

GBA March Meeting Minutes

Monday, March 11, 2024

Start Time: 1:34 PM

Attendees (12): Hannah Rechtschaffen (Director), Mik Muller (Montague WebWorks), Isaac Mass, Mike Ekblom, Matt Allen, Daniel Piasecki, Judy Raper, Amy Cahillane, Garry Longe, Christian LaPlante

Motion by Mik Muller so-moved to accept minutes of the December & February meetings

- December & February minute documents are linked on GBA website
- Matt Allen – Regional MassHires formerly Regional Employment Board
- Allen recommended by Hannah and Mick
- Unanimous acceptance of Matt Allen into the board of directors

Director's Report by Hannah

paraphrased

9:12-22:43

Topic #1: GBA making public stance about Starbucks

Topic #2: GBA supporting non local chains

- Mik - less inclined to large chains coming in and displacing
- Dan P. - thinks we should focus on larger chains, makes point that there are independently owned Starbucks
- Mike - thinks we are not in the business of “picking and choosing” what businesses are in Greenfield, all economic activity is welcome
- Judy- we should welcome Starbucks and find ways to use their presence in town for the good of local businesses
- Isaac- we are not getting national brands as members, so it would be helpful for us to reach out to some bigger companies (especially franchisees)
- Hannah – public stance: fairly neutral
 - Larger corporations (not locally owned franchises) have difficulty getting sign-off on membership, but have an easier time giving sponsor \$ to things, can attract tourists, may help better wayfinding down at the rotary
 - Planning board decided to table their decision on Starbucks until their next meeting
 - Aldi's going behind McDonald's
 - Plans to re-do traffic flow due to Aldi's
- Isaac suggests round-table conversation of business on that side of rotary (who will be most effected by any traffic concerns)

22:44-36:07

- Hannah: Listening Session with new mayoral admin Tuesday March 26 @ 5pm to engage business community

https://docs.google.com/forms/d/e/1FAIpQLSeIHkXquBxow_POwJaB-ml13NwwMcACVok62ldG6ZQnmwQSCQ/viewform

- GBA, The Chamber, and the city are working together on shape of that program
- Round tables will be ongoing opportunities
- Isaac: What is GBA's role related to this?
 - It is a partnership between all 3 roles, city wanted to take the lead on it, GBA conducting outreach, city will facilitate it. Can GBA solicit membership at this event?

Saturday March 30th 10AM-1PM @ The Common – Lamppost Cleanup Event with DPW

- Kicking off Earth month in April
- Poles will have QR code for people to post on VisitGreenfield, includes list of all physical places allowed to put posters in Greenfield
- VisitGreenfield will point back to GBA website

Finance Report

36:08-

- Profit loss for January & February in the black (green)
- Operating budget is updated
- Need to focus on memberships
- Potentially having phone bank day with board, businesses response for those who have received calls is positive
- Non-member outreach is current via email/phone
- Discuss at next meeting outreach goals
- 20 members a month between now and June to hit target of 160
- Currently 13 renewals in February
- 77 current members paid
- Suggested by Isaac for next year: Incentives for people to get renewals done on time

Outreach Master List

https://docs.google.com/spreadsheets/d/1xZDMdACqw7e1RwkNtBKHYszzSu_uXrZq/e/dit?usp=sharing&oid=105579334985715094151&rtpof=true&sd=true

- Mik has been updating mailing list of 1,250 business addresses in Greenfield, 400 left to complete – requests one or two people to help with this task in April
- Postcard outreach in June

https://docs.google.com/spreadsheets/d/15CjBCCqEvNg-WNLYPmeG44DJr_L5B331573Y1W_2Pjk/edit?usp=sharing

- Complaint about business that is a member of ours?
 - Suggestion to give complaint quietly to business

Marketing

- Chamber is doing more video coverage of businesses (not only Greenfield based)
 - Marketing/social media intern – Hannah has had a conversation with two people at GCC, still moving in direction of having an intern
 - Find a sponsor to cover costs of the intern?
 - Matt Allen may be able to help recruit an intern (possibly during the summer)
 - GCC Foundation to pay intern – possibly in Fall semester
 - Radio spots are underway, premiered on March 5th - Tuesday mornings around 7:50 Bear Country – GBA: “Find it in Greenfield” series
 - Hannah recorded on podcast Business West, posting on website – send content to them for your business
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- Mik & Dan can help Hannah hanging garlands

Motion by Mik approved: Purchasing new garland and lights for 120 poles

Save the Date: GBA Roundtable 4/30 5 PM location possibly Greenspace

- **Topic: Beautification of Greenfield**

Save the Date: GBA Local Business Showcase 5/30

- Chamber breakfast 4/22