA and Positively Greenfield web/FB sites; Bakers, Wilson’s
6. Community Solar Partnership Update (Rachel)
 - Still do not have their 60 spots filled
 - Asking for signed-up employers to discuss with employees to expand to residential
 - Once a list of signed-up businesses has been received, Rachel will write a letter to businesses about sharing materials with employees

- New check on expected on 10/15 that will include payments between July15-current

7. Membership (Rachel)

- Welcome Bob Sunderland
 - Bob introduced himself and shared some ideas for promoting Greenfield
 - Rachel & Bill plan to meet with Bob to discuss his role with the GBA
 - Help with Membership being one of Bill & Rachel's goals

8. Jingle Fest/Greenfield Holiday Spectacular (Rachel)

- Set-up Committee: Lucinda and Mik volunteered; Ben was volunteered by Rachel
 - Meeting to be set-up soon
- Pop-up Update (Ben)
 - Ben not present to update
- Festival of the Trees Update (Sheila)
 - Sheila handed around literature for the event
 - 3rd floor of Wilson's from 11/29-12/14
 - Jingle Fest will link with ticket sales
 - 1 display window will include FOTT (Sheila opened window to GBA for Jingle Fest or ornaments too)
 - April Healy to reach out to Keith G for Santa at some day other than Jingle Fest (Lisa to coordinate for Jingle Fest)
 - BOD members requested the literature about the FOTT; Sheila will ask April for it digitally; Rachel will email around
 - Rachel will share info to GBA web presence/email
 - FOTT will be included with Jingle Fest PR
 - Question - who will this event support?
 - Explained that hasn't been decided yet; a committee of 2 Rotary/ 2 Kiwanis members; financing applications were submitted and support will be decided from those

9. Other Updates/business:

- visitgreenfieldma Update (Mik)
 - Mik wants to pull together a meeting
 - Showed new calendar set-up
 - Question - how places post events?
 - Calendar has an "add" tab
 - Question - how will places know about this?
 - Will be a press release, email or direct contact to places that host/coordinate events in Greenfield as soon as page is launch-ready
 - Date to be launch-ready is hopefully 11/1
- George Gohl: "retirement" from GBA acknowledgement plaque
 - Committee of Mik, Lisa and Kriste - update?
 - Group still needs to meet
- GBA Envisioning Meeting - Now/Long-term plans; January 2020
 - Rachel presented idea that it's a good time for a long-term planning session outside of the normal monthly meeting time
 - BOD liked idea and suggested a strategic planning meeting take place in January; partial daytime meeting straddling lunch time; Sharon will plan and get back to BOD
- New Business/Announcements
 - Parking - Sheila wanted to know about the meters and ticketers hours

- Suggested making hours known - especially if is before 6 since meters mention 6 as end time
- Conversation reminded Rachel to send letter about holiday parking to Parking Commission and Mayor's Office
- Is the Parking App working? How hard is it for seniors or others reluctant to load app/can't load app? Will it be clear that the App or coins can be used? Unclear at the moment.
 - a. Rachel will connect with the Parking Commission with questions and to better understand downtown parking
- Bus - what about bus transport to/from Senior Center to places like downtown without having to call or schedule by person requesting ride; cumbersome for seniors?
- Letter to the Editor on behalf of Greenfield about the French King Overlay?
 - Since it's not on the ballot this November it was decided no letter was needed
- Soapbox derby coming to Greenfield in 2020
 - most likely on Nash Mill Rd to Green River Park

Adjourned at 9:35 am

NEXT MEETING - Tuesday, November 12, 2019 at 8:30 am - 239 Main St (Rear)

Other IMPORTANT DATES

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

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

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.