

October 13, 2020 | 8:30 am

ZOOM Attendance: Mik Muller, Lucinda Kidder, Bob Sunderland, Kriste Joy, Bill Baker, MJ Adams, Penny Ricketts; Guests, Judy Raper; Notes, Rachel Roberts

Items:

1. Sept 8th Meeting Minutes

- Quorum was not present at this time and didn't return to it. Will add to the November agenda.

2. Finance Update

- Current Balance and Reports (Rachel)
 - We have around \$3k as a best guess
 - Paid out \$900+ in Greenfield Dollars from May-now. We have not issued more since the pandemic began but there are still dollars out there. I have a question out to Marian asking if she ever recorded which ones have been returned in the log; will update.
 - We have already received the \$10k from MassDevelopment (\$300 will remain w GBA for administration)—more on this later
 - We are in the process of paying 1st quarter taxes (thx to David and Donna)
 - Payroll up and running (Thx to Donna)
 - We got our debit cards/ordered new checks
 - Still working on pulling together Quickbooks (keeping tight records in excel and will move over when have time)

3. Board Matters

- Directors Insurance (Rachel)
 - Getting bids from two places
 - Basically, we should invest in liability at minimum as it's what most will sue first and it's usually a high amount and if we can afford it then D&O; Will explain more in person after the bids come in.
 - Brought up the realization we probably need to get workers compensation insurance.
- Nominations for Vice President (Mik)
 - The revised Bylaws include the Officer position of Vice President. This was part of the Officer group long ago but was dropped and now seems like a good time to reinstate. The position was approved as part of the Bylaw revisions.
 - Group discussion asking for volunteers or nominations. Mik suggested Kriste Joy and the pgroup present agreed she'd be great. Kriste was asked if she'd consider the position for which she stated, yes.
 - Bill Baker motioned to elect Kriste Joy as our first Vice President; Lucinda seconded. Motion unanimously approved! Congratulations, Kriste!!
- Nominations for new Director (Mik)
 - The BOD was introduced to Judy Raper, Associate Dean of Community Engagement at Greenfield Community College, at the September meeting

- A discussion with Judy about her interest serving on the BOD took place
 - Lucinda Kidder motioned to elect Judy Raper to the GBA BOD; Kriste seconded. Motion unanimously approved! Congratulations, Judy!!
- We briefly discussed a BOD member's suggestion for an alternate meeting time to 8:30 am. Will discuss further at another time.
4. Membership Update (Rachel)
- Slow going. First email invoices are sent and then invoices are mailed after two weeks. We get a membership payment or two a week but still need more renewals.
 - An updated membership list is sent to Bill as he volunteered to follow-up with phone calls for people who are late with payments. Bill noted that he hasn't been able to follow up with this but will make greater efforts and make a request for help from the group if needed.
 - A question about the Grant recipients and membership came up; one of the non-members has become a member. Rachel will courteously follow-up with other non-member recipients to encourage interest in membership.
5. Mass Grant Update (Rachel)
- It's a competitive grant! We've received 11 applications for 8 grant slots.
 - As of last week, we have awarded all 8.
 - We have two other applications that have strong applications (1) that still needs some work with coordinating with the city and (1) that came in the morning of the grant meeting that was still in process of planning. We are encouraging them to get patrons, community members etc to donate to our crowdfunding www.patronicity.com/greenfield. Every \$1 grows to \$2 with matching funds from MassDevelopment.
 - We hope to get a solid launch on this the end of the week or beginning of next - in addition to our grant recipient PR in newspaper and social media
 - We are currently getting contracts signed, doing quick site reviews, and issuing checks
6. Event Planning Discussion
- Halloween (Rachel & Lucinda)
 - Halloween — Halloween at Highland Friday, 10/30, 4-6pm
 - Sharon and her friend Janet are making decorations for both sides of the road for our GBA space. They **NEED**: pumpkins, couple bales of hay & corn stalks. Can you donate any? Know anyone who can? You can drop them off with Sharon or she can arrange to get them from you. Please connect with Sharon about this.
 - Setup at Highland Park starts at 1:30. **HELP IS NEEDED**. Let Rachel or Sharon know if you can help.
 - Cleanup is at 6pm. **HELP IS NEEDED**. Let Rachel or Sharon know if you can help. Bring headlamps or flashlights.
 - Christy is still looking for candy donations. Accepted at the Rec Dept (Sanderson St) through 10/19. Clarkdale is still donating apples :)
 - We are Black Cats and Witches if you want to person our space from 4-6. Wear a mask.
 - Lucinda is coordinating with 5 actors and Christy to attend in costume has helpers
 - Holiday Lights (Rachel, Kriste, Bill)

- Garland Fluffing
 - **FLUFFING CREWS NEEDED** on 10/17, 10/18, 10/19, 10/24, 10/25, 10/26 — 4 people at a time; wear masks; use this survey to help us plan https://docs.google.com/forms/d/e/1FAIpQLSdl-TPCDC6a5RY6diEMBT0qy3RyJDvPX01o0WilKTt63ujDhA/viewform?usp=sf_link
 - If you can't make the times on the survey reach out to Kriste, she is available at other times
- Garland to Poles
 - We will be scheduling a training day with city DPW and Nan in late October. We will let you know when it is if you'd like to be part of it.
 - We **NEED HELP** getting the garlands up on the light posts. We are scheduled to do this on 11/7 and 11/8 from 9-5 and 11/14 and 11/15 as needed. We will need **LOTS OF HELPERS. Please plan ahead to have some time free to help.**
 - Bill is in discussion with Palmieri Electric for another option to get the garlands up on 11/6 and 11/7
 - More coordination is needed; we will update you when we know more
 - The DPW has offered to take the garlands down for us when they remove the tree lights since they'll be at the poles with the cherry picker to takedown and unplug their stuff - RR is very grateful for the DPW help
- Sponsorship Update
 - Forms have been posted to our webpage and FB; emailed to webpage contacts - late last week; and are available at the GBA office at the Greenspace
 - Mailed versions wanted out today-Tuesday (need more envelopes to do more)
 - Sponsorships are coming in! About \$2500 as of Monday eve.
 - Rachel will send a list to each BOD member to call or email personally about sponsorship -- we got a lot of additional sponsors by doing this personal approach last year. Rachel will be doing a lot of one-to-one outreach too.
- THIS IS ASKING A LOT of everyone over the next 30 or so days but it will drop to our usual duties after the garlands are up.
- Holiday Ornaments
 - We will be using the same ornaments as last year, as per our decision when we ordered more than we were certain we could sell and the restrictions from companies for minimum orders being greater than we can move in a year
 - Where do we sell them from?
 - Bill agreed to sell at Bakers as usual
 - Other suggestions for Rachel to reach out and inquire with include: FC Chamber, World Eye, Fosters, Green Fields Market, Garden Cinemas
 - Lucinda offered to sell at the LAVA Center during their Saturday event
 - As suggestion was made to make an interesting display in an empty storefront window to district people to where they can be purchased and add decor to an empty space; Rachel will follow-up with MJ to focus on potential spaces
 - Mik and Rachel will update website to sell as well
 - Rachel's focus is to get into place for sale mid-November

7. Other Updates / Business

- MJ shared about the City's Downtown Business Survey (due 10/23 with some flexibility)
<https://www.surveymonkey.com/r/DTGreenfieldBiz>
 - Rachel will post on webpage as News and FB/email to get businesses aware of it if MJ can give her info and a photo
- Judy asked if anyone had any further questions about her presentation last week and shared that GCC can move forward with a grant application for an EDA grant to fund staffing for a Rural Innovation Center and partnering with Launch Space and GreenSpace Cowork. She may reach out further to some of us for some information to support the grant.

Adjourned at 9:32 AM

NEXT MEETING - Tuesday, November 10, 2020 at 8:30 am
239 Main St (Rear) or ZOOM: <https://zoom.us/j/7093692888>
Open to all members