**Greenfield Business Association**

**8/8/23**

Present: Hannah, Judy, Mik, Isaac, Garry, Jane, Lisa, Amy C, Daniel, Bill, Amy B, Jeremy, Bill

Introduction to Amy Cahillane; New board member and Director of Economic Development (Amy is in an appointed session)

Also new members: Jane Kane and Lisa Granger

**Financial Report:** We have been filing taxes on the calendar year, but run reports on the fiscal year (we should discuss)

* We have new bank signers; Mik, Judy, Bill and Hannah went to the bank to complete paperwork. Jane needs to also be a signer (Isaac made a motion; Garry seconded-motion passes)

**Board Updates**

* We need a treasurer—Need to vote in Lisa and bring Jane on as treasurer). (Jeremy makes motion. Isaac seconds) Motion passes-Jane is treasurer (and board member). Bringing Lisa on to board (Jeremy makes motion; Isaac seconds) Motion passes
* City Council appointee (might be John Bottomley- unsure)
* Mik shared balance sheet. Total Equity $13,356. Hannah is scheduled to be paid 8/15. What is holding things up is lapse in workers compensation insurance b/c we did not do audit. Bill-we need to work on income (holiday lights and membership).

**Director Report**

* Director’s report was sent to members prior to meeting
* Income-We are making progress with memberships. About four businesses we wanted have joined. One of the things that is challenging is capacity. We need to re-up our committees and ensure the board is a working board. (We already are working, but need to be more efficient and make work commitment clear to members and ensure the work load is shared).
* We are continuing to position the GBA as an ally and advocate. This is what businesses are looking for.
* We need to form a 501C3 if we want to take on sponsors in addition to members. We have some interest, but they can’t do it unless we have that classification. Isaac indicated this is not necessary and that are current status suffices. Sponsors would just need to reference the support as marketing.
* Had a good meeting with the Mayor. Good traffic on the Visit Greenfield site. GBA needs a presence to broaden the scope from ‘tourist’ to business owner and/or potential business owner.
* Mayor is interested in a conversation with her mayoral race opponent related to the business community. (This would be a closed forum and not be streamed live). Isaac offered his venue—there is some debate regarding whether or not we should invite the public. (Concerns regarding disruption but we feel like that could be mitigated). Timing? Close to election. Hannah will get dates from the candidates.
* We are trying to bring back dual memberships for January cycle (Chamber and GBA)
* Videos are getting traction.
* We have an Instagram and getting lots of views. Different engagement on different platforms. Continuing to use #discovergreenfield
* GCTV and Bear Country ( have had conversations re: communication) Bear Country offered a weekly five minute spot. There is an underwriting component

**Committees Reboot**

* Thank you for contributing to Slack. It’s improving communication. It’s not intuitive for everyone:)
* Most people have responded regarding which committee they want to be on. Ideally every committee should meet monthly. (Mik went over committees and who is on them). We set up all meetings for the next month.

**Next Meeting 9/11 at 1:00PM over Zoom**

**We will need a new board member—Nomination Committee will discuss.**