

ZOOM Attendance: Mik Muller, Bill Baker, MJ Adams, Lucinda Kidder, Penny Ricketts, Bob Sunderland, David Russell, Sharon Cross, Jeremy Goldsher; Notes, Rachel Roberts

Items:

1. Check-in: Who's open/who's not? How is everyone doing?
 - "Round Robin" with each attendee sharing personal and business reflections
2. March 10 Minutes
 - Mik motioned to accept minutes; MJ seconded; Motion approved
3. Finance Update
 - Where do we stand with the Chamber?
 - Impression is the Chamber is supportive of a Chamber/GBA split and they seem willing to help as they can to facilitate it
 - We should start to move on to a completely separate entity
 - Progress is being made with the financial split of our accounts; still a work in progress as many of our service structure is still integrated
 - Bill and/or Rachel will continue to work with Chamber to move forward with separation
 - Should we retain our office space at the Chamber or consider moving? Is now the time?
 - The GBA has been offered a grant from GCC, in conjunction with the Greenspace CoWork, for an open seating membership for one year starting May 1 at no charge (a \$1,500 value over the 12 months). Greenspace CoWork will make space for a medium-size filing cabinet in the work space for GBA necessary on-hand materials; and the possibility of other storage outside of the work space
 - Rachel was asked if the space could accommodate the GBA's needs; she believes it would with the storage modification
 - Concern over phone contact was raised
 - Rachel doesn't want her cell phone to be the GBA number
 - The GBA currently uses the Chamber phone line
 - Will the Chamber allow us to still work with the Chamber's number and Marian?
 - The Chamber has an answering "machine" that GBA currently uses that can be remotely accessed
 - We wonder if we could forward that service to Rachel's cell when that works for her (business hours)
 - Rachel and Bill will connect with Diana about the phone
 - Concern over GBA signage and mailbox
 - Jeremy (Greenspace CoWork) shared that there is space on the entry of the 278 Main St for signage
 - Jeremy shared the CoWork space has a mail system that the GBA can be part of

- After much discussion, the decision to move was placed on hold until the next BOD meeting to await developing spaces with Greenspace, phone discussion with the Chamber -- However, it was generally agreed this was a good option and to move forward with the new location at the CoWork space

4. Membership Committee Update

- Should we be invoicing for membership dues at this time?
 - We will continue to invoice (which has been on hold since the beginning of February) with a note of understanding prominently placed to indicate that payment is appreciated but that membership fee payment can be flexible in these challenging times
- Can we start a “phone/email tree” to check-in with member businesses?
 - The group thought calls may be distracting
 - An email letter with GBA Covid response will be drafted by Rachel to communicate with our member businesses what GBA is doing to help in these times and encouraging businesses in need reach out - a “we’re here” email
- How can we support GFD’s businesses in the pandemic?
 - What’s Open List
 - Getting lots of business availability posts
 - Still working on getting the word out about it
 - In Recorder today and on 4/16
 - On Channel 22 report last week
 - On the City of Greenfield’s COVID resource page
 - Challenge is keeping info up to date - businesses don’t email changes in their activity (anything Rachel sees online is edited)
 - Reposts on FB
 - Rachel has spent a little time each day spreading the FB news about any Gfd business on our FB page
 - Getting much more “travel” on our FB page because of it

NEW IDEAS

- ZOOM Business Forums with specific focus (varied) for business benefits, resources, discussions
 - Will reach out to other Greenfield groups to co-coordinate or make sure we aren't overlapping efforts
 - First one will look at resources available to businesses like the PPP
 - Other topics include: A Mindful Reset of our city business landscape - helping the community create what they want our future business community to “look” like; Outside of the Box idea share - what can businesses creativity do to increase their business; Gig Economy resources; Using social media/Zoom to highlight what a business does; Business-to-Business connections to coordinate resource use, collaboration on business projects, create shared incentive initiatives - how can we help each other?
 - MJ, Rachel, Penny, Jeremy
- Coordinated “buying” for new COVID high demand needs: masks, gloves, thermometers, rubber gloves, hand sanitizer
 - Bill, David, Jeremy, Penny
- Rent options? Reach out to landlords (Landlords Business Association), banks, individual landlords to start a discussion about what possibilities are available to renters

- Rachel, Jeremy, Penny
 - Discussed ideas that may be best in the future - How do we help businesses move towards a long-term new normal?
5. Event Planning Discussion
- Annual Meeting in June
 - Will keep on 6/9 but run online
 - #GreenfieldRocks Update
 - Pause work on this until we know more about future COVID restrictions
 - Bee Fest activities
 - Pause work on this until we know more about future COVID restrictions
6. visitgreenfieldma.com Update
- work paused
 - Mik will look into getting access to the Analytics of this site (and the GBA webpage)
7. Other: Updates/Business
- How do we finance GBA to coordinate all of these ideas/services?
 - Will set-up a “donate” button to attach to everything we are connected with - Zoom forums, coordinated buying, general webpage, What’s Open page, FB
 - We need to get big PR for the things we’re pulling together: press releases, webpage, FB, emails
 - Can we post on the city digital billboard outside of City Hall?

Adjourned 10:30 AM

NEXT MEETING - Tuesday, May 12, 2020 at 8:30 am

TBD: 239 Main St (Rear) or ZOOM: <https://zoom.us/j/7093692888>

The mission of the GBA is to promote the economic and civic vitality of the Greenfield business community. To encourage a unified revitalization effort among all segments of the community in order to foster a community of businesses for an economically sound future in Greenfield.