**Greenfield Business Association Board Meeting**

November 13, 2023

Present: Hannah Rechtschaffen, Jane Kane, Daniel Piasecki, Garry Longe, Isaac Mass, Bill Baker, Judy Raper, Mik Mueller, Christian Laplante, Amy Britt

New Members: Mike Templeton, Hannah Logan and Mike Ekblom (Did introductions)

Jane made motion to accept Mike, Hannah and Mike onto the board. Garry seconded. All three accepted the nomination. Unanimous affirmative vote.

**Quick Survey**: (Hannah) Please put a profile picture on Slack. If you are new to Slack, Hannah is happy to orient you.

Email invites are problematic for people not on Gmail. Hannah L indicates there is a way to integrate calendars.

**Financial Reports:** Total income for this calendar year was $19,770. Expenses were $26,000 but we still have more income coming in. Membership list no longer includes those who became sponsors. (But they ARE still members—just at an elevated level). Isaac presented concern regarding income vs expenses, and the lack of a balanced budget.

Hannah talked about how she isn’t able to focus enough on building membership and would like that to be more of her focus so that we could work toward our goal of a full- time director. She would like to see us get away from some of the events we have historically been involved with and spend more time on events that actually drive business. Why is there no arts and culture driver in a city this size?

Mik shared that GBA has been doing Jingle Fest for a few decades. Vintage Fest is more recent and why we are owning the event is not clear.

What is the follow up going to be from the Jingle Fest cards? Those are intended to be a lead up to our January membership drive.

**Committee Reports:**

Executive committee is meeting following this meeting.

(I had audio issues for a bit here so there’s a gap).

Mike would like to join the finance committee.

Marketing: Weekly radio show that lasts five minutes is challenging to come up with. Business feature of the week? It’s also difficult to get people to the studio early for such a short show. We need a business to sponsor this.

Had a good meeting with the Recorder re: in kind marketing program (3 major events)

Street Scapes: Amy had a conversation with the DPW. They can only put garlands up on the weekends. Bill suggested we fluff and hang at the same time. Mik pointed out how many bags there are and how long it has taken us historically. The place they are currently stored is problematic. Isaac offered space in the second floor of the theater.

Events Committee: Jingle Fest is moving forward. Tree Lighting on 12/1. Twice as Smart will be performing. Co-op is doing hot chocolate. Pushkin is happening the weekend after Jingle Fest. We are doing a community oriented pop up from 11am-5pm in the Pushkin—it will be promoting local business/winter happenings. Santa will be at the theater. Free showing of Christmas Carol at 10am.

**Director’s Report:** We will be having a board retreat in January. This would not be a dinner, but a 4 hour block of time in a space where we have a way to record what we are talking about. We have some marketing things that are not moving at the moment. Read through the report (we are out of time)☺