

ZOOM Attendance: Mik Muller, Lucinda Kidder, MJ Adams, David Russell, Bob Sunderland, Ben Goldsher, Kriste Joy, Jeremy Goldsher; Notes, Rachel Roberts

Items:

1. April 13 Meeting Minutes
 - MJ motioned to accept minutes; Lucinda seconded. Motion approved.
2. Finance Update
 - Our finances are level from last month with the exception of the down-payment for half the holiday lighting order (around \$2K)
 - Mass Grant Update
 - Rachel reported we made our \$5K crowdfunding goal and have been matched with an additional \$5K from MassDevelopment for a total of over \$10K more to regrant. Patronicity money has already arrived in our account; MassDevelopment money will arrive at some point (takes time).
 - Grant applications are closed at this point. Round 2 was a competitive cycle: we had more grant applications than we could fund (showing the great need in our community for this type of support).
 - Grant committee met last week and after reviewing applications decided to give priority to businesses that we did not fund in Round 1 and then reduced the offerings to \$1100 a business for 8 businesses (to award an additional business). This brings the total awards to 18 businesses with the full \$20K from this grant. That's GREAT.
 - Rachel is writing to all applicants today to get their acceptance paperwork going for the award money to get out as quickly as possible. For reporting purposes, money needs to be awarded by May 31.
 - Rachel is in contact with Anita Fritz for a follow-up story with the Recorder
 - Excel/Wave update
 - Uploading our records to WAVE is a bit cumbersome so Rachel is importing a bit at a time (WAVE = online finance software that's free and has the reporting capabilities David wants); Rachel noted that the program allows for invoicing and other things which will make the time spent importing information worth it.
3. Sub-committee Updates
 - Marketing (Mik, Ben, Jeremy)
 - #DiscoverGreenfield video project (Mik, Ben)
 - These are 1-minute videos can be used to promote online (thru GCTV, individual businesses, our social media, etc)
 - Ben has most of the first video pulled together and filmed two other businesses
 - He is waiting on a new logo for the project from a Greenfield artist and music track from a Greenfield musician
 - We will have a BOD showing when they are ready; look for the email. We will begin marketing this as a membership benefit at the Annual Meeting
 - VisitMA website (Mik, MJ, Ben)

- A letter inquiring about the city/GBA roles sent to the Mayor; no response, yet
- Membership (Bill, Bob, Kara)
 - Rachel and Marian and she seem to a system to invoice business without “double” invoicing; invoices from each organization will make it possible to renew or join either; money will be moved back and forth between the Chamber and GBA depending on which gets payment for the dual memberships
 - Rachel has been mailing invoices to businesses that owe for FY21 (and FY20) and will email them as well by the end of the month.
 - After invoices are sent, Rachel will be connecting with the Membership Committee to help follow-up with businesses that are delinquent in payment for the 2020-21 (or FY21) year which will close June 30th.
- Annual Meeting (Mik, Judy, Lucinda)
 - Mik reported the committee is working with keeping the usual June meeting date, June 8th, but moving the timing to 5-6pm.
 - We looked into having it at GCC and using their tent, but Judy reported that could not happen. We will continue to look for other outside venues that can host up to 40 people.
 - The parking garage was suggested; probably too big and will need more planning than a place that already has drinks/restrooms available.
 - Ben mentioned that Hawks & Reed may be set-up for outside use by then. We will know more by 5/18.
 - MJ offered that the Common thru-way maybe be reconfigured by then allowing for more space near Hawks & Reed for the event
 - Rachel sent an invite to MJ asking if she or the Mayor would like to be the speaker for the event focusing on the city's recovery plans; Mayor Roxann has accepted the invitation to speak. Rachel noted this is a great opportunity for the city and GBA to show our collaboration and commitment to the city's recovery
- Holiday Lighting
 - Deposit has been issued for the Holiday Lighting and delivery will take place by early September directly to Freedom Credit Union/Kriste
 - Sponsorship acknowledgements still need to be determined; Rachel should be meeting with Nan soon to discuss stars if that's what we will continue to do this year
 - Rachel brought up that we'll need to decide if we want to extend the lamp posts we decorate out to the east/west increase the city is doing with the tree lighting. Do we spread out the 75 we typically do or use the “retiring” strands to expand?

4. Upcoming Events / Activities

- Bee Fest collaborations
 - Bee sponsorship is going well; 42 out of 66 bees sponsored so far. Bees will remain up until the beginning of September (thru the Franklin County Fair if it runs this year)
 - Scavenger Hunt: Rachel wants to run this event but still has to pull it together (no time!)

5. Other Updates / Business

- Showcase: MJ wondering if we will run this event. We hope to run it in September, maybe in the parking garage.
- GBA's office space: Jeremy shared the term of the grant that hosted the GBA at the Greenspace Co-Work ends this May. He and Rachel will discuss how to best accommodate the GBA in our

current space updating BOD as it comes together. In the meantime, he mentioned it would be great for Greenspace to be a sponsor of our activities.

- Rural Innovation and GCC: MJ mentioned the GCC work with its Rural Innovation project and will share that information with the BOD. She recommended we get more information from Judy.
- Rachel shared that Greenfield Savings Bank has offered the seed money for another matching grant to help restaurants. Rachel will launch after the MassDevelopment paperwork is wrapped up.
- Rachel also mentioned that she is in discussion with MassDevelopment for another grant to help businesses with signage (working in collaboration with city efforts). She will update the BOD as more develops.

Adjourned 9:16 AM

NEXT MEETING - ANNUAL MEETING - Open to all members

Tuesday, June 8, 2021 at 5:00-6:00 PM

In-person: Location TBD

Video Streaming: TBD