

ZOOM Attendance: Mik Muller, Sharon Cross, Penny Ricketts, MJ Adams, Ben Goldsher, Jeremy Goldsher; Notes, Rachel Roberts

### Items:

1. January 12 Meeting Minutes
  - No quorum; postponed to next month
2. Finance Update
  - Mass Grant Update--Crowdfunding Re-Launch
    - Rachel briefly explained the crowdfunding for the grant should open again soon and asked for help promoting
3. Upcoming Events / Activities
  - Bee Fest collaborations
    - Rachel shared a potential collaboration with Bee Week organizers to promote the week with signs on lamp-posts throughout downtown; Group agreed Rachel should work to collaborate on this project for the GBA
    - Rachel also shared that the GBA will be running the Bee Scavenger Hunt, too
4. Planning discussion for 2021; continued
  - The rest of the meeting involved planning discussion highlighted below:
    - How about getting involved with DinoFest? It takes place in fall. How can we help?
    - Postpone the Showcase until September, but still do it
    - Look into purchasing the garlands etc while on sale (Rachel offered she has been pursuing this)
    - Generally like the idea Amy McMahan suggested but feel it's not something the GBA can do at this time; too much expense to do it well
    - Can we pretty-up downtown? Who do we connect with about flower boxes throughout downtown? Can we have flowers in the lane dividers?
    - Downtown Streetscape plaques; sponsored by businesses
    - What about a kiosk downtown? (with self-cleaning interactive screens)
    - Can we get ornaments through anyone that we don't need to order a bunch of but are sold through a site and they get some profit, like a CafePress type thing? What about masks?
    - Suggested we should find ways to help businesses with advertisements and promotions
      - A sub-committee of Mik, Jeremy, Ben and Rachel was formed to discuss ideas
      - videos of local businesses - what they're doing; highlight they're open
      - Budget? connect with GCTV?
      - The city has a Rapid Recovery consultant coming; maybe can help
      - The Coldwell Banker videos are a great example; simple, fun, promotion

**NEXT MEETING - Tuesday, March 9, 2021 at 8:30 am**

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

**Open to all members**

Adjourned at 9:30 AM

Suggestions from January

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."