

Greenfield Business Association Meeting

5/9/23

Present: board members MJ, Isaac, Mik, MJ, Judy, Garry, Elizabeth, Amy, Sharon; coordinator Hannah

1. **Accepting minutes:** We have five stacked up and will pass on them this month.
2. **Coordinator Contract with Hannah**—She is tracking her hours. The question still remains if she should be a W2 employee or 1099 contractor. A sub- committee of Mik, Hannah and Elizabeth will explore that.
3. **Board Retreat**—Hannah shared the strategic plan/scope of work. Hannah met with Rachel and will pick up where she left off with businesses she was recruiting for membership. One of the first things Hannah will do is compile into one spread sheet business engagement in events. We will collect on outstanding invoices.

Primary goals are: Doubling our membership; Build relevancy; Expand partnerships with non-profits and local orgs; Shift reputation of Greenfield. Getting coordinator role to full time, being dialed into Greenfield as a whole (not just downtown)

Other goals: Trainings and Programming happening through Mass Hire etc. are things we should be aware of and support those organizations by helping get the word out.

Connecting businesses to one another. Continue to shift Greenfield's reputation.

How do we act on low hanging fruit (i.e.-advertising around the fact that parking is free on Saturday)

Down the road / second year—how do we build revenue? Grants?

Postcard mailer to businesses regarding tiered membership system.

Do we have consensus that these are our goals collectively? YES. We adopted these as our goals unanimously. **Moved by Isaac, second by MJ to adopt these as our official first-year goals with Hannah. Passes unanimously.** We will organize our goals/mission into a document to make available to new board members.

We will review our mission statement at our next meeting.

4. Finance Report: 2021 no forms were submitted to IRS. Mik will follow up with Al Sciano.
5. Membership Committee: Elizabeth, Hannah and Mik

6. Marketing Committee: This is initially about the postcards. Cost is reasonable. We need to get the mailing out well in advance of our annual retreat. Isaac suggested we try and get a speaker that would draw people (from travel and tourism). We are looking at July 13th. Isaac made a **motion we postpone our annual meeting (this required a vote) to July 13. Second by Sharon. Passes unanimously.**
7. Website Committee- is Mik and Hannah.
8. Discover Greenfield videos. Drew Hutchison will help coordinate and post our videos. Mik would like to have two out before annual meeting.
9. GBA monthly meeting with Mayor- Hannah has set this up. She will meet with her today and share the strategic plan.
10. We are down to our last checks. GCTV is offering their street address for that purpose, and a room to store our file cabinet and other collateral. We will also arrange something with Jeremy for a low-cost floating membership at GreenSpace CoWork, potentially for barter.
11. Board Positions: We will have five open seats in June. We have two open currently. Kriste, Ben, Kara leave at the June meeting. Appointees Penny and (eventually) MJ will be leaving, too. We had conversation at the retreat about the two appointed seats not having votes. MJ mentioned there are things she recuses herself from (re: voting). She likes to feel as if the city has a stake in leadership in the organization, the vote is an important component. Sharon made the point that if they are full participants in the board, they should be able to vote. Isaac—if we were going to change, now is the time because we will have new people. This is the only non-profit board that does this.
12. We need a new treasurer. It would be great if we had an accountant or banker on the board.
13. Non-profit businesses—We need a balance on the board. If there are sectors we are not representing, we need to look at that. Professional services, retail, etc. – needs balance. We currently have three non-profits on the board. Non-profits are also trying to make money. We are going to lose Kara who is from the YMCA. We need someone from that organization.
14. Newsletter – Mik and Hannah will pull that together. If you have any business news, let them know.
15. Pioneer Valley Discover Map—Last year two businesses represented Greenfield (via advertising). Hannah added 22 businesses for this year. This is a wonderful improvement. Block from Wells to Conway will also be added. All businesses get their own link on Discovery Map website.