

# BOARD OF DIRECTORS MEETING MINUTES

## Greenfield Business Association

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Tuesday, July 12, 2022 | 8:30 am ZOOM

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

Attendance: Mik Muller, Bill Baker, MJ Adams, Kriste Joy, David Russell, Jeremy Goldsher, Penny Ricketts, Judy Draper, Heidi Weeks, Kristie Faufaw, Christina Guevin-Gurney; Guest, Jessye Deane; Notes, Rachel Roberts

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### 1. Welcome & Introductions

- Mik welcomed everyone and encouraged a quick round of introductions.
- After the election of Officers and new Board members, Mik welcomed Jessye Deane, the new Director of the Franklin County Chamber of Commerce (FCCC or Chamber, hereafter). After Jessye gave a brief outline of what she's been up to in the three weeks since she started, and indicated an interest in further developing a connection with the GBA, a question and answer type chat developed.
  - Jessye shared that she has a strategic plan in mind and the FCCC Board is in discussions and will have a retreat to make a formal plan.
  - Jessye informed the group of her dual role as supporting the immediate and local community and businesses and representing Franklin County as its RTC (Regional Tourism Council ) which focuses on bringing attention and tourism into Franklin County. Additionally, she shared Franklin County doesn't get as much RTC funding from the state because it uses a "heads and beds" formula that gives preferences to areas that already have a viable tourism economy. There will be the challenge to find a way to bring more tourism funds into the county.
  - To continue to further redevelop the connection between the Chamber and GBA, Rachel mentioned the GBA used to be invited to Chamber Board Meetings and thought that the GBA at one time might have been represented on the board—and wondered if there would be room for GBA or other Franklin County business associations to have that opportunity again.
    - Mik shared the umbrella that Chamber was to the GBA may have made that more feasible, as well as mentioned the attempt prior to COVID by the Franklin County CDC to bring the Chamber and will business community representatives together to build relationship, continuity between organizations, and share resources.
    - Jessye indicated that she'd like to see how the relationship with the GBA as well as other associations develop and would certainly consider board membership/attendance if that makes sense. How the

relationships get forged and represented is something to still be developed. Additionally, she mentioned the FCCC consists of At-Large (Executive Committee) and general Directors

## 2. Nominate & Elect Officers

- MJ motioned to accept the board members nominated by the election at the June Annual Meeting. David seconded.
  - Rachel added:
    - Bob Sunderland has decided to step away from his board duties and not accept the Annual Meeting nomination.
    - Heidi Weeks from Plum/Parker on Main has volunteered to assume the open board membership
  - Mik asked MJ and David if they would accept an alteration to their motion to accept Bob's resignation and Heidi's board membership, which they both accepted.
- Amended motion passed.
- Penny made the suggestion to send Bob a card thanking him for his service. Bill and Rachel will take care of it.
- Officer election started with a discussion of who was currently serving each position and then a request for members interested in serving the positions for the next term.
  - David mentioned it might be best if a different Finance person was chosen as he believes Franklin Community Cooperative will ask that his position on the board be taken by the new Outreach & Communications Manager, Amy Britt.
  - Kriste indicated that she'd be comfortable taking on that position if desired by the board.
    - Rachel shared that she believed that Kriste's move to Finance would be for the best.
  - Mik offered to serve as President again but welcomed others to volunteer.
  - Jeremy offered the recommendation that those interested in an officer position write up something short about why for the board to review.
  - Bill offered to step-into Vice President with Kriste's move to Finance.
  - Rachel reminded the group we needed a Secretary. No one volunteered.
  - Bill mentioned these officer appointments could be revisited at any time someone else wants to step in—with that a motion was made.
  - MJ motioned to accept Mik as President, Bill as Vice President, and Kriste as Finance officers. Penny seconded. Motion passed.
  - Rachel reminded the group of the need for a Secretary. The group will readdress that in the future.

### 3. June 14 Minutes

- Bill motioned to accept the minutes; David seconded. Motion approved.

### 4. Finance Update

- Rachel shared that she and Donna are about 90-95% done sorting the finances from prior GBA independence, excel, WAVE, and Paypal. Donna has created a general Profit & Loss but there are gaps and fixes Rachel needs to make. Rachel offered to show the group that report or wait until next month when the report can be complete.
  - Bill asked Rachel to pull together a proper P&L for next month and send it ahead for the board members to look at prior to the meeting. Everyone agreed that would be best.

### 5. Membership

- Rachel, at this time, asked that we build our subcommittees again reminding that before COVID we have active board member participation with all areas of the GBA that Rachel has been doing essentially on her own since COVID. Rachel will send an email asking people to sign-up for the various subcommittees they are interested in helping with. Please be sure to join at least one subcommittee. If you want more information about what each subcommittee may entail, ask Rachel.
- Rachel will be sending an email and letter to members who did not pay 2021-22 dues asking them to help us “close the books” on the year by paying their late dues.
- Bill and Mik suggested that there may be some confusion with payments because of our past dues structure with the Chamber. The group agreed to remove the section about dual enrollment from our invoice.
  - New Member Committee
    - Kristie F suggested featuring new businesses that are GBA members could be a good incentive to be part of the Business Breakdown
  - Stewardship Committee
    - The Showcase is a good way to show existing members their potential benefits

### 6. Reports (on recent or current activities and events)

- Annual Meeting
  - Mik shared he thought it was one of our best Annual Meetings for a while. The food and beer were great. He and Donna went to Four Phantoms as a result of sampling the beer. Rachael Katz’s presentation about the Hive was very informative. He saw lots of connections being made.
  - Rachel and Mik thanked Jeremy for hosting at Greenspace. Mik said the event really highlighted the space too.
- MOTT
  - MJ shared that with the grant is funding website improvements and the city with Rachel’s help has placed advertisements across radio and print media

and will continue for two future events, the Franklin County Fair and Vintage Days.

- Rachel mentioned that MJ, Charistain Laplante and she looked over website analytics to and saw small increases in activity after each media push
  - There are also videos (connected/expanding the GBA's #DiscoverGreenfieldMA video series focusing on businesses) to highlight several areas of tourism interest
  - Wayfinding signs are going up around the city and soon on the interstate highways
- Bee Fest/Green River Fest connections to businesses
  - Rachel mentioned that there was also considerable outreach to Greenfield businesses to highlight their businesses and promos during the bigger city events. She thinks this is important to continue. Others agreed.

#### 7. Calendar Review / Upcoming Events / Activities

- Rachel sent the working event calendar to BOD members with the materials for this meeting.
  - MJ corrected the calendar for the Motorcycle event. It will be at the Fairgrounds.
- #DiscoverGreenfield Videos
  - The past videos are now loaded to the GBA's YouTube channel. Bill wants to show Kristie F the videos and Christina wants to see her video. Rachel will email the board with the link but asks that the link or video not be shared beyond the board so they can be excitedly launched at the appropriate time to support the MOTT videos and vice versa.
  - After the MOTT videos are completed, Rebecca will start to work on the GBA business videos—end of September.
- Franklin County Fair (business connections)
  - Rachel plans to reach out to businesses and to list their promos, activities etc (like explained above)
- Garlands/Holiday Light Sponsorship
  - Garlands will be shipped and arrive at Freedom Credit Union this month. Fluffing can start earlier this year! Rachel feels this will give time to coordinate with volunteer groups throughout the city for fluffing help. After they are shipped, we will be billed for the final half.
- Showcase
  - Rachel believes it's scheduled for 9/13 but needs to connect with Ben to be sure after hearing someone mention 9/20 recently. We hope to expand this event so it's time to start promoting and talk to businesses about showcasing.
  - This is another important subcommittee to start asap.
- Vintage Days
  - Scheduled for September 23-25 to highlight our antique and vintage businesses within the Greenfield community, Rachel and the city will pull together “vintage themed” events throughout the weekend.

- Rachel is looking for subcommittee helpers for this event too.
    - Christina mentioned she could do some drinks and Kristie will come up with something too.
    - Judy shared there is a FAB event (fashion) at GCC this Saturday and Sunday evening. Worldwide draw.
  - Halloween
    - Rachel isn't sure which date Christy Moore (Rec Dept) will choose for this event. The GBA will probably pass out Clarkdale apples and welcome businesses that don't have a presence on the Downtown Trick or Treat route to table at the Common like past years.
8. Ongoing Updates (brief)
- Business Breakdown with GreenSpace CoWork
    - Rachel described the partnership with Greenspace hoping to be a 50-50 working relationship to develop and host these events that feature new Greenfield businesses (started Jan 2020 to present) and enable significant business-to-business interaction. Rachel and Jeremy are still working to define this. They will keep the board updated.
    - Heidi shared her experience as a featured business with Tim Fiske for Plum and Parker on Main. Very positive experience.
    - Rachel mentioned that while the GBA connection with this program was to be in place of developing the GBA Forum series, that she has been in contact with Jenn Hoffman from the Health Dept about a forum featuring "COVID and the Greenfield Business Community" for September. Maybe GBA will continue to host Forums as significant topics arise that don't fit into the Business Breakdown model.
  - Newsletter
    - This was really Anita's baby but with her stepping away from the board, it's been put on hold. Rachel and Mik still feel this is a valuable outreach model and hope to get it going. Maybe it will just be quarterly to begin with. Any helpers are welcome.
      - Bill suggested maybe the materials in the membership letter Rachel is drafting would be a good place to start.
  - Teen Day/Night
    - Another project that keeps getting postponed. Rachel feels there are too many balls in the air for her to take this on right now. Maybe after the board subcommittees have formed, she'll have time.
      - Judy mentioned that she's on the YMCA board and they are thinking of an ongoing teen event. She will look into how the GBA may be able to collaborate or build upon this event in conjunction with the YMCA.
  - Marketing
    - Rachel mentioned that marketing has been discussed in a few places during the meeting already. Most of the marketing she has been working on has

been supported by the MOTT grant. The upcoming Showcase and Jingle Fest marketing will come from GBA's own funds.

- Bill suggested we do a press release with all we have done, our new board members, and what we're planning.
- GBA/City monthly meeting
  - As an ongoing monthly meeting Rachel feels this has helped to build a working relationship and collaborations between the city and GBA to work towards common purposes rather than individually overlapping without coordination.
  - If someone would like to join a meeting, please let Rachel know ahead of time. It's open to the GBA to foster our connection to the city.

9. Other Updates / GBA Business (brief)

- Office move to 289 Main St
  - Another business is taking over the space the GBA office is using at Greenspace's 278 Main Street location. Rachel needs help moving the office to 289 Main Street—especially the filing cabinet. Bill offered help. Anyone else?
- Restaurant Rescue Match
  - The \$2500 is still waiting to run a match for restaurant's COVID needs. Rachel thinks this fall as the weather cools will be a good time.
- Route 2 Rural Innovation Corridor
  - This group is waiting on grant funding expected to be posted this fall. If the funding doesn't come through, Jeremy and Rachel have some ideas they want to pursue with a Greenspace/GBA collaboration. It might be something to pursue either way, too.

10. Sharing

- Rachel explained this time is set aside to board members to share things relative to Greenfield or their businesses with the group. As it was already late, there was no sharing.

Adjourn 9:50 am

**NEXT MEETING - Meeting: Tuesday, August 9, 2022 at 8:30 pm**

**ZOOM**

<https://us02web.zoom.us/j/87342273934?pwd=RUdvU2w4anhKaXpJSmU2WXROaUhvUT09>

**Open to all members**