

BOARD OF DIRECTORS MEETING MINUTES

Greenfield Business Association

October 12, 2021 | 8:30 am ZOOM

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

Attendance: Mik Muller, Isaac Mass, Bob Sunderland, Anita Fritz, Judy Raper, David Russell, MJ Adams, Bill Baker; Notes, Rachel Roberts

Items:

1. September 14 Minutes

- Isaac motioned to accept minutes; David seconded. David abstained; Motion approved.

2. Meetings

- Confirm Meeting In-Person for October; where?
 - The group decided to meet via Zoom in October
- Short/Long-term Planning Meeting
 - Great meeting and attendees decided to meet monthly through 2021 in preparation for a January 5, 2022 Year Planning meeting. Following meeting dates: October 21, November 16, and December 20 all at 5:30 PM and Rachel will send separate Zoom links ahead of each meeting. All BOD members are encouraged to attend any of the meetings and especially the January 5th one.

3. Finance

- Rachel reported that she is still updating transactions in WAVE
- The amount in our account has remained the same since last month (with the reduction of \$2500 for the remaining balance of the garlands which have been 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 is still in the account.
- David reminded Rachel that he needs to file the taxes soon.

4. Sub-committee Updates

- Marketing
 - #DiscoverGreenfield video project
 - Rachel reported videos have not been launched. There's a hang-up getting videos onto the hard drive.
 - We have four videos (to be released one each week over four weeks); and four businesses lined up for the next videos
 - Depending on Ben's time, he hopes to produce 1-2 a month.
 - Group discussed Ben's business commitment picking up and wondering if he would have the time to commit to videos. Other alternative videographers were offered up. Rachel and Mik will try to connect with Ben about his availability and the hard drive. Everyone still agreed this is an important project.
 - It also was mentioned that Rachel might benefit from an intern to do some of the simpler computer work like updating social media and loading these videos.
 - Rachel is in contact with GCC about an internship with their students but was told it wouldn't be available until January or February because of their scheduling.
 - Isaac wondered about a high school student internship if GCC doesn't work.

- Membership
 - Rachel has provided the committee 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
 - The committee is still not quite “on-it” but plans to
 - Bob asked for a list of things the GBA does/has been doing; Rachel will pull one together and get it to committee
 - Isaac wondered if there could be a discounted membership to encourage groups/types of businesses we currently don’t have many/any members from like tax services, lawyers; Rachel suggested that was a good thing for the Membership Committee to discuss.
 - It was also suggested we break the Membership Committee into two committees: one that focuses on renewal follow-ups and one that works towards new memberships.

- Showcase
 - October 26th from 5-7pm at Hawks & Reed and the Common. We need to get the word out. Bill has printed out applications to “showcase” and they are at the check-out area. Rachel asked BOD members to help get them out to businesses.
 - MJ will bring propane heaters for the evening from the ones the city gave out, but they’ll need propane (which the city can’t provide). Mik and MJ will bring their tanks from home. Others?
 - Rachel asked BOD to share online FB events once they are created to spread the word on social media too.

- Holiday Lighting
 - The materials are at Freedom Credit Union
 - Sponsorship is open: the online system is open but isn’t live but should be any day. There is a small incentive built in for early sponsorship--mention on our FB page. Early sponsorship is through October 29th.
 - Once online is live, Rachel will send out the list with contact information to BOD to directly contact businesses for sponsorship
 - Rachel has pulled together “fluffing” opportunities. Please sign up.
 - The city will probably install lights with us the first two weekends of November; Rachel will let you know when so you can help. Rachel asked Bill to reach out to Palmeri to see if they could help again this year.
 - 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.

5. Upcoming Events / Activities

- Halloween
 - Will be Saturday, October 30th starting at 4PM downtown.
 - Folks were discouraged by the event on a Saturday as their businesses as well as others may not be open then.

- Rachel explained that it was a staffing issue that forced Christy to have the event on Saturday.
- We are welcoming businesses that don't have a downtown base to table at the Common like past years
- Clarkdale is donating apples
- The business window posters are also printed and at Baker Office Supply. Rachel asked BOD members to help get them out to businesses
- Judy said she'll help get the flyers for the Showcase and Halloween out to downtown businesses.
- Jingle Fest
 - After the GBA Planning meeting in September, it became clear that the Jingle Fest dates and the POP-Up Holiday Market Ben is running aren't in synch.
 - Rachel asked if people would like her to ask the Mayor to move the tree-lighting to the same date as the Pop-up (December 10-12).
 - Attendees thought the Pop-up and Jingle Fest should be at the same time, but thought Dec 10th was too late in the season.
 - It was suggested to try to have the Tree-Lighting and Shop Local Saturday together and the Pop-up and Jingle Fest together later.
 - Rachel will meet with the Mayor Thursday and come up with a plan.
 - Fire truck and Santa are TBD
 - Ben is planning to host the Pop-up Holiday Market December 10-12.
 - Luminaries are also a usual part of the event; Rachel will go to licensing about them again

7. Other Updates / Businesses

- Restaurant Rescue Match
 - The video is ready and Rachel 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
 - The business application will be simple and online on our website like the MassDev one
- Food Truck Fridays
 - Rachel reported that she put this event aside as there weren't enough food trucks available and the timing was too short. She hopes to help the city plan for the 2022 season. She believes that should start over the winter to get into food truck schedules.
- Cultural Council Grant Application
 - Rachel shared grant applications are now due 11/1. She asked if the BOD would like her to reapply for the luminary festival; everyone thought it was worth an application
- GBA/City meeting
 - Rachel and the Mayor are meeting the second Thursday monthly. If anyone would like to join them, let Rachel know.
 - Mik, Jeremy, and Anita volunteered to work with Rachel on this
 - Rachel is reaching out to our state representatives to set-up meetings with them as well.
- Bob and MJ wondered if we'd be working on the Bee Fest bee sponsorships again. Rachel shared we have been asked to again so will.

- Isaac asked if we might want to get more involved with Dino Fest activities. He thinks those are in the fall.
- Isaac also shared the theater will be hosting *Charlie Brown Christmas* and *It's a Wonderful Life* this holiday.

Adjourned: 9:41 am

NEXT MEETING - Tuesday, November 9, 2021 at 8:30 am
ZOOM: <https://zoom.us/j/7093692888>
Open to all members