

BOARD OF DIRECTORS MEETING MINUTES

Greenfield Business Association

March 8, 2022 | 8:30 am ZOOM

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

Attendance: Mik Muller, Bill Baker, MJ Adams, Bob Sunderland, Isaac Mass, Judy Raper;
Guest, Dan Desrochers; Notes, Kriste Joy and Rachel Roberts

Items:

1. Introductions

- Attendees introduced themselves to our guest, Dan Desrochers from GCC.
- Dan shared current planning for GCC's 60th Birthday celebration and asked how the GBA would like to be involved. Details we discussed:
 - GCC Week will be June 1-5
 - June 4 GCC commencement (GHS is June 3)
 - Interested in pulling together an activity in Court Square
 - Food trucks on Thursday June 2
 - Live music?
 - Open to the community
 - Suggestions that came out of discussions:
 - Possible movie at the Garden
 - Graduation, 1962 film with money going to scholarships (?)
 - Free to GCC employees, students, grads, alumni
 - Date needed– June 1?
 - Stickers for business doors that employ GCC's past and present students
 - Events in both June and September (maybe around the Reunion timing)
 - In-kind jars at local businesses that the community can donate towards scholarships
 - Greenfield discount day for alumni
 - Buttons for grads
 - Make window placards that indicate alumni owned or workers at a particular business

2. Minutes

- Isaac made a motion to approve December 14 and February 8 Minutes as presented; Bill seconded. Motion passed.
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3. Reports (on recent or current activities and events)

- Parking Forum
 - Conversation indicated people felt it went really well. Great conversation. Need to keep it going.
 - What is next? MJ discussed the design process and having a public hearing when 25% design is complete
 - Eric Twarog may be able to answer some of the questions the BOD has; Maybe we should invite him to a meeting
- Winter Carnival Window Display Contest
 - 17 businesses participated in the window 648 votes
 - Winner Smoke Heaven
 - Dan Guin/Radio stations gave \$3500 advertising package as prize
 - Successful event but have suggestions for improvement:
 - The window signs for the contestants should have a QR code for easy access to voting
 - Maybe next year, any business can enter but to win they need to be a GBA member
 - An ad in the paper might help get people aware of contest and involved (especially people who are not engaged in social media)
 - What about having a celebrity judge that will carry a certain % of the final winner vote

4. Upcoming Events / Activities

- Rep Blais Meet & Greet
 - March 23 at 5:30 via Zoom
- MassHire Forum
 - April 11 at 5:30 via Zoom focusing on state of employment and resources for employers from MassHire
- Teen Day/Night
 - Moved to May
- Newsletter
 - Anita and Rachel have started discussions about this; Anita is currently overly busy with the hospital

5. Ongoing Updates (brief)

- Marketing
 - #DiscoverGreenfield video project
 - We discussed that we may need to start from scratch if we can't get the video materials for for the new videographer
 - Isaac suggested John Boschen from FCAT may be interested in project,too
 - Rebecca Rideout has already been contacted takeover the videos

- MOTT grant
 - MJ shared that announcements should come around March 15
- Membership
 - Rachel reported that while she hasn't met with any committees, invoices are going out and getting paid
 - More time is needed to get committees going
 - A "Premiere" level membership for \$10K was suggested for top sponsors with benefits of sponsorship of all events/activities including stars etc without the little fees here and there

6. Other Updates / GBA Business (brief)

- Rachel's schedule
 - Away until 3/14 now, again from 3/24-4/10 and 5/5-23
- Restaurant Rescue Match
 - Rachel want to start this without a video and such-It's time
- Route 2 Rural Innovation Corridor
 - Moving forward in the collaboration with GCC, Greenspace, Launchspace to pull together programming and resources for early and established entrepreneurs
 - Concern was voiced that energy put towards Orange and other areas; Rachel believes the shared focus will have lots of value for Greenfield
- GBA/City monthly meeting
 - Canceled this month due to scheduling conflict
- Annual Meeting
 - Board nominations/Officers
 - Will be in the place of the Forum so in the evening between 5:30-6:30
 - Need planners meeting
 - Would like to have members from the retail sector to balance the board's current lean to non-profits; we need more business input

7. Sharing

- Soap Box Derby-Do we want to participate as GBA? May 7 at Nash Mill Rd; it will be fundraising for the Greenfield Fireworks to help offset the Rec Depts costs
- The city has a grant to place kiosks in Greenfield
 - Members asked if businesses would have any placement input and offered that they like the opportunity to be involved
- The group agreed that we should invite Eric Twarog to come to our next meeting to talk about projects going on with dispensaries and Complete Streets program (parking)

Adjourn 9:42

NEXT MEETING - Tuesday, April 12, 2022 at 8:30 am
ZOOM: <https://zoom.us/j/7093692888> (until further notice)
Open to all members