

Greenfield Business Association - August 13th, 2018, held at MWW offices.

Meeting opened at 8:35 with Bill Baker, George Gohl, Mik Muller, Sheila Peers and David Russel present. Absent were Lisa McKenna, Sharon Cross, and Kriste Joy.

Minutes of the previous meeting were not discussed.

COORDINATOR -----

Bill and George met with coordinator candidate Rachel Roberts (who lives on Madison Circle) to discuss the position. Both were quite impressed by her qualifications and energy. They offered her 15-20 hours per week. She requested \$18/hour for pay. She is available to start after Labor Day. Bill suggested that we could also offer her performance bonuses, ie; a \$400 bonus if she signs up 40 new businesses in a time frame.

MOTION: George moved to hire Rachel Roberts to be the new GBA Coordinator at \$18/hr. Seconded by Mik. Motion passed unanimously.

HOLIDAY ORNAMENT -----

George got in touch with historian Peter Miller who is going to send George three photos of the old train station. George also met with Jon Michaelson about producing the ornament. After design fees and 3D surcharges and ornamental boxes and shipping, etc., the fee per unit comes to about \$7.50. Only 200 will be ordered this year. Mik suggested that we put the ornaments from past years on the website. We will need PayPal set up for that.

Jon also suggested the GBA create a private calendar, perhaps with coupons and photos of members at their businesses, just for GBA members. It was suggested that, though this is a great idea, we have a lot to do this year getting our momentum back up and training the new coordinator. We will look into this for a 2020 calendar, working on it next summer after a bunch of new members join.

JINGLE FEST -----

David said that Linda Mklinery of the Progress Partnership said they're definitely interested in partnering with us on this event, and would work on the Main Street window displays, and extend the holiday / Xmas stuff throughout December. Santa will be coming to the Pushkin, and will be at Wilson's for three days leading up to Christmas Eve.

LETTER TO PAPER -----

Bill came prepared with some edits to the letter, and the group discussed more changes and updating the mission to have the word "community" appear only once instead of

three times, all of which Mik will employ into the draft and send around for final review by the board. Once approved, it will be posted to the website and shared widely (email to media and members, and Facebook).

WEBSITES -----

The Town took back ownership of the VisitGreenfieldMA.com website and will decide who will partner with them to update and expand the website.

The GBA's website, GreenfieldBusiness.org, should be expanded to add "B2B" features for the members. David and Bill both agreed that a separate meeting at a future date to come up with potential ideas and benefits for members via the website would be a good idea. Date to be set over email.

We also agreed that meeting minutes would also be posted to the website, after they're approved by the board.

OTHER STUFF -----

Bill said he was in touch with someone at CHD as a potential board member. Bob Sunderland was also mentioned as a strong possibility. Mik said he would contact Cathy Roberts. It was suggested that all board members should think of other potential candidates, especially those who are not on Main Street.

Bill will contact Marian at the Chamber to ask if Taylor's was paid for the food they provided at the public event in June.

Someone will contact Ken Adams about why the letter that was sent only got to about 50% of the recipients.

ACTION ITEMS -----

Bill will tell Rachel that she's hired.

Bill will ask Marian if we paid Taylor's.

George will continue to work with Peter to get the photos and Jon to order the ornament.

Bill and Mik will work on getting a PayPal account for the GBA. (This item was added by Mik during the typing of these minutes.)

Mik will clean up the letter and send it to the board for review.

David will follow-up with the Progress Partnership about Jingle Fest. Their next meeting is Thursday, August 30th at 170 Main Street. Time unknown.

Everyone is asked to think of new board member candidates, preferably ones that are not on Main Street.

Submitted by Mik Muller