

ANNUAL MEETING MINUTES

Greenfield Business Association

June 29, 2021 | 5:00 pm
Hawks & Reed Performing Arts Center

Attendance: Open; Guest Speaker: Mayor Roxann Wedegartner; Notes, Judy Raper

Items:

1. Welcome

- Mik Muller welcomed all in attendance. He thanked Ben and Jeremy Goldsher for the space and Franklin First Credit Union for sponsoring GBA office space at Greenspace CoWork for 2021-22.

2. Election

- Mik reminded attendees that the Election of Board of Director members was ongoing throughout the meeting and to check-in with Rachel Roberts to get a ballot.
- Board of Directors election results:
 - Re-elected through 2023: Ben Goldsher, Bill Baker, Jeremy Goldsher, David Russell, Mik Muller, Kriste Joy
 - Newly elected: Anita Fritz, Isaac Mass
 - One BOD position remains vacant

3. GBA 2020-21 Review

- Mik mentioned various projects/programs sponsored and/or participated in by GBA that included:
 - Grant opportunities
 - Trick or treat in the park
 - Holiday Lights

4. Guest Speaker

- Mik welcomed and introduced Mayor Roxann Wedegartner and thanked her for the city's relationship with the GBA
- Mayor Roxanne Wedegartner
 - The Mayor began by discussing some of the things the city has done for local businesses including:
 - Redirecting CDBG funds to assist small businesses
 - \$228,000 was expended in forgivable loans to small businesses
 - There is still \$210,000 available for small businesses
 - Expanded use of city owned property for businesses to thrive during pandemic (i.e.-outdoor seating)
 - Advocacy to the state for funding 'to go' cocktail permits and extending outdoor dining
 - Lowered the price of monthly parking passes for all lots
 - Created new 15-minute parking spots
 - Funded wheelchair lift for Garden Cinema
 - Worked with GBA on matching grant for restaurants
 - Reinvested in lighting for holidays
 - She mentioned the pilot program at Court Square as a pedestrian walkway with artwork, plants, outdoor seating
 - She shared that the Downtown business and market analysis has been completed.

- The Mayor welcomed Rachael Katz to speak about the bee fest sculptures including a more seamless way of blending digital and real world by using QR code cards for scanning the bees and gaining information about the bee and the overall project.
- The Mayor closed by asking anyone with ideas to hasten the city's recovery to contact MJ Adams or the Mayor's Office.

5. New Project for 2021-22

- Mik shared the launching of a new crowdfunding grant with matching funds from Greenfield Savings Bank to bring \$5000 to Greenfield businesses
- Mik described the #DiscoverGreenfield video series and welcomed Ben Goldsher to talk about the project
 - Ben showed 4 one minute videos he created highlighting four local businesses

6. Closing

- Mik thanked people for coming and reminded people to cast their election ballots before leaving.

Adjourned 6 PM

NEXT MEETING - Open to all members
Tuesday, July 13, 2021 at 8:30 AM
In-person: Location TBD
Video Streaming: TBD