

## **Greenfield Business Association Meeting, May 13, 2024**

Present: Hannah, Lisa, Mik, Judy, Garry, Isaac, Amy C, Caitlin, Jane, Matt, Christian, Mike E, Daniel, Amy B, Matt, Bill

Notion was made to accept March/April minutes: Motion passed

**Director's Report-** Bookkeeper situation update- For now Hannah, Donna and Jane will share the responsibilities to save some money. The "Visit Greenfield" website will be pushed to business owners as the best way to share information. GBA website will be more business facing. Members will be getting window decals. Those who are members will indicate they are members. Isaac expressed concern regarding the way in which they are being funded (the city is paying for those who are not GBA members). Hannah indicated we are looking to get our name out however we can, and it's unlikely that many members would drop their membership (requiring a change in decal). She also talked about the importance of partnering with the city.

Hannah stressed the importance of valuing the Visit Greenfield website. Everything they are doing is good for businesses and attracting tourists/visitors. Some members think we should be putting more about our events on our website.

Outcome of discussion: The city will print decals and GBA will not contribute financially and no decals will mention GBA membership. (This was a very lengthy discussion; didn't seem necessary to include the entire back and forth).

April round table was successful. 15 people attended. It was focused on downtown beautification. Effort is being resurrected for purposes of putting flower barrels in front of businesses. Blooming Greenfield is the name of the effort. (Kathleen is the responsible volunteer). The cost is \$75 per business owner (and Kathleen /volunteers will take care of it on an ongoing basis). There was a request that the roundtable happen monthly.

A meeting happened among owners of vintage related businesses to talk about Vintage Days. There is a lot of interest in helping with planning. The next meeting is June 17<sup>th</sup>. Vintage Days will take place the holiday weekend in October.

PRIDE committee reached out to see if we could encourage business owners to do some window decorating. The Meltdown committee is interested in collaborating next year. (Helping to get businesses on the map they use). Ben is pursuing grants to do a series called "Off the Common".

Hannah is having some challenges related to balancing growing value and trying to recruit new members. If anyone has time to support the work of the membership committee (i.e.-doing targeted outreach) please do so.

We are not doing a membership event at the end of May as the timing did not feel right.

Our next meeting is the annual meeting. We will be electing new officers. It will occur on zoom. We will also figure out a get together for membership.

**Finance Report:** No meeting this month. No report went out this month because there is a discrepancy between the bank account amount and Wave. The meeting schedule changed to ensure delivery of info at board meetings.

We currently have a full board.

**Membership committee**—working on postcard drive. Some new sponsorships have come in compensating financially for not meeting member goal.

**Marketing committee**-Reminded people to make phone calls for membership drive. Discussed postcard design. Monday June 3<sup>rd</sup> is deadline to have them ready to go.

**Streetscapes**-Light poles have been painted since last meeting and they look great. (YMCA provided labor).

(Events have already been covered).

Next roundtable event will end with some sort of mingling session.

Elections happen next meeting.

Amy was asked if she was interested in the presidency. Daniel is interested in executive board. The idea of co-president was floated. The idea that the VP and President would work as co-presidents was also proposed.

Interested parties should approach Hannah between now and next meeting.