

Greenfield Business Association Meeting, June 10th, 2024

Present: Amy Britt, Garry Longe, Isaac Mass, Daniel Piasecki, Lisa Granger, Mike Ekblom, Caitlin von Schmidt, Matt Allen, Amy Cahillane, Mik Muller, Bill Baker

Meeting called to order at 1:36PM.

Motion made to accept May 2024 minute with no edits/motion passed.

Elections:

- Motion made to re-elect 5 people back to the board: Garry, Isaac, Mik, Judy and Bill/motion passed.
- Motion made to re-elect Judy as Secretary and Jane as Treasurer for two-year terms/motion passed.
- After some discussion, a motion was made to amend the bylaws/Section 3 to read “at the option of the board of directors, the Vice President could be considered as Co-President, and may be elected as such”
- Motion made to elect Amy Cahillane as President and Daniel Piasecki as Co-President, both two-year terms/motion passed.

Director’s report:

- Membership outreach-postcards have gone out to local businesses/follow-ups needed
- Recorder providing the GBA with some weekly and monthly brand advertising spots, one will require sponsorships and the other we are being given in-kind.
- FRCOG will be rolling out a new “bike friendly” business campaign/working toward having something online regarding bike-friendly businesses, the GBA will act as an ally for FRCOG to promote this.
- This is the last month of the MA downtown initiative grant-will be receiving a report on how all entities intend to work effectively moving forward-ongoing monthly meetings to support each other.
- Discussed the space available to the GBA for lease on Main Street. This dedicated space would allow us to host meetings, community engagement classes and workshops, act as a hub for interns and provide us with a downtown presence. Discussed sponsorship needed to help offset the cost. Hannah was granted permission to approach Tim Grader about a 1-year lease with the option to renew at the same price.

Finance Report:

- Discussed back taxes of \$1,192 owed that are due on 06/13/2024. Likely the amount owed would be refunded to the GBA in the future. Hannah asked for assistance making the payment through the IRS website. Isaac offered to assist.

Board updates:

- Amy Britt has left the board, and we are looking to fill that board seat. Mik has a possible candidate in mind and will follow up with that individual.

Committee Reports:

- Executive Committee: Updates made for newly elected/renewed board officers.
- Finance Committee: Board phone banking, Hannah shared the idea of doing phone banking together via zoom.
- Membership Committee: Postcards have gone out as part of our membership drive. Also discussed touching base with members to see if assistance is needed.
- Marketing Committee: Nothing to report.
- Streetscapes Committee: Focused on next steps for light poles and looking to the holiday season.
- Events Committee: Planning for softball tournament this summer/will be meeting next week. Isaac mentioned that September is “Stephen King Month”. There will be plenty of cross-promotion opportunities for businesses. Hannah will add it to the newsletter.

The marketing and membership committee meetings will be combined this month.

Meeting adjourned at 3:02PM.