

December 11, 2018 18:30

Attendance: Sheila Peers, George Gohl, Bill Baker, Mik Muller, Sharon Cross, Kriste Joy, Lucinda Kidder, David Russell; Guests: Ben Goldsher, Jeremy Goldsher, John Michelson; notes, Rachel Roberts

Items:

1. Introductions

- Ben Goldsher, Hawks & Reed Performing Art Center; visitor
 - Interested in BOD membership and partnerships with community
- Jeremy Goldsher, Greenspace CoWork; visitor
 - Interested in BOD membership and partnerships with community

2. Brief review of the fall

- Jingle Fest
 - Tree-lighting
 - + lots of people, girl scouts with hot cocoa was nice addition
 - - audio - need mic and amplifier, Santa timing - better way to arrange?
 - Punch Card Contest
 - + good responses about the idea, great prizes
 - - present to win
 - Suggestions: First 100 completed win something, no ending time = maybe more winners
 - Overall = positive: 120 people at movie, double usual turn-out at YMCA, great turn-out at Wilson's for Santa, looked like Pushkin had people mulling around consistently, more people downtown
- Holiday Lights
 - Still collecting sponsors - even with emails, letters, posting on FB and website, etc., people expressing they didn't receive contact - Rachel will look into why
 - New lights?
 - Work w Nan? Seek other bids?
 - Work w Nan first as her fee seems consistent with others as far as we know
 - Phase in next year and for 3 years, what do we want?
 - Finance committee to work with Nan (Kriste, George, David, Lisa)
 - What can we offer for better incentives to sponsor?
 - Mentions at Tree-lighting Ceremony?
 - Add business lighting package?
 - Rachel to draft an appeal for funding from community to go in Recorder
- Landmark Ornaments
 - Selling well
 - Need to start planning earlier in year
 - Rachel asked for a list of potential subjects from a collector of our ornaments - could help w yearly planning
 - Past ornaments \$10
 - Mik will photograph, catalog, and post past ornaments online
 - Mik and Rachel created an online purchasing form - no online orders, yet
 - Create an auto-renewal purchase package for people to get yearly ornaments sent to them like a "Ornament Subscription" contract ??
 - Bring extra ornaments to FCCC Holiday Breakfast

3. Sharing Ideas for Next Year

- Greenfield Winter Carnival involvement?
 - Hawks & Reed will do something
 - Photo Contest at Wilson's
 - Rachel to connect w Christy/Rec Dept about a small GBA involvement
- Downtown Window Lighting Contest?
- Homeowners Lighting Contest and Prize?
 - Mention of house on Maple St winning radio station contest each year so contest was cancelled
- Add to our Holiday Light sponsorship packages with different or more dates other than only Jingle Fest PR materials?
- Don't want to be just an "event committee"
 - Need to look at our mission
 - Promote civic finance
 - Build sustainable community
 - Advocate for businesses
 - Sustainable projects - people power, what gets members the most benefits, promote Greenfield overall
 - Need to find ways to communicate our message
 - What we do for community
 - What we do for businesses
- Where is the pride in our downtown?
 - How do we get people/businesses to keep street free of litter/debris
 - How do we keep empty windows/storefronts clean?
 - Where is the city enforcement on negligent/out of town owners?
- How do we get businesses to participate in the GBA or our events?
- BOD - total up to 15 members
 - Want more diversity - real estate, industry
- Membership Showcase?
 - Discuss more at Jan 8th meeting
- Mik shared: Online opportunity Visit Greenfield MA website
 - Started/maintained by GBA (Lena)
 - Could contract w Greenfield to maintain
 - Discuss more at Jan 8th meeting
- Advocacy and marketing
 - Get people employed/keep people working in Greenfield
 - Involvement in Job Fairs?

*At the end of discussion, it became clear we need to define who we are and what our priorities for serving our membership are and include planning/action that supports them

- Look over bylaws
- Participate in city-wide/other events in small ways to keep us involved but focus on our priorities for greater action/events/activities
- Continue the expected
 - Halloween Trick-or-Treat with expansion into Common for out of downtown businesses
 - Holiday Lights with new lighting style phased in
 - Landmark Ornaments
 - Jingle Fest with expansion as makes sense
 - Greenfield Dollars

4. Vote on Hawks & Reed BOD membership

- Jeremy and Ben reiterated interest in both of them and their individual businesses as BOD members - so two separate memberships
 - Ben & Jeremy were asked a few questions about their businesses and interest in membership
- John (All About the Promo) asked about his potential interest in BOD membership as he has been attending meetings
 - Indicated he wasn't sure; directed to talk to Rachel if interested or wanted more information
- Non-BOD members left: Executive Session
 - Outcome: Both Jeremy and Ben were voted on to BOD
 - Jeremy's business would need to become a member for him to represent it separately from Hawks & Reed

Meeting adjourned: 9:45 am

NEXT MEETING: JANUARY 8, 2019 at 8:30 am in Montague WebWorks space