

BOARD OF DIRECTORS MEETING MINUTES

Greenfield Business Association

December 14, 2021 | 8:30 am ZOOM

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

Attendance: Mik Muller, Bill Baker, MJ Adams, Bob Sunderland, Kriste Joy, Anita Fritz, Isaac Mass, Judy Raper, Jeremy Goldsher, Ben Goldsher; Notes, Rachel Roberts

Items:

1. November 9 Minutes

- MJ motioned to accept minutes; IM seconded. Motion approved, with Anita abstaining.

A request to move the meeting with the Mayor up in the schedule so everyone could learn about it. Rachel asked Bill to report on it.

- Bill joined Rachel, Dani Letourneau and Mayor Roxann for Rachel's monthly meeting with the Mayor on November 12th.
- Bill shared his conversation about Main Street parking concerns with the Mayor and noted:
 - The Mayor feels strongly that parallel parking is best and safest for Main St
 - The switch to parallel parking may take 25 spaces from Main St
 - The Mayor feels there are plenty of parking options for Main St including lots and the garage
 - The proposed housing for the Hope St lot is only the suggestion of one City Councilor and not a definite plan
 - The skatepark at the back of the parking area behind Wilson's is moving forward and may take away about 50 parking spaces. The location of the skatepark can not be changed. It is locked in by the grant.
 - There will be an advisory committee for parking with significant opportunity for community input before any parking plans are decided.
 - A team of Dept Heads are coming together to share what's going on in each department that will affect the city so everyone is aware of everything going on
- Bill admitted that he's still frustrated with potential parking situations in downtown
- MJ shared that parking and Main St changes will probably not be set in motion for about 6 months so acting by April/May should be okay
- Isaac suggested that for the GBA to make any impact, it should schedule the parking forum as soon as possible
 - After discussion about best timing, it was determined that we would host a Community Parking Forum about downtown parking on February 10 at 5:30 pm via Zoom. It will be open to all.
- The group requested any parking information or studies that MJ can share with us ahead of time

We returned to the regular meeting schedule.

2. Meetings

- Confirm Meeting In-Person for December; where?
 - The group decided to meet via Zoom in January and continue to discuss monthly.
- Short/Long-term Planning Meeting
 - Rachel reported November was a great meeting. She apologized for not getting the notes finished but will add them to the other notes and get them out as soon as possible.
 - Next planning meeting date: 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. Please “save the date” and plan for two hours. It will be a Zoom meeting.

3. Finance

- Rachel reported that WAVE has all of our finance records now—but unfortunately Rachel is still working on getting the reporting set-up so that the information presented is useful. Hopefully at the next meeting she can present something.
- We are in good financial standing after the Holiday Lights season (more about that later).

4. Recent Events

- Holiday Lights
 - 90 garlands were sponsored and with expenses from DWP, Nan, supplies we should make between \$10-15,000.
 - Kriste and Rachel acknowledge how much work it was to gather people to fluff and install the garlands this year.
 - Scheduling was a big challenge and Rachel will try to schedule ahead with community groups like the YMCA, Rotary, GHS and see if it will be easier next season
 - Everyone agreed the GBA should continue for another year caring for, fluffing, and installing the garlands
 - Kriste added the garlands can continue to be stored at the bank but if they furnish their basement conference room then fluffing will need to take place somewhere else.
 - Rachel asked if she could get permission to purchase more garlands now hoping for end-of-year discounts. 30 new garlands and lights may cost around \$5,000 if pricing is similar to the first batch of 30. Rachel asked for a motion and discussion for a budget of \$6,000.
 - Ben made the motion for Rachel to go ahead with the purchase of 30 new garlands and lights with a budget of up to \$6,000. MJ seconded it. After a bit of discussion, it was approved.
- Shop Local Saturday
 - Rachel opened an event on Facebook and posted anything any business shared directly with her or on Facebook themselves to the event page. Then Rachel and others shared the event page Facebook-wide and especially with the Greenfield-centered pages.
 - Less businesses and people participated than hoped for
 - We need to plan ahead more
 - Reach out to businesses better to get their involvement
 - Should we have an advertisement in the Recorder or something?
 - Everyone acknowledged that to do this event again, we need to plan further ahead and we need to come up with incentives or ideas to encourage more participation
- Jingle Fest
 - Participation was much improved over 2019 but awareness of the event was still lacking.
 - We ran a radio ad which was not done in 2019; maybe that helped. Maybe the desire for people to get out and shop was high? We wondered if an advertisement in the Recorder would help, too.
 - Again, we all acknowledge that the planning and activities came together later than ideal but unfortunately due to COVID uncertainties it couldn't be helped this year. We will try to plan further ahead next year.
 - It would be nice to get more stuff out on the street to attract more people to wander
 - Do we want to pull in churches or other organizations that are not usually involved with the fest? How?

- It was disappointing that many Main St businesses were not open Friday night. How do we change that?
- Can we pull together some sort of contest to get people excited? Bring the local radio stations in for live broadcasting?
- We want Jingle Fest to be as known and expected as events like Moonlight Magic in Shelburne Falls.

5. Sub-committee Updates

- Marketing
 - #DiscoverGreenfield video project
 - The committee met with Rebecca Rideout of Told Videos. She is interested in taking on the project with a few videos to see if it fits within her schedule and fees.
 - Rachel and Ben need to set-up storage for the videos and their parts and share with Rebecca.
 - Launch in January is expected.
- Membership
 - Rachel has been too busy to do anything more than keep up with membership paperwork, but plans to move forward with the two focused groups, one on renewals and one on new memberships, in January.
 - Committee members are Bob, Bill, Kara and Penny. Isaac offered to help with emails or other work he can ask an assistant to do.

6. Upcoming Events / Activities

- Rep Whipps Virtual Cocktail Hour
 - With the new precinct lines, Rep Whipps does not represent the downtown corridor, but will still represent many north Greenfield businesses.
 - It seemed that people were too busy in December, so Rachel and Rep Whipps came up with a new date–January 18th (still at 5:30 so Save the Date!).
 - Ben offered space for an in-person event but Rep Whipps and Rachel determined that with rising COVID numbers a virtual event would be the safest to plan for.
- Hearts to Spread Kindness
 - At our November planning meeting the group decided it would like the GBA to post hearts with messages of love or kindness throughout downtown on lampposts. Anyone can sponsor and there will be only 1 level–\$100. Rachel expects up to 40-50 hearts could be sponsored.
 - Rachel will discuss the possibility with the Mayor at their upcoming meeting to seek her approval for the use of the lampposts.
 - The Holiday garlands and stars will need to come down a couple weeks early (they are usually up through Winter Carnival which is February 4-6 this year and will need to be taken down for the beginning of February).
 - Hearts will need a step ladder for installation but will not need additional help or equipment.
 - Nan and Rachel are in discussion about pricing for the project.
 - A discussion about the possibility of donating part of the “heart” money to something else in Greenfield–skatepark, groups that support people less fortunate to spread the love?
- Winter Carnival Window Contest
 - Rachel is working with Christy to develop a window decorating contest as part of the Winter Carnival. Themes will be love/kindness, winter scenes or 100 years/anniversaries.

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.
 - MJ mentioned that the city will be discussing parking as a result of our desire to host a Parking Forum.
 - MJ mentioned that the city and GBA are working together to apply for a Massachusetts Department of Travel and Tourism grant. It will focus on marketing and hopefully gain some administrative hours to support or increase Rachel's GBA work hours.

Adjourned: 10:07 am

NEXT MEETING - Tuesday, January 11, 2022 at 8:30 am

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Open to all members

PUT ON YOUR CALENDARS

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

Tuedays at 8:30 am via ZOOM until further notice

February 8

March 8

April 12

May 10 (without Rachel)

June 14 ANNUAL MEETING