

Attendance: Mik Muller, Bob Sunderland, Bill Baker, MJ Adams, Lucinda Kidder, Penny Ricketts;  
Guests, Anna Zadworny, Isaac Mass, Dawn Creighton; Notes, Bill Baker

### Items:

1. Welcomed everyone and introductions
2. January 14 Minutes
  - Mik motioned to accept minutes; MJ seconded; Motion approved
3. Finance Update (Bill)
  - After bills are paid we will have a checkbook balance of \$2000.
  - Currently working with the Chamber to separate the organizations in a way that will allow the GBA to be self-sustaining.
4. Membership (Bob, Bill)
  - Bob will meet with Rachel when she gets back from vacation and make phone calls to past due members and members that have come up for renewal.
  - Bill, Anna, Bob, Penny will meet before the next board meeting to implement an all inclusive plan for benefits, calling, and recruiting new members
5. Strategic Planning BOD "Retreat"
  - Confirmed that we would continue to do: Membership Showcase, Downtown Trick or Treat and Pumpkin Contest, Holiday Lights, Bee Busy-ness Scavenger Hunt/Restaurant Bee-line, and Jingle Fest.
  - Bill voiced concerns about taking on the Pre Fest Fest. After speaking with Lisa McKenna and MJ Adams, he has serious concerns that the event was not a money-making venture. After some discussion, Mik will reach out to Ben and Jeremy at Hawks & Reed to discuss the possibilities of Hawks and Reed running the event and the GBA playing more of a support role.
    - Penny brought up the idea of creating a music buzz throughout Greenfield: i.e. stores could have a music theme, the hospital could participate, etc with the goal to get the whole town a buzz with this festival. Penny suggested people posting on FaceBook and social media. The name of the event could be Greenfield Rocks!!
  - Issac Mass from the Garden Theater said the Minions movie would be coming out July 3<sup>rd</sup> and he would allow the GBA to do a fundraiser as long as the movie was shown at 9:00 am.
    - After further discussion the board thought that running the movie on Friday July 10<sup>th</sup> at 9:00 am and promoting GREENFIELD ROCKS! Events after the showing might also work. Music on the street, music themed promotions in stores and restaurants, etc. with the goal to get the whole community behind the festival and make it fun for everyone!
6. Other Updates/business:
  - visitgreenfieldma Update (Mik)
    - MJ Adams and other members of the Town of Greenfield were going to have a discussion about who controls and runs the website. Before we can sell ads and promote the site, we need to figure out who owns the website and how it will be

managed. More importantly, what role will the GBA have in managing the website. Hoping these issues can be resolved before the next board meeting.

- New Business/Announcements
  - MJ Adams announced that Dar Williams will be coming to the Hawks & Reed on February 22 from 2:00- 4:00 pm. She will be playing some music, promoting her book, and having a discussion about community building through the arts.

Adjourned 9:35 AM

**NEXT MEETING - Tuesday, March 10, 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.