**GBA Minutes**

July 11, 2023

Present: Mik, Hannah, Kyle, Judy, Christian, Garry, Isaac, Daniel, Amy, Jeremy, Bill

Introduction of Kyle Bostrom, new member (representing the food industry)

Kevin O’Neil Jr-(financial advisor) from Edward Jones is likely going to be joining us and assuming the treasurer position.

**General Announcements/Updates**

* Mik shared the financial report. We have about $12,000 in the bank currently. Membership fee requests just went out-Average membership fee is $240 so we are hoping this will go up significantly as we’ve had lots of expenses as of late.
* Carryover business- We still need to sign a contract with GreenSpace re: the floating chair Hannah will occupy.
* Website update—Hoping to get to this next week.
* New board members-Motion was made to make Kyle a new board member. He was unanimously voted in. We have 15 seats, 2 of which are appointed. We are awaiting those 2 seats currently. In addition to the appointed seats, we have one opening. Please don’t invite anyone as there is an invite out for that seat to Lisa Granger.
* Hannah—Financial report is a little daunting. We have shifted structure re: membership and sponsorship. July and August are really about building membership back up so we can restart cash flow. Hannah has been focused on relationship building. The postcard mailing went out. 1100 went out. About 100 were returned. In addition to the postcard, a letter went out to those who have been previously connected. Hannah has been connecting with the Chamber (Jessye). They have been getting a lot of attention. Hannah is trying to pull the Greenfield contingent toward us. There has been some conversation about benefit for those who are a member of both. We might go down that road 2024.
* Meeting with Mayor—Isaac please bring up trash receptacles and Getting information to the business community re Main St. construction and trying to minimize impact. Hannah also plans to talk about having GBA better represented on the Greenfield website. Relationship between economic development and the board is growing.

**Committees:** Between now and August we need to get these solidified (particularly the membership committee). Judy suggested a shared script we use when encouraging membership. A focus of our Thursday gathering will be membership. Isaac—we should ask members to serve on committees. Hannah mentioned we are also working on getting the ambassador program off the ground. Dan suggested a chair for each committee who gives monthly updates. Judy suggested we work on onboarding new members.

Mik- We have Executive, Finance, Membership/Nomination, Events and Bylaws/Policies committee. All board members must serve on at least one sub - committee.

Isaac—our transition includes broadening our scope and not just focusing on the Main Street businesses.

**Communication with each other:** Slack is an intra-organizational platform developed with the purpose of eliminating email. Channels can be created that include specific people versus the entire board. Discord and Skype are other options. Nuclino can be used to create task lists. Hannah will send a video about how to use Slack to members.

**Marketing**—Mik had a meeting with GCTV about increasing visibility of GBA via their station. Postcards were sent (for a little over $900) which includes printing, stamps and list. We sent out our first newsletter. There is a lot we can do with videos as well. We need to talk about next steps as that is a real benefit for our members.

**Anniversary Meeting**- Thursday (July 13th) at 6:00PM. Hannah is making arrangements for food. She will get the bingo cards printed. There hasn’t been a lot of communication with Ben so we should probably check in about that.

Meeting Adjourned