

Attendance: Mik Muller, Ben Goldsher, Bob Sunderland, Bill Baker, MJ Adams, David Russell, Jeremy Goldsher, Krite Joy, Lucinda Kidder; Guest, George Gohl; Notes, Rachel Roberts

### Items:

#### 1. George Gohl

- Mik presented George with a crock honoring his years of service on the GBA Board
  - Crock made by Minglewood (Caitlin von Schmidt's company)
  - George left meeting after presentation

#### 2. November 12 Minutes

- Mik motioned to accept minutes; MJ seconded; Motion approved (Krite abstained)

#### 3. Finance Update (Bill, Rachel, David)

- P&L for July-Oct - while not current gives a ballpark
- Paypal discussed; will link to bank for online payments
  - Suggestion was made to move to Stripe for our webpage once Mik has it capable of linking to the webpage
    - Should get a "square" or ipad/phone card swiper
- Plan to transfer funds from FCC to GBA account for January 1
  - Figures still need to be determined by Thea, Bob Gilmore and David, and Bill with help from Rachel as needed
- Checking Account
  - As it's a paperless account, Thea has access for bookkeeping purposes (in addition to David and Bill)
  - Rachel will start to make deposits to this account before the new year

#### 4. Holiday Lights Update (Rachel)

- Greenfield lights
  - Positive feedback on changes from the community
  - Discussion about charge for lighting \$9000
    - BOD asked Rachel to compare fee for other possible installers especially if design stays simple
      - a. Krite can possibly store materials
  - Light Committee (Ben, Lucinda, Rachel) welcomed other members and will meet soon to discuss 2020 lighting
  - Sponsorship: Rachel shared list of sponsors and the increase in number of businesses sponsoring this year over last year
    - Some still need to pay their invoices
    - Most of the sponsorship funds went into the FCC account
    - We surpassed our goal of breaking even
    - Bob made several follow-up phone calls encouraging businesses to sponsor
  - Discussion about lights across Main St
    - Lighting Committee will follow up to determine what would be required and what are the possible hold-ups

- Common Lights (Ben & Rachel)
    - Great feedback from community
    - Plan to increase to other trees in 2020 with support and in collaboration with city
  - Amherst lights
    - They purchased some additional lighting from elsewhere
    - Nan and Rachel will follow-up to be sure they are not interested in purchasing for 2020
      - If not, Rachel will pursue other options to sell them like Ebay
5. Holiday Ornament Update (Rachel)
- Positive response from the community
  - Expected Arrival: 12/9
  - Presale is going steadily
    - Rachel will contact when the ornaments arrive
  - Bill and Kriste offered to sell in addition to GBA office and online
  - Website purchasing happening (with Paypal account)
  - Rachel will blast FB and webpage when they arrive
6. Community Solar Partnership Update (Bill)
- Bill has been in conversation with Craig
    - Payment for second group of businesses should be coming soon
    - No more energy allotments available so we are stopping recruitment
7. Membership (Bob, Rachel)
- Bob Sunderland has been calling members that are past due and checking in with them
    - No negative comments
    - Some will start again in 2020 and some are re-joining right away
    - Would like a list prepared by Rachel at the start of each month of businesses that will be invoiced for membership so he can make contact
  - Bill would like to see us expand and come up with other benefits
  - Once the holiday follow up is done, membership will be the focus for Rachel's time
8. Jingle Fest/Greenfield Holiday Spectacular (Rachel)
- Review
    - Snow affected turn out in all arenas
    - Did not use radio advertisements this year; Did it make a difference? Group is not sure we need it
    - Should get flyers out sooner
    - More events were included this year spread out over downtown
    - Not as many pop-up performers in storefronts because many were involved with a production at The Shea
    - Not as many singers at tree-lighting because several of the usual participating schools had choral programs cut
      - Other ideas? Rachel brought in the Tech School Drumline with positive feedback
    - Want to continue to expand activities while still being mindful to avoid saturation of types of events
    - Where will Santa go next year without Wilson's?
    - Encourage businesses to do more over the weekend
      - Rachel made a Greenfield Holiday Spectacular FB page and included all Greenfield events she could find for the weekend
        - a. positive response from community as useful
9. Other Updates/business:

- visitgreenfieldma Update (Mik)
  - Mik wants the committee to meet again
  - MJ does not have an intern currently
    - Will seek one
  - Jeremy suggested collaborating with another business he knows that may be able help with updating, etc; Jeremy will meet with Mik to discuss further
- Strategic Planning BOD "Retreat" (Sharon)
  - Sadly, Sharon had to withdraw from the BOD due to leaving The Recorder
  - New committee to plan: Bill, Mik, Kriste, Bob and Rachel
  - Discussion about what is needed: Space - Montague WebWorks?; Agenda - Bill has ideas
- New Business/Announcements
  - Lisa McKenna has moved offices and is no longer in Greenfield; she stepped down from the GBA Board
    - It sounds like Anna Zadworny who is new to the GSB Greenfield branch is interested in joining the GBA Board
  - MJ shared the Creative Economy Report happening at GCC on 12/16 starting at 5PM
  - MJ announced she and others are working towards a Sustainable Greenfield Downtown Plan
    - Event on 1/23 with more details to come
    - MJ would like Bill or Mik to represent GBA on a panel
  - Lucinda shared some information about the transitions at Silverthorne and that she's back as the Director and will continue to serve on the GBA Board
  - Lucinda shared some of the progress happening with her project at the 324 Main St space
  - Jeremy shared progress at the new CoWork space
  - Mik shared progress on the Greenfield Saltbox Derby which is in collaboration with the Rec Dept
    - probably happening but not sure of the dates
    - using the area at the Nash Mill Rd/Green River Swimming Area

Adjourned 9:40 AM

**NEXT MEETING - Tuesday, January 14, 2019 at 8:30 am - 239 Main St (Rear)**

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.