

# BOARD OF DIRECTORS MEETING MINUTES

## Greenfield Business Association

November 9, 2021 | 8:30 am ZOOM

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

Attendance: Mik Muller, Kriste Joy, Bob Sunderland, Penny Ricketts, MJ Adams, David Russell, Isaac Mass, Judy Raper, Bill Baker, Ben Goldsher; Notes, Rachel Roberts

### Items:

#### 1. October 12 Minutes

- Isaac motioned to accept minutes; MJ seconded. Motion approved.

#### 2. Meetings

- Confirm Meeting In-Person for December; where?
  - The group decided to meet via Zoom in December
- Short/Long-term Planning Meeting
  - Rachel reported October was a great meeting. Notes were added to the September notes and emailed to everyone. Additional meeting dates: November 16 and December 20 all at 5:30 PM and Rachel will send separate Zoom links ahead of each meeting. The plan is to meet January 5, 2022 for a Year Planning meeting.

#### 3. Finance

- Rachel reported that she is still updating transactions in WAVE; David reminded Rachel that taxes need to be filed for Monday, 11/15. Rachel will finish up Wave asap.
- Due to sponsorships of the Holiday Lights, our account is going up again even with the recent payment of the garlands.
- Our BOD insurance fee will be paid between now and mid-December.
- \$2500 from GSB for the Restaurant Rescue crowdfunding match that Rachel will launch soon.

#### 4. Recent Events

- Showcase
  - Would've been nice to have a greater customer turn-out. Rachel wondered about other ways to reach out to the community. Isaac suggested, and others agreed, that we "boost" with Facebook. Another idea was to have an incentive to get people there (in the past it was The Recorder, WHAI, etc giving an advertisement package). This will be discussed further in preparation for the 2022 Showcase.
- Halloween
  - There was general surprise at how many people showed up for the event. Rachel and Penny gave out over 500 apples donated by Clarkdale.

#### 5. Sub-committee Updates

- Marketing
  - #DiscoverGreenfield video project
    - Some launch challenges this past month. Rachel is hoping to connect with Ben, Mik, and Jeremy to get these out asap.
    - We need to discuss whether Ben will stay doing the videos or if we want to hire-out.
- Membership
  - Rachel opened by sharing that the membership committee may be best as two focused groups: one on renewals and one on new memberships.

- Penny volunteered to help so now the committee is Bob, Bill, Kara and Penny. Isaac offered to help with emails or other work he can ask an assistant to do.
- Rachel will pull the committee together to refocus on the two separate areas.
- Mik asked about issuing an email to the city's DBA list. MJ will email Rachel the updated list.
- A "Welcome Bag" incentive for new businesses was also mentioned
- Holiday Lighting
  - The garlands are almost done. A few bows are still needed and will be added this week.
  - Installation
    - GBA is hiring the DPW to help on Saturday, 11/13 from 8-4. Rachel isn't sure about how many trucks/teams, yet, but figured the minimum people needed to help at a time would be 6. Kriste mentioned that Kiwanis expressed interest in helping. Isaac suggested reaching out to others, too--general public?
    - Rachel asked Bill to report on Palmeri. Bill has them set for helping on Friday probably starting around 9 am but the bad weather forecast for Friday was brought up and Bill will try to shift to Monday now.
    - Rachel will get back to everyone as soon as she knows more about the number of teams and when Palmeri can help.
  - Sponsorship
    - Going well. There are 46 sponsored posts so far. We will have a total of 85 posts (we hope) so we are around halfway there.
    - Rachel asked BOD members to reach out to the businesses on the list she gave out with assigned contacts. An uptick in sponsorship happened every time a BOD member worked on their list.

## 6. Upcoming Events / Activities

- Shop Local Saturday
  - Rachel floated the idea of "Support Local Saturday" because it would include business that were not "shopping" focused; the group decided it's better to with the recognized "Shop Local Saturday" as it already has recognition and built-in promotion.
  - Rachel connected with various businesses to try to create activities/incentives to bring folks into town--not many "bites" so she will list promotions and incentives that businesses are doing on a Facebook event page so they can be found in one place.
  - Tree lighting at Veteran's Mall with Mayor at 4:30
- Jingle Fest
  - Jingle Fest was moved from the first Friday/weekend in December (as in year's past) to December 10-12 to align with Ben's Holiday Pop-up at The Pushkin with emphasis on Friday.
    - Fire truck and Santa are TBD; Isaac offered to host Santa at the Garden
    - Charlie Brown Christmas is playing at Garden
    - LAVA hosting a Pop-up
    - Take the Floor Entrepreneur Pitch Night at Hawks & Reed
    - Rachel got licensing approval for luminaries--Bill will take charge of that.
    - Rachel is working with the YMCA and Artspace, too.
    - Group wondered when the Cresh was "opening" but no one knew. Rachel to ask Doug Clarke.
- Winter Carnival Window Contest
  - The group at the last Planning Meeting decided that a "new" thing wasn't necessarily needed for February to go along with the Winter Carnival if the Rec Dept wanted us to

do a window decorating contest; so we are doing a contest. Themes will be love/kindness, winter scenes or 100 years/anniversaries. Rachel will pull together after Jingle Fest. Rec Dept knows of our plan.

7. Other Updates / New Business

- 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
- GBA/City meeting
  - Rachel meets with the Mayor this Friday
  - Bill brought up a frustration with proposed parking spot changes. A discussion developed and it became clear that the group had many thoughts about the parking in downtown. The group would like to advocate on behalf of downtown businesses to keep as much parking downtown as possible. Do we need to discuss this further at a future meeting?
  - It was mentioned that the GBA used to have someone on the Parking Commission in the past. Could we again? Rachel will ask the Mayor.
- Light-up the Fairground
  - Bob wondered if we could help. We discussed a GBA entry using all of the extra lights from the garlands. It was determined there isn't enough time this year but that it might be a fun thing to do next year.

Adjourned: 9:43 am

**NEXT MEETING - Tuesday, December 14, 2021 at 8:30 am**

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

**Open to all members**

**PUT ON YOUR CALENDARS**

**Wednesday, January 5 at 5:30 pm Zoom PLANNING MEETING**

**Tuedays at 8:30 via ZOOM until further notice**

**January 11**

**February 8**

**March 8**

**April 12**

**May 10 (without Rachel)**

**June 14 ANNUAL MEETING**