

## **Greenfield Business Association Meeting, October 22, 2024**

Present: Amy Cahillane, Isaac Mass, Michael Templeton, Hannah Rechtschaffen, Daniel Piasecki, Lisa Granger, Bill Baker, Christian LaPlante

Meeting called to order at 11:05AM

Waiving approval of September meeting minutes; will be sent around in a separate email to be approved.

### **Finance Update:**

- Reviewed financials
- Focused on new memberships and renewals to drive revenue
- Kathleen Kenny is officially on board to start making calls
- Hannah will be attending the next meeting of the cultural district on 11/07/24. Will they consider committing to larger/more dependable funds in order to be more impactful/visible?

### **General:**

- The November board meeting has been rescheduled to 11/06 @ 11:00 (zoom) due to the holiday
- Reviewed ribbon cutting ceremony: great turnout (approximately 50-60 people), great photos and feedback, good visibility

### **Nominating committee:**

- Met in September, came up with a short list of possibilities:
  - o Raymond Neil-Roundabout Books
  - o Rich Calhoon-Outer limits cycle and ski
  - o Madeline Miller-Artspace
  - o Brittany Hathaway or Josh Hilsdon-PV squared
- Alternates:
  - o Randy Ames-Ames Electrical
  - o Becky Guyer-Floral Affairs
  - o Tim Farrell-Gilmore & Farrell Insurance
  - o Kate Finn-Andy's Oak Shoppe
- Discussion included that the nominating committee would meet semi-annually to come up with lists for potential board members.
- Suggested that we should consider representation from different economies/also looking for volunteers to serve on committees
- Note-the CDC is not enthusiastic about having someone on the GBA board
- Suggested that we could look at people that are retired from the business community, and a possible advisory committee to keep people close that can't necessarily join the board.

**Membership Committee:**

- Kathleen Kenny on board as consult, meeting this week. She is working on commission, 15% for new and lapsed members, 10% for renewals and sponsors.
- Board members are encouraged to submit names of business owners for Kathleen to call on
- Looking into a program such as HubSpot for tracking
- Discussed revising fee structure for nonmembers, examples included \$50 freelance fee and free membership if under 21
- Currently at 95 members

**Marketing Committee:**

- Office hours idea/one morning/month for businesses to stop by and speak to a board member, suggested 7:30-8:30, also suggested that we could have “special guests”. Coffee and donuts.

**Events Committee:**

- GBA is co-hosting the Wells St. corridor roundtable with PV Squared at Four Phantoms on Thursday 10/24 @ 5:00 followed by trivia
- Vintage days
  - o A huge success with business owners reporting record breaking days
  - o Discussed whether to change the date, but agreed that it being on holiday weekend was part of what made it successful
  - o Ideas to invite Antique Road Show or Rebecca Romney (book expert-to promote bookstores) in the future
- Jingle Fest
  - o Tree lighting on 12/06, town will coordinate
  - o Info has gone out about having Jingle Fest characters at different business locations
  - o Discussion about Ja'Duke involvement
  - o GBA board members all expected to participate, Hannah will be sending out a list of ways we can assist
  - o Discussed selling ornaments in the pop-up shop @ The Pushkin, also discussed pricing

**Streetscapes Committee:**

- Stars went on sale 10/23, DPW will help, same as last year, cost approximately \$800
- Garland
  - o Asking Palmeri Electric and Snows to assist again, plus help from board members
  - o Lift rental cost \$600
  - o Possibly the weekend of 11/16, but need to be completed by Thanksgiving weekend

**Announcements:**

- Rachel Katz-bee ordered that will live in front of the Big E, will be able to add business info with the bee
- GBA is more of a partner with revenue of bees benefiting the Bee Fest
- Working with GCC to get interns, have already submitted internship descriptions, hope to get 4-5 interns-state funded
- GBA applying to partner with the Center on Rural Innovation
  - o Focused on young entrepreneurs and driving tech ecosystem development
  - o Placing digital equity fellows in Greenfield
  - o Means \$27K every year for 4 years
  - o Application to be submitted on 02/25/25 and we will receive an answer by 04/25/25

Meeting adjourned at 12:35PM.