

Attendance: Mik Muller, Bob Sunderland, Bill Baker, MJ Adams, David Russell, Kriste Joy, Lucinda Kidder; Guest, Anna Zadworny; Notes, Rachel Roberts

Items:

1. Welcome: Anna Zadworny from GSB
 - Anna introduced herself and is thinking about whether membership fits into her schedule
2. December 10 Minutes
 - David motioned to accept minutes; MJ seconded; Motion approved
3. Finance Update (Bill, Rachel, David)
 - Bill is meeting with Liz Fiske and John Howland to discuss
 - Thea is in the process of sorting through and determining how much GBA money the FCC holds
 - Rachel and Marian are devising systems in the office to move as much of the GBA money processing to Rachel and figuring how to best work with things that aren't easily changed
 - Rachel is making regular deposits into the GBA GSB account and reporting to Bill, David and Thea
 - GBA now has its own "Square" account that will be used in the office
 - The GBA Paypal account is linked to the website at this time (will switch at some point to another system) and Thea has access to the account
4. Holiday Lights Update (Rachel)
 - Greenfield light posts
 - Rachel and Bill are working on plans for next year
 - Positive feedback from the community about the simple post decorations
 - Lots of return sponsors - mailing and direct phone calls made a difference
 - Suggestion to acknowledge sponsors in this month's Recorder ad
 - Question about other ways to acknowledge sponsors - a board somewhere at the office, near the Common or at Veteran's Mall?? Something for the Light Committee to work on.
 - Greenfield Common
 - Rachel had a brief conversation with the Mayor and the city plans to light-up the Common in the same way next season
 - Amherst lights
 - Rachel waiting on input from Nan
5. Holiday Ornament Update (Rachel)
 - Sales
 - Rachel is optimistic we've broken even
 - This year's ornament has no date so can be sold in future years
 - Board discussed and is in agreement that the GBA will not do holiday ornaments any more. The minimum order amounts are too big for us and it's not worth the energy just to break even.
 - Will continue to sell past ornaments
 - Lucinda volunteered to try to sell them at the Winter Carnival

- Discussions will include what events the GBA should focus on while keeping in mind
 - Benefit to members
 - Financial Stability of GBA
- BOD requested a quick member survey go out before the Strategic Planning meeting for membership input
 - Rachel & Bob will pull together

11. Other Updates/business:

- visitgreenfieldma Update (Mik)
 - Committee met
 - The site is ready to accept calendar items so Rachel will send instructions to businesses via email and website post
 - After calendar input has increased, Rachel will seek advertisements for site
 - a. GBA members will receive a discount
 - b. Information will be sent via email and posted to webpage; Bob will include in the membership benefit list
 - Positively Greenfield is linked to page at the FB feed
 - We hope to have a writer pulling together Greenfield news
 - Rachel and MJ have reached out to Christy Moore now that the site is move to meet together
- New Business/Announcements
 - MJ announced a date change for Sustainable Greenfield Downtown Plan
 - Event on 2/27 with more details to come
 - MJ would like Bill or Mik to represent GBA on a panel
 - Bill shared the BusinessWest article on Greenfield
 - Requested posting to our webpage

Adjourned 9:42 AM

NEXT MEETING - Tuesday, February 11, 2020 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.