

ZOOM Attendance: Mik Muller, Lucinda Kidder, Bob Sunderland, Sharon Cross, David Russell, Bill Baker, Penny Ricketts, MJ Adams, Kara Younger; Guest, Isaac Mass; Notes, Rachel Roberts

Items:

1. December 8 Meeting Minutes
 - MJ motioned to accept minutes; Lucinda seconded. Motion approved. David abstained.
2. Finance Update
 - Rachel shared total finances for the close of 2020 and noted a few upcoming expenses to give everyone a sense of the budget for the upcoming year
 - Mass Grant Update
 - Rachel shared the the news that two additional businesses were supported through the grant's crowdfunding in December
 - In a discussion with Mass Development, Rachel learned the grant dates for crowdfunding have been extended and suggested it as one way to continue working to give local businesses financial assistance. A second option is to close the grant and reapply which rests on whether we'd be accepted and still has the same closing date. The GBA can reapply for the grant after the crowdfunding goal is reached, if desired.
 - After discussion, a motion was made to continue the crowdfunding on our current grant. Motion passed unanimously.
3. Holiday Light Sponsorship
 - Rachel shared the success of sponsorship; 75 sponsored posts and businesses wanting more
 - Help nudging the 4 businesses that still need to pay their sponsorship was requested; Rachel will let BOD know in an email which businesses they are
 - A suggestion was made to encourage early -- as in now -- sponsorship for next year. Rachel will pursue the idea.
 - Rachel asked if with all of the extra work for this season the GBA members did if they still wanted to do it the same way next year and all present indicated they do. Rachel will connect with City and Nan about it.
 - Rachel also shared the challenge of the glued backing on the stars. They will not be glued in the future. It was also noted that the stars need to be placed higher on the posts so people can not easily reach them.
 - Posts will be taken down after the city's Winter Carnival weekend by the DPW in conjunction with their tree lighting removal. Post materials will be stored at Freedom Credit Union.
4. Planning discussion for 2021
 - Penny's suggestion
 - Penny's suggestion was screen shared and discussed
 - The concept of "Rediscover Greenfield" was discussed positively but there was hesitation on when people would really be comfortable getting out and about. Many suggestions that follow in bullet three are a combination of ideas generated by Penny's list and ideas sparked from conversation (please see "Freeform Idea Share" below)

- Amy's suggestion
 - Amy's suggestion needed more clarity once shared which Mik provided. It was discussed but the group recognized it might need more investment and infrastructure than we can accommodate.
 - However, the idea of a Bingo activity got the group discussing scavenger hunts and other ticketed events
- Freeform Idea Share
 - Bee Week: Garden could show "The Bee Movie" and serve as a place to give out the Bee Scavenger Hunt tickets
 - Maybe have contestants buy tickets to win a prize
 - Ask participants to photo themselves in business with bee and share on social media with a tag to businesses and contest
 - Maybe connect our participation to food insecurity help
 - Shared Street Grants: apply for a pedestrian corridor somewhere (MJ shared the city's plans for the Common replanning)
 - Increase membership: need to find ways to increase our benefits and relevance
 - Collaborate with GCC for student/business connections, internships
 - Look to the collaborate with the Tech School for student/business internships
 - Monthly newsletter: email to members or do we also put in the Recorder highlighting members
 - Vaccinations: Until our population is safe, businesses will continue to struggle. How can we help the community and government get the vaccinations out? We could coordinate with businesses to offer assistance or inexpensive incentives to people who get vaccinated -- show your "I got vaccinated" sticker for a free cup of coffee, etc -- or host (volunteer at) a vaccination clinic
 - Maybe highlight how the GBA is provides a service to Greenfield
 - Use our own social media to share--it makes a difference
 - Showcase: When? Aug/Sept when it may be safer or June/July when it can help upstart the businesses again?
 - Dino Fest: Is there a way to capitalize on our dinosaur fame? Jonathan Mirin already runs one and maybe we can help broaden it?
 - Just Roots bike ride to support Food Insecurity: Can we do something like this or help them broaden it?
- Decisions?
 - After BOD looks over suggestions, they will be discussed at the February BOD meeting and a plan made for the year
- Additional materials:
 - Other suggestions came to Rachel after meeting which are shared below

5. Scheduling

- Rachel announced her absence for the next scheduled BOD meeting
 - Group decided to postpone the next meeting to Wednesday, 2/10, 8:30 am.

NEXT MEETING - Wednesday, February 10, 2021 at 8:30 am

ZOOM: <https://zoom.us/j/7093692888>

Open to all members

Adjourned at 9:39 AM

Additional Suggestions

1. Could we find a grant to help businesses inside?
 - Ionizers are expensive but could help with air circulation enough to allow businesses that are not housed in building with new air systems or are renting to open up their spaces
2. Legislation:
 - Does the GBA want to help get relief for small businesses through legislative lobbying? How do we decide where to put our lobbying efforts?
3. Look back to our Mission Statement -- it covers who we are and what we want to accomplish
4. Holiday Light decorations:
 - Start to slowly purchase new garland. Does not have to be a lot of garland just some each year going forward
 - Replace the bows. Most of the bows are tired and do need to be replaced
5. We need to look at what we have for brochures or any type of written docs on the GBA and revise them if needed.
6. Assist with the downtown trick or treating- however that may look this year.
7. Revive committees- what we have and what we need? We have a good group of board members now we should look into starting up committees again. Finance, membership, events, website, etc.? Everyone is required to help out on events- but it is helpful to have a committee along with Rachel that directs the rest of the board.
8. Holiday Lights:
 - Replace bulbs w new and brighter "bright white" LED lights

Penny's Suggestions

- I think we should have a theme all year like Rediscover Greenfield
- Encourage businesses that use social media like FB, we will help share those posts.
- In Rediscovering Greenfield, we can perhaps do trivia questions once a month. For example, name 2 other businesses that were located in the current Main Street Bar and Grille
- What did your Saturday look like in 1970 in Greenfield? I lived in Wendell but our family came to Mammoth Mart, ate at Corner Cupboard, and went to matinee at Garden Theater. Let's incorporate the past with today. How many shoe or clothing stores can you name?
- Once a month trivia put out by GBA would be fun. Name a big band that played at the armory? Current places are always known for something? Popular dish or best beverage. I think having a frame sign scavenger hunt or trivia question will get people out to various businesses.
- I wonder if we could encourage businesses to make brief videos and we can help promote or see if we can encourage some young folks interested in working with GCTV to do brief interviews.
- Marketing is key!! We are not budgeted to do marketing for businesses but we can look at our membership to see if we can partner folks to work together. The Garden was doing a great job of promoting a restaurant with a current movie.
- Fairgrounds light show was a huge success. We start thinking now of an entry we could pull off.

Amy McMahan's Idea (Mik transcribing)

As I understand it, these were your thoughts (with a little embellishment by me):

- Called "Poets Seat Passport" Franklin County's Crossroads Bingo Game
- Mobile app (or website) that uses QR Codes to drive a bingo-like game
- Each participating business gets a page with a QR Code
- Each participating business can donate a gift certificate or physical prize
- Each participating person gets an account and a virtual bingo card to fill via scanned QR Codes
- Bingo winners get prizes

- Weekly? Monthly?
- Occasional news / emails about upcoming promotions and events
- In conjunction with VisitGreenfieldMA.com?

Issues I see with this idea:

- Building the app or website to handle user accounts, random bingo cards, play by QR
- Hosting the app or website
- Maintenance of technology
- Management of project, including soliciting of businesses, tracking donations, tracking of games, and winners
- Longevity

Questions that may arise:

- Is it free for users to play?
- Is it free for businesses to participate?
- Who pays for development work and maintenance?
- Who manages the project, and do they get paid for their time?

Notes:

- The GBA does have money, but I'm not sure they'd be willing to foot the whole bill.
- Amy said: "I think all participating businesses should pay to be a part of it. What would be amazing is to get Treehouse Brewery (Charlton, MA) involved with the marketing and prizes. They have stated that they are interested in partnering with the surrounding communities."
- I added: "I think customer participants can only play if they make a purchase of at least \$10 from the participating business. They have to actually go in and buy something to be shown the QR Code."