

# BOARD OF DIRECTORS MEETING MINUTES

## Greenfield Business Association

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July 13, 2021 | 8:30 am HYBRID  
Hawks & Reed Performing Arts Center  
ZOOM: <https://zoom.us/j/7093692888>

Attendance: Anita Fritz, David Russell, Ben Goldsher, Mik Muller, Bill Baker, MJ Adams, Jeremy Goldsher, Judy Raper; Notes, Rachel Roberts

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### Items:

1. Welcome New Members & Introductions
  - Since everyone was familiar with each other, Anita Fritz, our new board member in attendance, updated the group about her position at Baystate Franklin Medical Center as the Senior Specialist for Public Affairs and Community Relations
2. June 29 Minutes
  - In discussion, MJ asked that the election results be listed in the Minutes
  - MJ motioned to accept minutes amended with the election results; David seconded. Motion approved.
3. Officer Elections
  - Mik presented that the standing officers continue for 2021-22: Mik Muller, President; Kriste Joy, Vice-President, David Russell, Finance. It was noted that the Secretary position has been vacant since Sharon Cross' resignation from the Board. Anita was mentioned for the position and accepted the nomination.
  - MJ motioned to accept the slate as presented with the addition of Anita as Secretary; Bill seconded. Motion approved.
4. Meetings to be Zoom, In-person or Hybrid; where?
  - Mik asked if members were comfortable meeting in person. Everyone present was in support.
  - Discussion about various locations available to accommodate our size led to the decision to use a Downtown GCC Building room (first floor, first left after entering from the front of the building) and Judy will take care of arrangements
  - Jeremy noted the challenge to hearing the group from the Zoom station. He suggested if we continue to make Zoom Hybrid available in this manner we use an external microphone.
  - Discussion also determined folks were in agreement about mask wearing: wear mask if not vaccinated and if vaccinated it's up to the individual.
  - Meetings will continue to be on the second Tuesday of each month at 8:30 am.
5. Finance Update
  - Wave update
    - Rachel has imported all of the GBA's member and vendor (sponsor) contacts into WAVE and corrected any upload issues. The work to enter each incoming and outgoing piece of finance into the system from prior to its use is cumbersome but Rachel hopes to have it completed by next month. The WAVE account is directly linked to our GSB bank account so monetary records should be the same once completed adding a nice checks and balances system.
    - Rachel has programmed an invoicing system and is working out the kinks with feedback from board members and general membership. It's ongoing.
    - Rachel and David are the administrators.

- We are hoping to have the ability to run reports within the next month or two contingent upon Rachel's finance entry completion.
- Ben asked if there would be reports available to be able to plan from, like how much we bring in from yearly membership dues, so we know how much we have to work with. Rachel replied that ideally in the future we should have the ability to look at reports and past history to make projections but we have little data from before 2018 (when Rachel started) and then COVID will probably affect 2020 data. It's something to work towards.
- Taxes
  - In the discussion about report making through WAVE, the topic of taxes was raised. The GBA has filed for an extension. Rachel mentioned there has been no confirmation of the request so far. David shared the IRS seems to be slow with communications.

## 6. Sub-committee Updates

- Marketing
  - #DiscoverGreenfield video project
    - Ben quickly reviewed the project for all: GBA is producing a series of up to 1-minute advertising videos of interested Greenfield businesses; Ben is producing them, Michael Nix made the music for them, London Roman made the logo/graphic for them--all Greenfield-based.
    - The pilot includes 4 videos (Baker Office Supplies, Main Street Bar & Grille, Greenspace CoWork, and Montague WebWorks) and was shown at the Annual Meeting. Ben is in the process of completing all of the videos.
    - Videos cost Greenfield businesses \$200 and the GBA underwrites \$100 for any GBA member (making GBA member's cost \$100).
    - There is already a list of businesses in-line for production.
    - The Marketing Committee is in the process of figuring out the best ways to launch them
    - Judy suggested adding a contest component, maybe especially for youth, with potential for adding GCC or high school curriculum
      - Jeremy believes that LAVA is hosting a video contest and wants to be sure we don't create something in conflict
    - Judy has asked to join the Marketing Committee to coordinate with GCC as possible
  - VisitGreenfieldMA website
    - MJ shared the city has a new employee, Christian LaPlant, who will be trained and expected to maintain the website as part of the city's reworking of their website
    - Mik wondering what if any is GBA's role with it, as he'd like the GBA to be part of it somehow and asked the city to respond to the letter from the GBA about managing the site. MJ will follow-up.
- Membership
  - The committee (Bob, Bill and Kara) is trying to schedule a time to meet soon
    - Rachel will present the current list of memberships that are behind in payment or have outdated contact information and ask the committee to make stewardship calls/contact
    - Rachel will also pass along some potential members for the committee to connect with--businesses that have been sponsoring lights or other community efforts or received GBA grants

- Bringing back the GBA newsletter, either monthly or quarterly, was suggested for outreach or emails to business community
  - Maybe the VisitGreenfieldMA contact list can be used for broader business contact
  - Another idea was to use the Recorder
- Mik suggested the Welcome Bags as another outreach method
- Rachel mentioned the website needs its membership information updated
- Holiday Lighting
  - Rachel reported that our shipment of new garlands is scheduled to arrive September 1st. We will need to wrap lights and ribbon around the new garlands at Freedom -- Fluffing Parties, like last year by the end of October. We will be installing them in early November with the city's help.
  - We need to decide if we want to space the decorated posts out more to match with the city's expanded lighting up and down Main St or if we want to continue to use the older garlands we planned to replace.
  - We could start sponsorship earlier if we can pull it all together. Bill mentioned that the lighting is one of our all hand-on-deck activities. Let's be prepared to all help how we can starting in September.
  - Ben, Anita and MJ volunteered to work with Kriste on the committee. If others who were not in attendance want to serve on the committee, let Rachel know.

## 7. Upcoming Events / Activities

- Member Showcase
  - The plan is to run this again in late September. Rachel spoke with the Mayor about using the Parking Garage and that doesn't seem like a good idea to plan on this year. The group discussed and decided to host it at Hawks & Reed again and try for outside as well.
  - Fee structure last time was \$25 for non-members and free for members to table at the event. Ben and Mik suggested raising the fee to \$50 for non-members.
  - Judy tossed out the idea of coordinating with GCC to host new entrepreneur workshops at the Downtown campus on the same day.
  - It was acknowledged that bringing a fundraising component into the event for the GBA would be great.
  - Mik, Judy, and Ben volunteered to be the committee. If others who were not in attendance want to serve on the committee, let Rachel know.
- Halloween
  - Rachel shared that whatever the city decides to do for Halloween this year will affect what we do. We can coordinate Downtown Trick-or-Treat with minimum planning. We can certainly help the Rec Dept with the "Halloween at Highland" if that is run again. We will rediscuss in September.
- Jingle Fest
  - The Tree Lighting has been scheduled with Mayor Roxann for Friday, December 3rd at 4:30. If we choose to run Jingle Fest it will be that evening. We will discuss the event more at a future meeting.

## 8. Other Updates / Business

- MJ shared print-outs of the Downtown Greenfield Rapid Recovery Plan priorities (that she emailed earlier in the morning). She said she'd be happy to discuss further with anyone interested.

- Mik referred to the Mayor's comments at the Annual Meeting about further collaborations with GBA and asked if we could set-up a scheduled quarterly meeting with the Mayor to keep each group informed of the other's work and plan collaborative projects. MJ and Rachel will follow-up with the Mayor.
- Wilson's Department Store and Franklin Community Coop were discussed, as well as Developer planning and Opportunity Zones.
- Ben asked if others were interested in another meeting to set-up GBA plan/overview of our priorities for the 2021-22 year. Others seemed interested. We will set-up a separate BOD planning meeting in the future.

Adjourned: 9:49 am

**NEXT MEETING - Tuesday, August 10, 2021 at 8:30 am**  
**In-person @GCC Downtown Building**  
**ZOOM: <https://zoom.us/j/7093692888>**  
**Open to all members**