

---

ZOOM Attendance: Mik Muller, Lucinda Kidder, Bob Sunderland, David Russell, Bill Baker, Sharon Cross, MJ Adams, Jeremy Goldsher, Judy Raper; Guests, Kara Younger; Notes, Rachel Roberts

---

### Items:

#### 1. Introductions

- Welcome: Kara Younger, YMCA
  - Present BOD members briefly introduced themselves; Kara shared a bit of her background

#### 2. Sept 8 and October 13 Meeting Minutes

- Bill motioned to accept both minutes; Lucinda seconded. Motion approved

#### 3. Finance Update

- Rachel shared an excel file accounting of the GBA since its separation from the FCCC in July.
- David and Rachel will convert into Quickbooks
- David and Rachel are working to set up direct transfers from Paypal to our account

#### 4. Board Matters

- Insurance
  - Rachel shared the GBA is insured through Gilmore & Farrell as of last week for DO Liability, GBA organization Liability, and Workers Comp
    - Rachel received two bids for the Executive Committee to choose between
- Monthly Meeting Timing
  - Group discussion around available timing and timing preferences led to the decision to create a Google Poll to see what similar timing arises; if none are apparent we will continue to meet on the second Tuesdays at 8:30am

#### 5. Membership Update

- Rachel is still emailing invoices for membership two weeks before sending via postal service (to move towards online billing and bill payment). It seems more businesses respond to the mailed versions.
- Rachel also shared that while the \$50 reduction for Dual membership is split differently now that the FCCC and GBA have split, many businesses are still sending the \$125 vs \$150. Rachel is trying to work through this with Marian at FCCC who has been very supportive.
- Help? Rachel shared that Bill volunteered to call or email member businesses that are not paying their dues as a follow-up to invoicing. Bill shared that he's not been able to do this over the past couple of months and thinks he won't have time until after the holidays. Bob volunteered. Rachel will send him materials for Nov and Dec. Bill, Bob, and Lucinda will figure out a system together with Rachel at the new year.
- MJ will continue to share the new DBA lists. She also reminded the GBA that her office sends a welcome letter to each new DBA that mentions the GBA.

## 6. MassDevelopment Grant Update

- Rachel shared the list of awardees, budget, and Patronicity funds. Rachel plans to use photos and some quotes from the granted businesses to promote the Patronicity crowdfunding site.
- There are three applications currently awaiting funding; it's a competitive grant
- While Rachel has discussed and encouraged businesses other than restaurants to apply none have
- MJ asked if sandwich boards would be considered equipment; they are.
- Grant Committee will meet to decide how and when to move forward with additional regranting with the Patronicity/MassDevelopment funds.
- MJ shared the city is applying for more Shared Street funds hoping to use them towards the Common revitalization
- Mik and Bill shared that it feels great to be able to award their fellow business-people this money; to be able to help
- Lucinda asked for clarity on what types of signs may be funded; Rachel respond that while final decisions are up to the committee that the grant is written for equipment that will assist a business in reopening during the pandemic

## 7. Events/Activities

- Halloween Recap
  - Sharon shared that it was fun, albeit wet and cold community activity; she had help from Janet and Lucinda with set up; Lucinda brought costumed actors to interact with car loads; Bill and Judy helped breakdown; the community response was hugely positive
  - Rachel shared over 570 cars participated; any of the extra 2000 goody bags went to the Gfd school lunch program to be distributed randomly; Clarkdale donated apples again through the GBA
- Holiday Lights
  - After a quick recap of all the help/helpers throughout the project, Rachel shared that all but 3 garlands have been installed. The three will be installed by DPW at the end of this week in places Rachel believes are “missing” a pole
  - Rachel will need helpers to put up the stars late next week (Nan is currently making the stars); Stars will be put up for businesses that have paid already, so they'll probably go up over time as well; MJ & Mik offered to help
  - Rachel showed the budget breakdown for the project; as this is our only fundraiser for the year and since we did most of the work ourselves, we will make money from it
    - Bob asked about specific business sponsorship; Rachel will email the BOD a complete list
    - 60 posts have been sponsored; Rachel is hoping to get 10 more
  - The garlands will be lit in conjunction with the city lighting up the trees
  - There will be a tree lighting ceremony with the Mayor for the Christmas tree at Veteran's Mall on Dec 4th; more details to come
  - The DPW will take down, bag up, and deliver garlands to Freedom Credit Union at the conclusion of the season
- Holiday Ornaments
  - As decided previously, there will be no new design; Positively Greenfield from last year as well as other older ornaments will be for sale at a reduced cost

- Rachel will connect with a few businesses to sell the ornaments “in person” and Mik will update the website to sell online
- Rachel hopes to have all of this in place for the Monday before Thanksgiving
- January Planning for 2021
  - Rachel proposed a “year ahead planning” meeting instead of the usual BOD “reporting” meeting for our January agenda
    - Mik suggested it would be nice to meet in person over food if that might work
    - General consensus for adapting the January 12 meeting as a planning meeting

#### 8. Other Updates / Business

- Bob asked how downtown was doing and if anyone had any news; people shared what they knew about opening, closing, and expanding happening throughout Greenfield
- City plans for meeting the needs of the homeless were raised; MJ shared that Wells St shelter is expanding to 35 beds will be open 24/7; the Salvation Army building warming shelter will not be open this winter
- Judy shared she is hopeful that GCC’s grant application for the Rural Innovation Center to Mass Development will be funded and would like to work with GBA and many of us on the downtown GCC building’s improvements and uses

Adjourned at 9:36 AM

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