

ZOOM Attendance: Mik Muller, Lucinda Kidder, Bob Sunderland, Kriste Joy, David Russell, Bill Baker, Sharon Cross, MJ Adams; Guests, Christy Moore, Judy Raper; Notes, Rachel Roberts

Items:

1. Christy Moore, Gfd Recreation Department
 - Halloween update: Rec Dept moving Halloween activities to Highland Park with a drive-thru “trick or treat” experience
 - 4:00-6:30 pm on Friday, 10/30
 - Looking for candy donations by 10/19 from any interested business
 - GBA help get the word out to our businesses
 - Businesses or others can decorate areas of the park with family-friendly Halloween gear and have signage to show their support; decorations need to be done on 10/30 ahead of car parade
 - GBA decided to host a section
 - Sharon will coordinate with Janet and Lucinda
 - GBA has decided not to sponsor any downtown trick or treating this year
2. August 11 Meeting Minutes
 - Lucinda Kidder motioned to accept minutes; MJ seconded. Motion approved
3. Review Bylaws and Policies Sub-Committee report
 - Bylaws, Anti-Harassment Policy, and Anti-Discrimination Policy were shared with BOD online. No further discussion.
 - MJ motioned to accept the bylaws & policies as shared; Sharon seconded. Motion approved
4. Finance Update
 - Obtaining Directors Insurance
 - Need anti-harassment and anti-discriminatory policies
 - With approval of bylaws and policies (above), Rachel will pursue 3 options for BOD insurance.
 - Separation from FCCC
 - Chamber meeting Thursday, August 20th at 8:30
 - Mik reported the meeting went well
 - A little financial reimbursement of GBA dues paid through Chamber this spring will be transferred to the GBA
 - Profit & Loss doc from Thea for 2012 through 2020
 - Thea said she’d also share a rough monthly breakdown which is still forthcoming
 - Mik asked for a Finance Committee meeting to be set-up which he’ll arrange with David
 - Rachel still needs to purchase and set-up Quickbooks
 - Debit cards have been issued to Mik & Rachel
 - Payroll has been set-up with Donna Dusell and Rachel’s first paycheck has been processed

5. Membership

- Board Membership
 - Judy Raper, Associate Dean of Community Engagement at Greenfield Community College, introduced herself and shared some of her work at GCC.
 - BOD asked about her interest in serving on the Board and will vote on her membership at a later date
- Membership Dues
 - Rachel sent email invoices to businesses with dues for June, July and August last month. Several replied and paid. Now, Rachel will send an snail mail version to those businesses this week
 - Bill said he'd be happy to reach out by phone to overdue businesses, too
 - Rachel will share her coded list with him
 - Rachel sent email invoices for September dues today
 - Rachel and Mik are still working on a due payment system online with Paypal

6. Greenspace CoWork location

- Rachel reported the GBA has a nice location and a mailbox
 - The Greenspace is still in the process of reconfiguring to accommodate COVID space concerns and new members are joining; it's getting a little busier there which is nice
 - Jeff has the GBA logo to create signage for the door
 - Rachel/GBA needs to make signs for the desk and filing cabinet
 - Filing cabinet purchased by Mik and Rachel for the space from Conte for \$199; old cabinet brought to metal recycling center and GBA received about \$70 for it
 - The space is certainly workable now
 - Bob asked whether we had a phone number
 - Rachel has set-up a Google Voice phone number that's more like an answering service but it is working out: (413) 376-5638

7. Mass Grant Loan Application to Support Local Small Businesses

- Rachel reported that the grant committee met and defined their process for reviewing applications and accepting grants
 - There have been two applications so far
 - Rachel will be reaching out to other businesses that have already set-up outside to encourage their applications
- PR is out locally in newspapers, online through our FB, webpage, and emails to members
 - The city's Shared Streets grant also mentioned our collaboration to support Greenfield Businesses
 - Bob sought clarity about the grants and what each supports; Rachel shared the city's grant supports the barrier and space defining measures and the GBA grant helps with the equipment used inside that outdoor space
- The grant money has yet to be received from the state
- The crowdfunding site is up and running; Rachel has asked Ben to help with a video for this
 - www.patronicity.com/greenfield

8. Small Businesses in Greenfield

- Survey Subcommittee
 - Mik reported that penny and he created two surveys but haven't launched them yet
 - Parking: after some thought and a look at downtown parking, Mik decided it's not the time for the parking program and therefore will not send out the related survey
 - Lights: This survey will be sent out soon to get out ahead of letter for light sponsorship to community businesses and partnerships

9. Event Planning Discussion

- Fall planning?
 - Halloween activities presented by Christy earlier in the meeting were discussed
 - GBA decided to "host" a site in Highland Park and decorate
 - Sharon will coordinate with Janet and Lucinda's help
 - All BOD members will help with this project on 10/30 with decorations or getting candy donations to the Rec Dept as it will be a big project
 - GBA will also help ask businesses for candy donations
 - Rachel will connect with Christy to secure site and ask a few questions
 - Holiday Lighting
 - Rachel shared the discussion she had with the City about lighting
 - The Common will be lit with all colorful lights as last year by the City
 - The City plans to light the Christmas Tree at the Veteran's Mall
 - The City plans to light approximately 30 tree along Main St and in the downtown corridor with white lights
 - The poles are the GBA's responsibility as the city is already doing so much
 - Rachel will meet with Paul R to look over the pole situation and plan to work with the City with 1 employee over up to two weekends in November to put the decorations on the poles
 - Rachel will need GBA volunteers to help
 - Rachel also shared a plan from Nan Parati to reduce her part in the lighting this year
 - Nan offered two new contracts: (1) would include all lighting/garland "fluff" work, transporting Greenfield, and assisting with the stars and the other (2) include purchasing materials for lighting/garland work and giving us a tutoring session for assembly(but GBA volunteers would be responsible for doing it) and her stars
 - The GBA will need to store the garlands with either option
 - After discussion about all the lighting information Rachel shared; the Bill motioned for the Board to accept contract 2 from Nan and volunteer to do the pole "fluff" and lighting with the City employee (reimbursing the City for the employee's time); David seconded. Motion passed.
 - Kriste volunteered storage in the bank's basement
 - Rachel asked what the BOD would like to do with the "jester" pole toppers from years' past which are now in storage with Nan costing the GBA
 - The group gave Rachel permission to reach out to Amherst to see if they want them

- Rachel will work to get the light sponsorship letter in the mail soon

10. Other Updates/Business

- Sharon shared a “mini bright lights” event WHAI is working on pulling together for the holidays at the Fair Grounds
 - After discussing the event, the GBA wondered if WHAI and GBA could pull together a lighting similar to the event to “advertise” it somewhere downtown to connect the two activities; Rachel and Sharon will follow-up
 - GBA will help spread the word to business community and encourage participation

Adjourned at 9:53 AM

NEXT MEETING - Tuesday, October 13, 2020 at 8:30 am
239 Main St (Rear) or ZOOM: <https://zoom.us/j/7093692888>
Open to all members