**Greenfield Business Association Meeting**

December 11, 2023

Present: Hannah, Judy, Mik, Isaac, Garry, Mike E., Amy, Mike T., Amy, Lisa, Bill, Danielle, Christian

Minutes from September, October and November were approved

**Director’s Report:**

Hannah has a lot of data from the eight months. We are in the budget process. Have now formed a finance sub committee that will meet 12/14 to look at the budget. Will be presented to full board in January. The January board meeting will have to be rescheduled. That meeting will be to review Hannah’s EOY report.

The membership drive has begun. That went out to renewals and lapsed members/renewals as well as active cultivation list. Cultivation is anyone that we have connected with (bought a star, came to an event etc.). The next mailing list will go out via email (600 businesses). Not sure yet if we will do a physical mailing. This list will go around to everyone on the board in preparation for the next layer of membership drive.

Four active sponsorship asks are out there (Franklin First, McGovern, Coca Cola, M & T) New sponsor is ProsperiTea Planning)

City of Greenfield has new leadership coming in. New mayor has been contacted. Hannah assumes she will continue with monthly meetings.

Vintage Days-Will be addressed in annual report. If we decide to continue we would need more lead time to ensure expenses are covered by sponsorships. But there was success – put us in front of Hampshire Co audiences, gained confidence in our ability to execute, attracted three new board members.

Hannah and Jessye Dean are meeting about possibly having a meal/training on creative placemaking. Did promotion together on radio for Jingle Fest. There is a new marketing professional at the chamber. Hannah has a meeting with her later today. She’s interested in connecting more with GBA.

**Board Retreat**—We will come with a time via email.

**MBI Grant-**The city did not receive an Urban Agenda grant this past year. What the city did receive was a $25000 consulting grant to take a look at all of the entities in Greenfield that are part of facilitating Arts and Culture. What does arts and culture mean to the success of Greenfield? Numerous partners will be having a consultant led conversation (it is downtown focused due to the nature of the grant).

**Plum is leaving and moving to Noho-** Hannah talked with Tim Fiske re: why they are moving. Their narrative will be a positive one—for them to keep a footprint on Main St they had to choose between their two businesses. (Behind the scenes they are frustrated with the negativity).

**Finance Reports** went out to the board. There were no questions. Hannah and Jane met about budget. (As mentioned previously will be presented to board). Need to look at worker’s comp insurance.

**Membership:** A member has been inquiring about the welcome bag (information related to this topic was previously covered)

**Street Scapes:** Mik shared the map for stars and garlands (which he built from the originals). Four of the stars came in through sponsorship—where things stand right now we would bring in $11,000. (For next year: need a clear SOP for how this happens. Making sure DPW and Palmeri anticipate this every year). Businesses really love the stars. They may not consider membership, but are passionate about having stars (how do we pull them in further)?

We should be having a conversation with the DPW now about the hearts.