**August 12, 2024**

**Greenfield Business Association Board Meeting**

Present: Hannah, Judy, Amy C, Mik, Isaac, Jane, Christian, Caitlin, Lisa, Matt, Garry, Mike T

**Approval of Minutes from July:** Mik moved to approve. All approved.

**Finance Report:** The form was filed in 2022 when it should have been filed in 2021. They are charging us $1900 in late fees. We are appealing. It will take 30-60 days to appeal, and someone seems to think we have a case (due to COVID). We had no tax liability.

The updated finance report was circulated. No questions.

We need to take a board vote that our new officers are added as signers on our GSB account. Garry made the suggestion that all previous signatories are removed. Mik and Bill are coming off.

A motion was made by Isaac Mass to take off the signers listed above and add the new signatories while keeping those who were already on. Those who are still on (and added) as signers include: Hannah Rechtschaffen, Judy Raper, Amy Callihan, Dan Piasecki and Jane Kane.

We have a little over $21,000 in the bank.

**Committee Reports:**

**Membership:** There has been a suggestion to pull folks in to make calls and pay them commission style. Hannah is currently reaching out to Dave Brown to talk about internships. Membership/marketing meeting is happening Wednesday morning. Membership numbers are at 95. There are some in there that are up for renewal. Personal conversations are working best which is no surprise.

Soliciting for stars: It is hard to sell both lamppost signs and membership at the same time. We should consider a sub-committee that focused on the lamppost signs. This would help ensure Hannah’s outreach is not always assumed to be a money ask.

**Visit Greenfield Site:** Hannah will be encouraging businesses to use this site. Regional Tourism Council/us will really be able to market that site when people start using it more. We will be signing an MOU with the City of Greenfield regarding that site.

**Events:** We have a group of engaged businesses for Vintage Days.Amy and Hannah will be sending out an invite to register activities that businesses are doing. Softball tournament is 9/28. Judy is waiting to hear back from Grady re: the YMCA for the dance on 10/11 (for Vintage Days)

Our upcoming round tables are **Monday August 19th** 5:30pm at Arts Space, **September 24th** wat the Co-op community room. The second will be to discuss the sub- station (and) **Thursday, October 24th** at Four Phantoms. It will be right before trivia (about Well St corridor). Tentatively we will hold one sometime in November regarding the High St corridor.

Jingle Fest is coming up as well. The Pushkin market will happen that weekend. We might do a window decorating contest, and have costumed characters downtown.

**Street Scapes**—Updates on garlands- Pole wraps $4300 for 37 of them without lights. If we buy their lights it is $1600. Shipping comes to $300 with everything. We will have to wrap the lights. Mik will go back and ask how many we could get for the same price if they put the lights on themselves. Bill expressed they should put the lights on. We’ve already agreed to spend around $6000 on them. Garry made a motion to bump that to $6500. Kaitlin seconds. Motion passes.

**Director’s Report-**Will continue to send this out ahead of board meeting. Hannah is in new space—needs a little work, but it’s coming along. Focus will be on becoming a full- time organization. Hannah will continue focusing on sponsorship. Leads or thoughts on $5000 sponsorship-send Hannah’s way. Trying to move toward a full- time membership could be a motivator. Trouble is willing to write a capacity building grant for us as a trade off for membership. We are pulling back together the nominating committee soon. An ongoing list of potential board members will be put together by this group.

Randy Aames is interested in helping a few businesses have big holiday light displays.

Hannah and Max Fripp are working on a proposal for entrepreneurship training for GCC businesses with help from funding from GCC. This would be open to GCC students and hopefully planned by a GCC intern.