

---

ZOOM Attendance: Mik Muller, Bill Baker, MJ Adams, Lucinda Kidder, Penny Ricketts, Bob Sunderland, David Russell, Sharon Cross, Jeremy Goldsher, Kriste Joy, Ben Goldsher; Guests, Victoria Tubbs, Kate McGregor; Notes, Rachel Roberts

---

### Items:

#### 1. Welcome & Update - Bill Baker

- Bill thanked the all-volunteer board for their hard work over the past year and reflected that over the past two years the GBA has accomplished a lot!

#### 2. Elections

- Officers:
  - President - Mik Muller
    - David motioned to accept Mik's nomination to President; Penny seconded. Motion approved
  - Clerk - Sharon Cross
    - Mik motioned to accept Sharon's nomination to Clerk; Penny seconded. Motion approved
  - Treasurer - re-elect: David Russell
    - Penny motioned to accept David's re-election to Treasurer; Mik seconded. Motion approved
- Directors:
  - Board proposes:
    - Bob Sunderland, YMCA, *retired*
      - Penny motioned to re-elect Bob; Mik seconded. Motion approved
    - MJ Adams, Mayor Appointee.
      - Mik motioned to accept MJ's appointment; Lucinda seconded. Motion approved
    - Lucinda Kidder, Silverthorne Theater Company.
      - Mik motioned to confirm the Board's mid-term election of Lucinda; David seconded. Motion approved
    - Sharon Cross, WHAI/Bear Country.
      - Penny motioned to confirm the Board's mid-term election of Sharon; Mik seconded. Motion approved
    - Penny Ricketts, Council Appointee.
      - Mik motioned to confirm the Board's mid-term acceptance of Penny's appointment to the BOD; Sharon seconded. Motion approved
  - Open positions (4)
    - Call for nominations was issued. No nominations offered. Four positions remain open.

#### 3. 2019 Report - Bill Baker

- Bill reviewed 2019-2020's events and programs including: Business Showcase (fall 2019), Trick or Treat with the Rec Dept (Oct '19), Jingle Fest (Dec '19), Holiday Lights and its extension to collaborate with the city (winter '19), upkeep of visitgreenfieldma.com in conjunction with the

city, Zoom Forums with Jeremy from Greenspace CoWork (winter/spring '20), solar energy discount program (summer/fall '19), our advocating for businesses with media interviews, speaking at forums, gaining programming grants, webpage and Facebook posting

- Bill reported on our finances “in the black” and we are financially sound as we work towards independence from the Franklin County Chamber of Commerce
  - Additional revenue sources for 2020-21 could come from:
    - Solar energy discount program
    - Buying “club” for member business on COVID-19 supplies or in-demand items
  - GBA will need to get Quickbooks to work on our accounting as we separate from the FCCC
    - Bill would use with a new account for GBA
    - Lucinda referred TechSoup as a resource for less expensive membership for Quickbooks
    - Additional money will be needed to register GBA as a business and get our 501c6 designation

#### 4. 2020 Goals - Rachel Roberts

- Rachel reviewed what the GBA is currently working on for the following year including:
  - We moved! As part of our separation from the Franklin County Chamber of Commerce, we have moved from their office suite to the Greenspace CoWork office space at 278 Main St. The move is still ongoing but to be completed as soon as possible
  - #GreenfieldRocks on July 10-12 which is promoting this hashtag on various online social platforms and signage around town
    - Businesses Rachel contacted recently still like the idea but are unsure of their participation at this time
    - This would include our luminantion grant supported event if we go forward
  - Halloween - we will participate and support the Rec Dept with this event however they move forward with it
  - Holiday Lights - we will host lamppost sponsorships again this year and coordinate with the city for lighting the Common and maybe additional areas
  - Recorder Advertisement - our plan with the Recorder is to stop offering this member incentive on a monthly basis with the fiscal year (June 2020), however, if there is continued interest from the membership we can continue it
    - To be discussed further
  - visitgreenfieldma.com and the GBA website and Facebook pages are a source of community information and will be continue to be managed
  - Buying Club - we are looking into a cooperative buying opportunity for member business for COVID-19 supplies an in demand items
  - Solar Energy Discount Program - If there are spaces available, we will continue to support this program by contacting Greenfield businesses
- Rachel asked MJ to share what the city has been working on for the business community
  - MJ mentioned:
    - Micro-Enterprise grants with managed by the FC CDC (go to their website for specific information)
      - Grants support businesses with 5 or less employees (and other requirements) for \$5,000 --and small businesses with greater than 5 employees (and other requirements) for \$10,000
    - The city is looking for additional ways to support businesses downtown by making adaptations to the regulatory processes where they can
    - The city and FC CDC continue to monitor the PPP and PUA programs to help local businesses benefit from those broader relief programs

5. Open Comments

- Meeting attendees shared interpretations of the local business environment and discussed how to support new business opportunities

Adjourned at 9:30 AM

**NEXT MEETING - Tuesday, July 14, 2020 at 8:30 am**  
**239 Main St (Rear) or ZOOM: <https://zoom.us/j/7093692888>**  
**Open to all members**