

Attendance: Mik Muller, Ben Goldsher, Sheila Peers, Bob Sunderland, Bill Baker, MJ Adams, David Russell; Notes, Rachel Roberts

### Items:

1. October 8 Minutes
  - Mik motioned to accept minutes; Sheila seconded; Motion approved (MJ abstaining)
2. Bob Sunderland
  - Mik motioned to appoint Bob Sunderland to the BOD; Bill seconded
    - Short discussion
    - Unanimously approved
3. Finance Update (David, Lisa, Rachel)
  - Paypal discussed; will link to bank for online payments
    - Are there options other than Paypal we want to look into?
  - Plan to transfer funds from FCC to GBA account for January 1
    - Figures still need to be determined by Thea, Bob Gilmore and David
  - New checking account with GSB:
    - Bill & David signatories and
      - can write check if under \$1000 with notifying the other via text/email; both needed for greater than \$1000
    - Paperless statements so we can get statements
    - Bill is holding on to checkbook
4. Holiday Lights Update (Rachel)
  - Greenfield lights
    - Installed the week of Nov 18
    - Sponsorship letter to be mailed later this week
      - Will be posted on webpage and Facebook
    - Downtown Greenfield Neighborhood Association/Gfd Economic Development
      - Discussion between Otis Wheeler and Rachel to determine feasibility of applying for a grant together for lighting; Otis wanted to know GBA's Holiday Lighting plan
      - Determined that there is mutual support for additional "festive" lighting in downtown but focus for lighting are different at this time
    - Common Lights (Ben & Rachel)
      - DPW trimming trees on Common and the city purchased LED lights of different colors for each tree and will be installing
  - Amherst lights
    - Not interested in renting or owning at this time; no money for it; would take for a free borrow which Rachel didn't pursue
    - Rachel will recontact to see if there is any future interest and if not decide what to do with our old lighting (toppers)
5. Holiday Ornament Update (Rachel)

- Ordered and expected 12/9
  - Rachel setting up pre-order opportunity via webpage
6. Community Solar Partnership Update (Bill)
- No new checks but Jonathon indicated Craig should have one for us in December
7. Membership (Rachel)
- Committee - Bob, Bill and Rachel have met and devised a working plan for Bob to use GBA office space several mornings to call for membership renewals to tardy businesses and then reach out to others monthly with a membership renewal reminder
    - Will mention Holiday Light Sponsorship with each call
    - Will see if business is interested in learning more about the solar opportunity
  - Benefits
    - Goody Bags - Rachel remarked the materials are collected and waiting for bags
      - Lisa or Sheila will give bags to Rachel
      - Need to develop more benefits
8. Jingle Fest/Greenfield Holiday Spectacular (Rachel)
- Rachel asked Lisa to reach out to confirm Keith's role as Santa
  - Rachel will attend Licensing meeting to get permission for luminaries this evening; confident they will be approved
  - Rachel coordinating activities and participating businesses
  - Pop-up Update (Ben)
    - Friday-Sunday at Pushkin
  - Festival of the Trees Update (Sheila)
    - Will be up during Jingle Fest
    - Sheila will give us all dates from April for the festival
9. Other Updates/business:
- visitgreenfieldma Update (Mik)
    - Mik wants to pull together a committee meeting
      - Business of the Month as a feature for the webpage
  - George Gohl: "retirement" from GBA acknowledgement plaque
    - Committee of Mik, Lisa, Kriste & Sheila - update
      - Met with Minglewood - deciding between a plaque or crock; group liked the idea of the crock
      - \$100 budget was approved by all
  - Strategic Planning BOD "Retreat" (Sharon) - No update
  - New Business/Announcements
    - Bill announced his Holiday Open House for Friday, 11/22

Adjourned at 9:35 am

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

**Other IMPORTANT DATES**

**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.