

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

Items:

1. November 10 Meeting Minutes
 - MJ motioned to accept minutes; Penny seconded. Motion approved
2. Finance Update
 - Rachel shared overall finances, and breakdowns of the Holiday Lights and Grant finances
 - A question was raised about other grant opportunities. Rachel mentioned that there are and would connect with MJ about moving forward with some.
3. Board Matters
 - Board Membership Vote
 - Penny made the motion to accept Kara Younger to the GBA Board; Lucinda seconded. Motion approved. Welcome Kara!
 - Insurance Update
 - We signed up through Gilmore and Farrell. Rachel and Mik will check-in with them about the contract. Rachel has not received an invoice, yet.
4. Membership Update
 - Membership is down by about half. Many of our members are businesses facing harder times due to COVID. We are treating all Greenfield businesses equally at this time.
 - Members receive an invoice by email first, then postal mail if not paid in a few weeks. Many businesses are still confused by the GBA/Chamber split. The fact that we are a fiscal versus calendar year organization is confusing to many businesses, too.
 - Bill, Bob and Penny have offered to reach out to businesses from the Membership that are behind in dues starting in January.
 - Bob and Bill suggested reaching out to businesses that are doing well and encourage membership.
5. Mass Grant Update
 - Final funding push
 - We have 7 more days to raise matching funds from MassDevelopment through our Patronicity crowdfunding. Share link widely: www.patronicity.com/greenfield or people can find out more from our webpage: <https://greenfieldbusiness.org/n/5068/Tis-the-Season-of-Generosity>
 - Mik suggested having QR codes to crowdfunding page at each business that was awarded the grant; he'll follow-up with Rachel

- Rachel reminded folks that the businesses own the equipment purchased through the grant and can use them at anytime--the materials do not need to be in use right now in the winter

6. Events/Activities

- Holiday Lights Recap
 - Thanks to everyone's help, we have all 75 posts sponsored, decorated, well-placed throughout downtown.
 - Community response has been outstandingly positive
 - A few sponsorships have not yet been paid; Rachel will continue to follow-up with them
 - Do we want to do it like this again and make an investment into the lighting materials? --A Topic for January's meeting
 - Bill suggested doing it the same way next year and set aside a fixed amount both years to reinvest
 - Bob suggested making purchases after the new year to take advantage of sales
 - Making simpler? Taking photos of wear & tear to current garlands to ask for additional sponsorship towards nes materials? All suggested
- Holiday Ornaments
 - Rachel and Dan Devine worked together to decorate a window site near the Garden (offered through Isaac Mass) with a wintery scene and tree of ornaments. A sign will be placed in the window to indicate where/how ornaments can be purchased. PR will go to the newspaper, GCTV, and our social media.
 - Currently all ornaments sold for \$10 at Bakers, LAVA Center, and the Chamber of Commerce as well as our website
- January Planning for 2021
 - Our next BOD meeting on 1/12 will be a Planning Meeting for 2021 (and beyond). Rachel asked all members to come with their ideas about how they'd like to see the GBA offer services, programs, write/manage grants, or advocate for our city's businesses; gain more membership; all ideas will be recorded and then we'll focus on determining our priorities 2021

7. Other Updates / Business

- MJ shared the LL Bean Boot will have a pop-up at the Common on 12/18-19 if we want to coordinate with other businesses
- Lucinda announced free online programming thru LAVA on YouTube for all ages 12/18-20
- Ben shared that he's working on music videos producing and sharing -- Resonate and Hitshot
- Jeremy shared that there's lots of video recording equipment at H&R right now if people have projects that could benefit from it
- New Year's Eve ideas were toss about -- luminaries and fiery dumpsters -- after some discussion a team of Jeremy, Lucinda, Kriste and Rachel agreed to discuss further how or if the GBA wants to pull a socially distant activity together for NYE

NEXT MEETING - Tuesday, January 12, 2021 at 8:30 am

ZOOM: <https://zoom.us/j/7093692888>

Open to all members

Adjourned at 9:25 AM