

BOARD OF DIRECTORS MEETING MINUTES

Greenfield Business Association

January 11, 2022 | 8:30 am ZOOM

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

Attendance: Mik Muller, Bill Baker, MJ Adams, Jeremy Goldsher, Ben Goldsher, Penny Ricketts; Guest: Christian LaPlante; Notes, Rachel Roberts

Items:

1. December Minutes
 - No quorum
2. Finance
 - Hold until next meeting
3. Long-term Planning
 - Meeting review
 - Got a lot done; still need to find focus in a few areas like themes
 - Notes have been emailed to all BOD members
 - Calendar review
 - Rachel showed the draft calendar for the GBA including a few other Greenfield organizations/activities
 - The group discussed the Forum (or monthly events) schedule and topics
 - Penny suggested reaching out to the Youth Commission about the monthly Teen days
 - MJ corrected the Vintage Days dates to Sept 23-25 to meet the timeline demands of grant application for marketing and program development
 - Suggestions were made to get the Greenfield Trolley as well as a horse wagon (like at Winter Carnival) involved.
4. Upcoming Events / Activities
 - Hearts and Kindness Lampposts
 - Nan would like \$25 per heart
 - After some group math, it was figured that amount was about the same as Nan received for the Holiday Stars so it was accepted as the rate for Nan to charge.
 - We will store them at Freedom Credit Union with the Holiday Garlands
 - Rep Whipps Virtual Cocktail Hour
 - Registrations are happening
 - Winter Carnival
 - Window Contest
 - Rachel is still working on the final details, like voting, with Christy but should launch soon
 - Common events with Hawks & Reed
 - There will be an Ice Bar at the Common that Rachel recently got a sponsor for so Rachel is planning a 1920s carnival atmosphere for the weekend. Lots of planning still to do.
 - Parking Forum
 - Will be announced at the Rep Whipps Meet & Greet and then on the website with usual PR.
 - MJ indicated the city is doing some planning work that will relate and will be shared at the Mayor's State of the City and the Deliberate Downtown meetings in late January
 - Jeff Sauser of Greenspace will be the Moderator. Rachel selected him because of his Urban Planning experience. MJ, Jeff and Rachel will meet ahead of the event.

5. Sub-committee Updates (brief)

- Marketing
 - #DiscoverGreenfield video project
 - Rebecca Rideout from Told Video will takeover this project
 - We are still trying to pull together the videos from Ben; then Rachel will schedule Rebecca's video sessions with one business at a time. We hope to start this month.
 - Penny wondered if we could do something with Channel 22 like the videos Terrazza/Balkan Lounge are doing; maybe Andy's too
 - Mik updated us on what he's learned about the Greenfield Map project
 - fairly reasonably priced
 - company from his sample map is a franchise and there is a rep in the area but they want to do a full Franklin County one
 - Do we want to participate?
 - Mik will look for other companies
- Membership
 - Goal to have a meeting with each of the two groups, current members and new members, by the end of the month.
 - The group discussed acknowledging members or member highlights in a monthly Recorder Ad.

6. Other Updates / Businesses (brief)

- Restaurant Rescue Match
 - Rachel wants to get this out immediately.
 - Group wished we could do more for businesses other than restaurants.
- MOTT TTR Grant application
 - Application completed
 - If granted the GBA would get more money for more hours
- Route 2 Rural Innovation Corridor, collaborative
 - This collaborative group has put out a survey to discover what services and help local businesses are interested in
- Political Outreach/Collaboration
 - GBA/City monthly meeting on the second Tuesday of each month.

7. Meetings

- Confirm Meeting In-Person for February; where?
 - The group decided to meet via Zoom in February and continue to discuss monthly.

Adjourned: 9:47 am

NEXT MEETING - Tuesday, February 8, 2022 at 8:30 am

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Open to all members

March 8

April 12

May 10 (without Rachel)

June 14 ANNUAL MEETING