

BOARD OF DIRECTORS MEETING MINUTES

Greenfield Business Association

February 8, 2022 | 8:30 am ZOOM
ZOOM: <https://zoom.us/j/7093692888>

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

Items:

1. Minutes

- December 14
 - Did not happen
- January 11
 - Isaac motioned to accept minutes; MJ seconded. Motion approved, with Anita abstaining.

2. Finance

- Rachel shared the first Wave reports: a simple and detailed Profit & Loss. Because the reports still need some modification, they will not be distributed until they are accurate. Rachel plans to email them to the Board with each month's agenda
 - Rachel will work with David Russell to fix reporting and Donna Dusell to add payroll correctly

3. Reports (on recent or current activities and events)

- Hearts and Kindness Lampposts
 - Nan is out of town. Therefore, Rachel and Nan decided that the cut-off date for sponsoring will be this Friday, 2/12.
 - No more red plastic available so Rachel and Nan will move the next hearts to light blue
 - Suggestion for next year to keep the garlands up
 - Rachel hopes to make a "News" post/email letting people know its the GBA running this and the deadline
- Winter Carnival

Mik mentioned the video that was made by FCAT about the Carnival:
<https://gctv.org/a-winter-carnival-centennial/>

 - Window Display Contest
 - Contest voting closes on 2/12.
 - There was a glitch with the Google Form for Rachel, Mik & Donna worked together last night to fix it and Rachel sent an email to participating businesses.
 - 470 votes as of yesterday
 - Prize is \$3500 radio advertising package
 - Rachel hoped by making participation free this year and the excitement and activity with voting will make it possible so the GBA can charge a small fee next year (with maybe GBA businesses getting free entry)
 - Carnival at the Common
 - Very positive response
 - People did not recognize that this was a GBA event with Hawks & Reed (and sponsored by Gagne Wealth Management). There was a sign at the bar, but we need to find a way to get greater recognition for the work we do
 - Rachel plans to write a thank you email for everyone involved in the GBA event
 - Bill asked Rachel to include Kringle Candle

- Suggestion of a GBA sandwich board at our events or a bigger GBA sign
- ★ Rachel believes it is time to figure out how to get the GBA more recognition for the things we are doing in the community. She will write up something about all we are doing and what membership gains for a business.
 - Suggestion to include an email after each forum/event about how to join the GBA and include Rachel's list from above

4. Upcoming Events / Activities

- Calendar review
 - Rachel would like to have a shareable calendar for the BOD members that can be added to so it is a living calendar and we know what we are all up to
 - Suggestion to add the calendar to the bottom of each agenda
- Parking Forum
 - This Thursday at 5:30. The forum was mentioned at the State of the City address and the Deliberate Downtown meeting
 - Rachel shared the comments and questions with Jeff Sauser (Moderator) in preparation for a meeting to discuss Thursday's event with him and MJ later in the day
 - Rachel asked Anita if something can get posted to the Recorder's Thursday Notebook
 - Suggestion to give the business community space to talk before opening up to attendees outside the business community
 - Will this be recorded? Rachel will record it to refer back to while note-taking
- Rep Blais Meet & Greet
 - Staff from Rep Blais' office asked the GBA to host a Meet & Greet. It will be our March Forum.
 - Rachel believes the success of Rep Whipps Meet & Greet with the Multi-use Building off-shoot discussion (next meet-up on Friday 2/11; by invitation only to keep it focused) inspired the request. This is a great opportunity for Rep Blais and GBA.
- Newsletter
 - Anita and Rachel have been discussing format and plan to meet very soon
 - It will be an online newsletter at this time
 - Anita would like it to be colorful and include pictures
 - Suggestion to include our real-time calendar to give readers a look ahead
 - Suggestion to have topics in newsletter at top with teasers and link so people can read what they want to

5. Ongoing (brief)

- Marketing

Bob commented that the coverage in the Recorder this month about the GBA has been great

 - #DiscoverGreenfield video project
 - Suggested to make this #DiscoverGreenfieldMA
 - Ben shared he has the external hard drive and plans to upload video and additional materials and return to Rachel
 - MOTT grant
 - MJ described the pieces of the grant applied for with city, GBA, and the Fairgrounds that includes marketing, signage, developing and supporting marketing for events through September 2022 and will bring more funds for GBA's time collaborating, planning special events and marketing
 - Map project
 - Mik reported that the franchise that is pursuing a Franklin County map is too expensive to work with. He will look for other options.

- Ben suggested the local artist who makes the images of each town, Casey Williams, may be worth connecting with. Mik will contact her.
 - Membership
 - Rachel unfortunately has not followed through with meetings for both the new member recruitment and current member stewardship; she hopes to this month
 - Membership renewal has been steady but not at the same levels as pre-COVID
 - See additional relevant information above in these Minutes
6. Other Updates / GBA Business (brief)
- Rachel's upcoming schedule
 - Rachel will not be working the week of 2/14-20, will be reducing work the week of 2/21-26, and in the UK from 2/26-3/13. Rachel will attend meetings and work on projects that can be accommodated within the 6-hour time difference while in the UK.
 - Restaurant Rescue Match
 - After the last BOD meeting's feedback that January wasn't the right time to launch this, Rachel waited. Rachel hopes to launch this while in the UK.
 - Route 2 Rural Innovation Corridor, collaborative
 - Judy described the partnership between GCC, Launchspace, GBA and Greenspace for entrepreneur collaboration and growth in our area to help with new skills and skill gaps
 - Rachel mentioned she'd like to make GBA's role in this group one that provides group connections and purchase power for things like tax prep or insurance
 - GBA/City monthly meeting
 - The second Thursday of each month at 1:30. If a BOD member wants to join, please let Rachel know.
 - Annual Meeting
 - Board nominations/Officers
 - We have a committee that will need to start thinking about what type of event we want. During year-long planning it was suggested we make it our June Forum which would mean 6/14 at 5:30.
 - We have two empty BOD spots currently and will have some people whose terms are up and need to decide to recommit.
 - Officer positions may open up too.
 - Rachel suggested BOD members think about Officer positions and future BOD commitments over the next month or so; and asks for any new BOD member suggestions.
7. Sharing
- Jeremy: Greenspace CoWork is starting a monthly informal networking gathering on the first Wednesday of each month called Business Breakdown. It's an opportunity for business members to meet and share experiences. First one is March 2 from 5:30-7:30 and features Four Phantoms Brewery.
 - A request was made to include a non-alcohol focus, too.
 - Judy: Collaboration between GCC and Garden Theater showing the movie Childhood 2.0 and having a conversation afterwards with one of the children featured in the documentary. Showing on Feb 17 at 7pm.
 - Rachel will forward information to BOD
 - Mik: Greenfield Soapbox Derby is May 7th.
 - Conversation about a Derby Days theme popped up (as its the same weekend as the Kentucky Derby)
 - MJ: May 7th is also the Farmers' Market Opening Weekend

- Bill: Lisa of Opus has joined his team and will be working with him on gifts and help with overall store presentation
- Ben: Hawks & Reed has a bunch of stuff going on and it really helps when people share or spread the word so please do

The March meeting will be through Zoom. We will check in March to decide about April.

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

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Open to all members

April 12

May 10 (without Rachel)

June 14 ANNUAL MEETING