

BOARD OF DIRECTORS MEETING MINUTES

Greenfield Business Association

September 14, 2021 | 8:30 am ZOOM

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

Attendance: Mik Muller, Anita Fritz, Bob Sunderland, Ben Goldsher, Bill Baker, MJ Adams, Jeremy Goldsher, Penny Ricketts, Kriste Joy; Guest, Christian Laplante; Notes, Rachel Roberts

Items:

1. Introduction

- MJ Adams introduced Christian Laplante, a new employee in her office who we will work on city grants and website information, especially with the #visitgreenfieldma site
- Rachel shared the resignation of Board member Lucinda Kidder for health reasons
 - Those present were sad to hear this and wished Lucinda well

2. August 10 Minutes

- Penny motioned to accept minutes; Jeremy seconded. Motion approved.

3. Meetings

- Confirm Meeting In-Person for October; where?
 - The group decided to meet via Zoom in October
- Short/Long-term Planning Meeting
 - Rachel will reach-out via email to solicit dates and times that will work for BOD

4. Finance

- Rachel reported that she is still updating transactions in WAVE
- The amount in our account has remained the same since last month
- We will be withdrawing around \$2500 for the remainder of the lighting as soon as the materials are delivered
- Our BOD insurance fee will be invoiced soon as well
- \$2500 from GSB for the Restaurant Rescue crowdfunding match that Rachel needs to set-up

5. Sub-committee Updates

- Marketing
 - #DiscoverGreenfield video project
 - Ben reported that we are almost ready to launch videos. He needs to get the files onto a harddrive and then Rachel will share and post to our Youtube
 - We have four videos; and four businesses lined up for the next videos
 - Depending on Ben's time, he hopes to produce 1-2 a month.
 - The current videos will be released one each week over four weeks
- Membership
 - Committee has met and Rachel has provided them with a list of businesses to contact who are behind in payments as well as businesses that have dues due this month
 - Committee members have been assigned businesses to contact and given a potential script
 - Rachel reported that each month the of this fiscal year there has been 3-6 membership renewals

- Ben wondered if there could be a community component like crowdfunding to allow for community members to sponsor/donate to the GBA's work
 - An annual appeal was also suggested
 - A list of all we do for businesses and the community should be generated and added to the website
 - Bill suggested doing something like this in conjunction with the holiday time (and holiday lighting) may be really good timing
- Holiday Lighting
 - The materials we ordered should be dropped off within 1-2 weeks
 - Rachel is almost finished setting up our online system to take sponsorships and pulling together the paper form
 - Bill asked for Rachel to pull together a list like the last few years assigning BOD members businesses to reach out to for sponsorship
 - Rachel agreed to do this as soon as everything else is up and running
 - Rachel will be pulling together "fluffing" opportunities after the light order arrives
 - The GHS Student Council is available to help fluff
 - Penny requested fuller days to help versus an couple of hours here and there
 - Kriste mentioned we'd be using a different space in the basement but it should still work similarly to last year
 - The city will probably install lights with us the first two weekends of November
 - The city is expanding their lighting further along Main St both east and west. Rachel suggested we could look through the strands of lights we are replacing and take a few in the best condition and spread our lampposts too. She also mentioned we sold sponsorship for all 75 posts
 - Mik thought it was a good idea to try to expand by a few posts, but wants to be able to look at and compare strands to replace easily while fluffing strands
 - Kriste suggested using the hallway in the basement

6. Upcoming Events / Activities

- Showcase
 - Rachel mentioned the city doesn't need us to go through the Licensing Dept for the Showcase as long as we don't charge individuals admissions, which we don't plan to do. We do plan to charge showcasers who are not GBA members \$25
 - Ben and Rachel discussed potential dates in October
 - Oct 5 or Oct 19
 - Mik suggested we focus on Oct 19 since it's further away and we have lots to do
- Halloween
 - Rachel needs to check-in with Christy Moore but as far as she knows Halloween will still be hosted downtown
 - We will welcome businesses that don't have a downtown base to table at the Common like past years
 - Rachel will connect with Ben about Clarkdale apples
 - Rachel will make a standard sheet poster about participation in the event for businesses to show in their windows and asked if BOD members can help get them out to businesses in the beginning of October

- Jingle Fest
 - The Mayor and Rachel have set-up the Tree Lighting event for Friday, December 3rd. It was at 4:30 in the past so they plan on the same timing.
 - Fire truck and Santa are TBD
 - Ben is planning to host the Pop-up Holiday Market
 - Luminaries are also a usual part of the event; Rachel will go to licensing about them again
 - More planning needs to go into this event

7. Other Updates / Businesses

- Restaurant Rescue Match
 - Rachel needs restaurant photos for the video for this but hopes to launch it soon.
 - It is a \$2500 crowdfunding match to the GSB money and it can be used by restaurants for anything they need to help with survival through COVID
 - Penny asked who will decide which applications will be accepted? Rachel plans to have the same people on the Mass Dev grant committee do it--Kriste, Mik and Bob
 - The business application will be simple and online on our website like the MassDev one
- Food Truck Fridays
 - Rachel has been in conversation with the city to build a Food Truck event on the Common this fall. At first it was suggested it be weekly but Rachel thinks it more likely be one a month for October and November. If Rachel can get four food trucks to participate she will run with it. She's waiting on vendor lists from the city and Green River Fest to get started. Drinks will be served through Hawks & Reed so Ben is also helping with the planning
- Cultural Council Grant Application
 - Rachel shared grant applications are due 10/15. She asked if the BOD would like her to reapply for the luminary festival; everyone thought it was worth an application
 - Rachel asked if there were other activities, like a chalk festival, that BOD members would like to come up with
 - Penny, Kriste, Anita and Mik volunteered to work on a Chalk Festival
- MOTT meeting
 - Rachel met with the Mayor earlier this week to discuss Greenfield's potential for receiving MOTT advertisement money. Rachel is trying to get more information from our representatives about it and will report back.
- GBA/City meeting
 - Rachel and the Mayor plan to meet monthly for the foreseeable future.
 - BOD members mentioned they might like to be part of the monthly discussions with the Mayor and any meetings with representatives
 - Mik, Jeremy, and Anita volunteered to work with Rachel on this

Adjourned: 9:45 am

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

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Open to all members