

# BOARD OF DIRECTORS MEETING MINUTES

## Greenfield Business Association

Wednesday, November 9, 2022 | 8:30 am ZOOM

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

Attendance: Mik Muller, MJ Adams, Kriste Joy, Amy Britt, Jeremy Goldsher, Judy Raper, Heidi Weeks, Penny Ricketts; Notes, Rachel Roberts

### 1. October 11 Minutes

- Kriste motioned to accept the minutes with corrections listed above. MJ seconded. Motion approved.

### 2. Finance Update *Confidential*

- Mik shared an 11/7 Profit & Loss report.
  - Not much action: a few membership payments and Rachel's payroll.

### 3. NEEDED

- BOD Volunteers Needed to Help with Events\*
  - Garland Fluffing - Mik will coordinate a **last fluffing session at the bank for Saturday 11/12 at 9 am**. Let Mik (tech@montaguewebworks.com) know if you can help. Jeremy, Penny and Mik plan to be there so far.
  - Garland Installation - Installation with the city will take place **Sunday, 11/13 starting at 7:30** at Freedom Credit Union. If you can help, let Rachel know. An email asking for volunteers will go out soon. Bill is working to set up an installation session on Monday, 11/14. Rachel will update the board as she knows more.

### 2. Membership

- Joint Meeting to be scheduled with New Member Committee (Bill, Chair) & Stewardship Committee (MJ, Chair)\*
  - Rachel will reach out to MJ and Bill to set-up a meeting for next week. If other people want to be involved in the initial meeting, let Rachel know.

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

- Business Breakdown with Greenspace CoWork (Jeremy)
  - Jeremy thanked all involved for their help and support. He referred to the recent email to the Board informing us that Greenspace has severed the collaboration with the GBA on this project for the meantime, because Greenspace has still taken on the burden of the workload. Jeff and Jeremy are still open to creating a more defined collaboration if the GBA is interested in making a commitment to the program. Rachel proposed a meeting with Jeremy/Jeff and MJ, Amy, Judy, Kriste and Rachel—to discuss what it would “mean” to grow the collaboration between the two organizations for this

program. *(Aside: Rachel and Jeremy spoke later and would like to pull together a meeting of this group and any other board members who are interested.)*

- Jeremy also gave a brief description of the program and its attendees over the last few months, as well as appreciating the ongoing collaboration with Amy and Green Fields Market and help from Christian Laplante and MJ.
  - Halloween (MJ/Heidi/Judy)
    - MJ reported that 400 apples disappeared within 1-¼ hours! People were excited to get the apples. It felt good to be out there giving them out.
4. Calendar Review / Upcoming Events / Activities: Updated Calendar Included (Rachel)
- #DiscoverGreenfield Videos
    - Rachel shared that the MOTT grant provided 4 videos about the city-scape focusing on recreation, vintage vibe, city's connection to bees/bee fest, and the fairgrounds. In addition to our 3 videos from the first round (Montague Webworks, Baker Office Supply, Main Street Bar and Grille) Rebecca of Told Videos is finishing one on Hawks & Reed and then will produce 4 more as part of the contract made earlier with the GBA. Rachel asked the group to let her know of any business that may like to have a video made as the original group may not be interested any more. Rachel will reach out to that group first and fill in with others if needed.
    - Rachel has the 4 MOTT and 3 original videos ready to share/launch off of YouTube and hopes to do it in the upcoming weeks.
  - COVID & Business Forum
    - PR will go out soon to announce the rescheduled COVID Zoom forum with the City's Health Department on November 17 at 6.
  - Holiday Light Sponsorship
    - Sponsorship has started and we have about 10 lamp posts sponsored. Any sponsored by Nov 20 will be part of a Facebook "campaign" to recognize the sponsors and increase sponsorship.
    - Rachel will be giving each board member a list (same group as last year for previous board members) of past or potential sponsors to contact and solicit sponsorship from.
  - Shop Local Saturday
    - Rachel and Isaac have worked together to draft a window sign for this November 26 event to connect with the Small Business Saturday campaign. Rachel has presented a support budget to Greenfield Savings Bank and is hoping to hear back from them soon. Otherwise, Rachel would like the GBA board to consider approximately \$80 for sign printing, \$450 for print ads in the newspapers, and \$200 for radio ads to spur interest and inform the community of the event.
5. Ongoing Updates (brief)
- Volunteer List (Christina/Judy)
    - Rachel thanked Christina and Judy for creating this list of potential volunteers. Judy mentioned that it is hard to get volunteers excited for each opportunity but the list is a start.

- Marketing (Rachel)
  - The marketing committee needs to meet to discuss marketing for Shop Local Saturday 11/26 (see above) and Jingle Fest (12/2-4 but 12/2 is Jingle Fest and 12/2-4 is the Pushkin Pop-up which we should support Ben with as it brings a lot of people into downtown).
    - Rachel is reaching out to Ben to discuss.
    - Amy indicated that the Coop and Jingle Fest could co-promote (as the Co-op has something aligned with the Pop-up and Ben on that weekend).
- GBA/City monthly meeting (MJ/Rachel)
  - The next one is scheduled for 11/10 at 1:30

#### 6. Other Updates / GBA Business (brief)

- Office space (Jeremy)
  - Jeremy and Rachel reviewed the current space, financial support level, and agreement. The current space costs \$675 per month with half coming from Franklin First Credit Union through May. A bigger office with better sight-lines is opening up and would be \$800 per month.
  - Rachel mentioned that with her absence people may know more about how spread out the GBA's resources are—we currently have storage at Freedom Credit Union and LAVA Center, and office supplies/files and more at both Greenspace and Rachel's home. Finding or gathering supplies from one place or another is a constant in all GBA activities and actions for Rachel and it's not an efficient use of her time.
  - Rachel thinks an open office time at least once a week would be good for people to meet with and do business with the GBA in person. Rachel asked the board to think about what an office space would be used for other than meeting up and storage. What does the board want to see happening at an office space?
  - Rachel added that when we were at the Chamber space on Main St we were charged (softly) \$500 for space. Additionally, to host our own individual office we'd need to consider utilities as part of the cost, too (which are included with the Greenspace space).
  - Rachel encouraged the board to think about what and where we want to be—at Greenspace (if so in what space configuration—the bigger/better sight-lines, the smaller office better for storage, a desk and filing cabinet only), at a storage space someplace away from foot-traffic, at street level and in the middle of foot-traffic?? It's time to decide where and what we need to function and then move-in to that how we need to.
- OTHER
  - The Business Breakdown and office space conversations, led Rachel to share that she has been think about and speaking with some board members individually about revisioning who the GBA is—our 2019 plan was a good start but got tanked by COVID; we scrambled and served the business

community well as COVID raged; and then crafted a new set of goals/actions for 2022 when we were not sure how COVID or what the Chamber moving from Greenfield (and getting a new Director) would do to us over the year. With another year of growth, new board members, COVID affecting our planning less (maybe)--what should our goals focus on? Who are we? Event planners; business-to-business supporters, entrepreneur and new business incubators/resources, conduits to reduced collaborative fee-based programs/needs? What do we need to be to best serve our businesses, the City, the community?

Rachel proposed a planning-envisioning meeting separate from monthly board meeting time in January to discuss our next steps, including space needs, for the year. If there's interest, maybe a separate additional time for long-term planning. *(Aside: Rachel would like to further suggest that it be a couple hours at one time, that food/bev be included but a la carte [no sitdown meal], and we ask a separate facilitator to help.)*

#### 7. Sharing

- MJ mentioned a grant that FRCOG has applied for to support local business associations/groups to support their business communities. Will hear more about it soon.
- Mik shared that a local chapter of the Marine Corps may be taking on future Soap Box Derby in Greenfield.
- Jeremy mentioned that businesses that he has been chatting with have mentioned an interest/need for a local job fair to share about themselves and what they each bring to the community seeking volunteers, interns and employees. Judy piggybacked by mentioning the "Coalitions that Care" noting that young people feel there are few to no places they can make positive contributions to the community and that maybe something like this can help with that.

Adjourn 9:52 am

**NEXT MEETING - Meeting: Tuesday, December 13, 2022 at 8:30 am**

**ZOOM USING THIS ↓↓↓**

<https://us02web.zoom.us/j/87342273934?pwd=RUdvU2w4anhKaXpJSmU2WXROaUhvUT09>

**Open to all members**