

BOARD OF DIRECTORS MEETING MINUTES

Greenfield Business Association

Tuesday, August 9, 2022 | 8:30 am ZOOM

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

Attendance: Mik Muller, MJ Adams, Kriste Joy, David Russell, Amy Britt, Jeremy Goldsher, Judy Raper, Isaac Mass, Elizabeth Moore; Notes, Rachel Roberts

1. Introduction

- David introduced Amy Britt, Outreach & Communications Manager at Franklin Community Cooperative. The General Manager has asked David to step-down from the board and asked Amy to take his place.
 - MJ made the motion to accept Amy to the board and thank David for his eight years of service. Elizabeth seconded. Motion approved.

2. July 12 Minutes

- Corrections needed: 8:30 “am” instead of “pm” on the last page and change “Finance” to “Treasurer” as Kriste’s position.
- MJ motioned to accept the minutes with corrections listed above. Isaac seconded. Motion approved.

3. Finance Update

- Rachel shared FY22 Profit & Loss and FY22 Cash Flow reports that Donna prepared.
 - Reports were discussed. MJ made a motion to accept the finance reports as presented. Isaac seconded. Motion approved.

4. Committee Signup

- Rachel made the appeal for people to sign-up for committees.
- Isaac made the suggestion that we focus on getting a chair for each committee and that the Chair work to fill the committee with board or community members.
- Kriste asked if the Executive Committee could be the Finance Committee. All agreed.

5. Membership

- New Member Committee
 - Elizabeth, Bill and Isaac volunteered to be on this committee.
 - Isaac proposed a “professional” membership level that may attract more single-owner professionals like lawyers.
 - Rachel mentioned she has been asked for a lesser non-profit fee, too.
- Stewardship Committee
 - MJ volunteered to be on this committee.

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

- MOTT
 - Rachel reported the city has transferred all of the MOTT money to GBA that was part of the grant agreement.
 - The five #DiscoverGreenfieldMA videos that MOTT is sponsoring are being filmed currently. The first should be available Sept 1.
 - Mik and Rachel are working on adding images to our website.
 - The last two events GBA is working on marketing for are the Fair and Vintage Days.

7. Calendar Review / Upcoming Events / Activities: Updated Calendar Included

- #DiscoverGreenfield Videos
 - After Sept 30, Rebecca from Told Video will start filming 5 videos of businesses. We have three business videos from before, too. We want to launch them with the MOTT videos.
- Business Breakdown with GreenSpace CoWork
 - First event is Sept 7 featuring Goose Divine Energy.
 - Rachel asked for volunteers to help set-up and breakdown the event. MJ suggested Christian could help.
- COVID & Business Forum
 - Jenn Hoffman and members of the Health Dept will present on COVID on Sept 29 from 5:30-6:30 via Zoom
- Franklin County Fair (business connections)
 - Rachel plans to get an email out to businesses to remind them about the parade and encourage them to be open for foot traffic.
- Garlands/Holiday Light Sponsorship
 - Fluffing will start in October. Rachel is trying to pull together a volunteer list that includes individuals and organizations.
 - Sponsorship will start Oct 1 with an early bird incentive through Oct 15 that includes social media acknowledgement.
- Greenfield Business Showcase
 - The Showcase is Sept 13 from 4:30-6:30 at Hawks & Reed and on Court Sq. There have been some exhibitor sign-ups already. Rachel and Ben will need help setting up and breaking down.
- Vintage Days
 - Emails have gone out letting businesses know this is coming up and encouraging involvement. It will be Sept 23-25. Rachel is thinking of this as a vintage commerce event with Greenfield history highlights.
- Downtown Trick-or-Treat Halloween
 - Rachel has not had hard confirmation from Christy about the date of this year's event but they discussed October 31st.

8. Ongoing Updates (brief)

- Newsletter
 - On hold
- Teen Day/Night

- On hold
 - Marketing
 - Lots of good marketing for GBA and the city in general has taken place through MOTT. Once the MOTT grant is over, this will need to be reignited.
 - GBA/City monthly meeting
 - Rachel, MJ and the Mayor meet on the second Thursday of the month at 1:30.
 - The Mayor supports the DPW's work on Holiday Garlands over the first or second weekend of November.
9. Other Updates / GBA Business (brief)
- Office move to 289 Main St
 - Rachel's office may remain at 278 Main. She is hoping to have a space by Sept 1. Jeremy and Jeff are looking for additional sponsorship to give the GBA its own office with a door and plenty of space for GBA storage-wise.
 - Restaurant Rescue Match
 - Rachel hopes to launch this fall with the onset of inside dining.
 - Route 2 Rural Innovation Corridor
 - This is still waiting on grant funding.
10. Sharing
- Judy shared GCC had to let go of Fashion Week last minute due to a scheduling conflict with 60th birthday celebrations. Richie is looking into other possible dates.
 - MJ mentioned the city has received grant funding to install an informational kiosk downtown. It will go on the eastern corner sidewalk of Main St and Court Sq.
 - It will include a business directory.
 - Installation is waiting on Eversource.
 - Isaac asked if it would be a place to promote events versus posters on the lampposts in downtown.
 - MJ added she has been seeking a volunteer to help remove outdated posters on lampposts but has been unsuccessful so far.
 - Jeremy and Isaac plan to meet informally to discuss how to address lamppost sign litter.
 - They both stressed the importance for the kiosk to help promote Greenfield and its businesses.
 - MJ shared her department will be getting a demo of the software and she'll know more about what is possible after that.

Adjourn 9:50 am

NEXT MEETING - Meeting: Tuesday, August 9, 2022 at 8:30 am

ZOOM

<https://us02web.zoom.us/j/87342273934?pwd=RUDvU2w4anhKaXpJSmU2WXRoaUhvUT09>

Open to all members

