

BOARD OF DIRECTORS MEETING MINUTES

Greenfield Business Association

THURSDAY, May 26, 2022 | 8:30 am ZOOM

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

Attendance: Mik Muller, Bill Baker, MJ Adams, Bob Sunderland, Kriste Joy, David Russell, Jeremy Goldsher; Guest, Garry Longe; Notes, Rachel Roberts

Items:

1. Minutes

- March 8
- April 12
- Bill motioned to accept both minutes; Kriste seconded. Motion approved.

2. Finance

- Kriste explained the Executive Committee met with Rachel to discuss hiring a bookkeeper. Rachel recommended Donna DuSell because she is already doing our payroll and very familiar with Wave, our online bookkeeping system. Further discussions of the Executive Committee on its own, led to drafting a contract for Donna DuSell for 20 hours of catch-up/clean-up time and 5 hours monthly of general bookkeeping including report making and tax/report filing with the appropriate government offices. Donna has accepted our offer and will begin working with Rachel to get Wave documents where they need to be to start her bookkeeping.
- It should be noted that our Board President, Mik Muller, is married to Donna DuSell and recused himself of all parts of the Executive Committee's discussions and work specifically regarding Donna.
- Kriste asked the board for its support of the Executive Committee's action on behalf of the board to hire Donna as our bookkeeper.
- Bill moved to hire Donna DuSell as our bookkeeper as described in contract (emailed separately to the Board for personnel reasons); MJ seconded. Motion passed with Mik abstaining.

3. Reports (on recent or current activities and events)

- MassHire Forum
 - Rachel shared that it was a very professional and informative session pulled together by MassHire with lots of resources shared. MJ suggested Rachel share the link for the session's recording with the Board. Rachel already planned to share "light" notes with the Board of the forum's content. It was discussed that Rachel share those notes with our membership. Rachel will run her notes past the MassHire crew for review before passing it out to all membership.

- Rachel noted that attendance was around 12-15 people including presenters and herself which is a typical number.
- Bee Fest Bee Sponsorships
 - Bees are posted throughout downtown. Rachel helps Bee Week folks with the bookkeeping/paperwork/coordination of the sponsorships for which the GBA receives \$15 per bee.
- Holiday Garlands
 - Garlands are in stock and ready to be shipped. Freedom Credit Union will receive and store them like last year. Rachel suggested starting fluffing earlier this year so it's not such a panic to get done before they need to be installed.

5. Upcoming Events / Activities

- Newsletter
 - Rachel shared Anita has stepped down from the board. It has been a challenge for her to anticipate her work schedule at the hospital or participate due to Covid. Anita hopes that at another time she can rejoin.
 - Mik worked with Rachel and Anita to develop a newsletter through our website. Rachel and Mik will continue with it and hope to get something out for July 1.
- Teen Day/Night
 - Rachel could not work on this while away so she proposed to start it in June (the last Friday). MJ shared that there is now an Arts Walk event on the last Fridays in Greenfield. Rachel will rework the calendar to pick a different Friday of the month. The board discussed the possibility of shops opening later on the two Friday evenings a month the arts and teen activities are happening, and there were positive and negative responses. However, there are some food and arts/music venues already open for evening hours and maybe that's enough. Rachel will reach out to businesses to encourage opening anyway and maybe some will give it a try.
- Annual Meeting
 - It will be held the same day as our usually scheduled board meeting but at 5:30-6:30 pm instead. So it will be June 14 at 5:30-6:30 pm at Greenspace CoWork (where the GBA office is housed).
 - It will include the elections/reelections of board members: Judy, Kara, Bob if they chose to continue (Penni and MJ will need to be re-appointed). Others can be nominated at the meeting or before (email Rachel with your suggestions). Rachel and Mik are reaching out to several prospective members as well.
 - We hope to have munchies and drinks. Rachel is still working on that.
 - Rachael Katz will be our speaker to discuss the Hive Maker Space Re-opening and what it brings to downtown Greenfield.

6. Ongoing Updates (brief)

- Marketing

- #DiscoverGreenfield video project

- Rachel has gotten the hard drive with previous videos and materials from Ben. Rebecca Rideout (Told Video) and Rachel can not open the final videos produced by Ben because the version of Final Cut he used is newer.
 - Garry Longe invited Rachel to bring the hard drive to GCTV and get their help opening the files. (David offered to help, too, with his version of Final Cut if needed).
 - Rachel will pursue this. Her hope is to get the final versions of the videos viewable and loaded to an online system like YouTube and to make sure Rebecca has the correct versions of music from Michael Nix and logo that was adapted from London Roman.
 - After all materials are ready, Rebecca will produce 5 new videos for \$1000, 1-year membership, and a Bee sponsorship.
- Mik and Bill mentioned they are fine with launching the final versions of the videos produced by Ben. Jeremy would like to record new because the audio wasn't sufficient on the past version. Rachel will reach out to Christina at Main Street Bar & Grille about their video.
- Mott funding will be used to produce several more videos focusing on tourism. These do not necessarily need to be on businesses but will hopefully bring business to Greenfield (see below for additional details). The first recording by Rebecca for this series will be with Ben for Hawks & Reed.
 - Garry asked for the scope of this project. Rachel mentioned that while it is undecided what will be recorded, she would like a video of the Fair (and fairground uses) and something focusing on Greenfield's recreational assets, in addition to one focused on our vintage assets (stores at the very least) with the rest to be determined.
 - Mik, Garry and MJ wondered if GCTV footage and materials from the city's new PBS video could be used. MJ will find out about the city's video and Garry supported the use of GCTV's materials.
 - It was suggested that Garry, MJ, Rebecca, and Rachel meet further about this. Mik and Jeremy as part of the video committee may join this meeting as well.

her time might be better used in support of the Greenspace CoWork's monthly business engagement series. After a bit of discussion, the board encouraged Rachel and Jeremy to discuss how this could work.

- Restaurant Rescue Match
 - No progress. Rachel hopes to start this without a video and such—It's time
- Route 2 Rural Innovation Corridor
 - Rachel said other than the Take the Floor activities, it seems to have paused.
 - Jeremy mentioned the collaboration events the Greenspace is offering with GCC's Max Fripp and FCCDC's Chris Janke for "young" businesses came as an offshoot from the work this group has been doing. The full collaboration is waiting on grant funding that might be received this fall.
 - Jeremy also discussed inviting Brianna Drohen from Launchspace in Orange to one of our Board meetings.
- GBA/City monthly meeting
 - The next meeting is scheduled for Monday, June 13 at 1:30.
 - There was discussion about the new Franklin County Chamber of Commerce Director Jesse Deanne. The group decided it would like to ask her to join us for our July Board meeting. Rachel will follow up on this.

8. Sharing

- The clutter of papers on lamp posts was brought up for discussion. Several of our members find themselves cleaning up the lamppost of the unsightly debris. It seems to have increased or gotten worse during Covid. MJ mentioned that the DPW used to help maintain/clean the lampposts but has been unable to spare the time. She shared a job opening for young people ages 17-24 to work with the DPW and what a good opportunity that would be to get the lampposts clean.
 - MJ also mentioned a grant for storefront improvements which includes the space three feet from the sidewalk into a business. A consultant will be available in June and it will be funded through the fall.
 - MJ shared the city has a grant to open a Pop-up Market downtown for businesses that don't have storefronts. Hopefully, it will enable them to test out whether the businesses could open up a permanent space.
- The topic of racism in our community was brought up in response to the letter Rachel shared with the board from Susan Worgaftik. Rachel also shared that she has been called by two businesses over the concerns of the cut to police services and what the effects the reduction may have on their businesses. Concern for the safety of the community was also expressed in response to the many recent shootings throughout the country but specifically yesterday's. Throughout the discussion, it became clear that while the GBA may not want to come out in support of one "group" or another, that we are all concerned about the racism in our city and that dialog was important. With that in mind, a subcommittee of MJ, Jeremy and Judy (without her present) was developed to work quickly together

to figure out the best ways to encourage, support, or coordinate opportunities for conversation about racism in Greenfield.

Adjourn 10:11

**NEXT MEETING - ANNUAL MEETING Tuesday, June 14, 2022 at 5:30-6:30 pm
IN-PERSON at Greenspace CoWork (278 Main Street, Suite 205)
Open to all members**