

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

Items:

1. Approval of Minutes

- January 12 Meeting Minutes & February 10 Meeting Minutes
 - Lucinda motioned to accept both minutes; MJ seconded. Motion approved. David & Kriste abstained.

2. Finance Update

- Mass Grant Update: Crowdfunding Re-Launch with spring opening focus
 - Rachel briefly explained the crowdfunding for the grant should open again soon and asked for help promoting w printed QR codes (Mik will help with QR code)
 - Lucinda asked for PR materials to share; Bill mentioned businesses could print and post and asked if we could give the Recorder PR and maybe they'll follow-up with a story
 - MJ asked is we could tie in the Northampton's 413 Restaurant campaign; Rachel will reach out
 - Greenfield Savings Bank's restaurant promotion was also mentioned and acknowledged as doing a good job spreading the word about supporting our local restaurants
- Taxes
 - David has asked Rachel to move to Quickbooks from excel for tax filing purposes.
 - David suggested we file for an extension to the federal taxes; Rachel will look into this
 - Employment and MA taxes are filed thru Donna.

3. Planning discussion for 2021; continued

- Sub-committees
 - Marketing (Committee: Mik, Ben & Jeremy)
 - Ben shared the plan to develop 1-minute videos for Greenfield businesses using the #DiscoverGreenfield to promote online (thru GCTV, individual businesses, our social media, etc)
 - The GBA can match the cost: all Greenfield businesses \$200 (\$100 per GBA businesses with GBA matching \$100 for members)
 - Rachel added that the GBA has \$800 in grant money from 2 local 2020 grants that can be used on this project by June 30; paperwork needs to be adapted
 - Ben also shared that he believes this is a great way to meet the objectives of the GBA mission; Mik shared it will also be a new GBA membership benefit (shared a conversation with potential new member)
 - Mik's video will be a tester for the plan of the video and execution. Greenspace CoWork, Hawks & Reed, Bakers, and LAVA have also asked to be part of the first group

- The #DiscoverGreenfield can also be used to promote Greenfield with simple videos posted by community members about things they love about Greenfield that others can discover; maybe we will make it into a contest
 - Membership
 - Rachel asked for a new Membership committee to focus on follow-up with current members' dues; new benefits; promotion of GBA to other businesses
 - Bill, Bob & Kara volunteered
 - Rachel will set-up a meeting
 - Mik raised that we would still like to get the monthly new DBA list from the city; MJ will follow-up
 - We plan to re-start welcome bags for new businesses with GBA membership business' swag/incentives
 - We need to clarify Dual Membership with the Chamber; Mik will get Rachel a copy of his Chamber invoice to see how it's worded and Rachel will connect with Marian
 - Holiday Lighting
 - Rachel shared that she will be connect with the Mayor about lighting for the 2021 season
 - Rachel received a sample garland from a municipal supplier. She's working with them to get the 2020 price for plain garlands; they are basic enough that they do not need to be all replaced at the same time (as we will be able to find comparable ones in the future)
 - Rachel was asked about garlands with lighting already part of them; after discussing the potential pluses/minuses of that Rachel agreed to ask for a sample
 - It was generally agreed that Rachel should look into replacing 1/2-1/3 of the garlands this year; Rachel will get prices from the company after the other sample arrives
 - The group would like brighter lights to hold up with the tree lighting
 - Sponsorship listing was also brought-up: Stars or something else?
 - Rachel asked for the Lighting committee to restart
 - Mik, Lucinda & Kriste (with Ben when possible) volunteered to serve
 - Once materials arrive, Rachel will pull together meeting

4. Upcoming Events / Activities

- Bee Fest collaborations
 - Bee lamp post sponsorship with the Bee Fest folks is continuing; Bees will be up from mid-May throughout the summer; \$100 each with the GBA receiving \$15 from each in trade for Rachel's help
 - Bee Scavenger Hunt is still being planned for this year; Rachel still working out the details of how to host a bee
- Showcase
 - August or September; focused on September due to vacationing and summer schedules
 - It was recommended if held in the fall that it be on a weekday
 - Will Hawks & Reed work with social distancing or another venue like the Parking Garage?

- Rachel will ask for a committee at our next BOD meeting

5. Other Updates / Business

- Lucinda shared LAVA is reopening May 1st with the start of the Farmers Market at the Common with an opening featuring old Greenfield postcards with the Historical Society
- Rachel brought up a business' request for our GBA contact list; Rachel has not had such a request before and wanted to know how folks felt about it
 - The group questioned what was the benefit for an outside entity to purchase a list (Rachel replied that the list can be easily imported into an organization's records through a csv or excel file and merged into mailings saving them the time of compiling a list)
 - There was discussion about notifying our member businesses and giving them opt-out options; Noted that much of our information is on the webpage
 - The group decided not to move forward at this time; Maybe it should be added as a topic for the Annual Meeting

Adjourned 9:32AM

NEXT MEETING - Tuesday, April 13, 2021 at 8:30 am

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

Open to all members