

Greenfield Crossroads Cultural District Minutes – December 14, 2020

Present at Zoom meeting: Rachael Katz, Caitlin von Schmidt, Linda McInerney, Christy Moore, Hillary Hoffman, Adrienne LaPierre, Steve Goldsher, MJ Adams

Meeting called to order at 6:07 p.m.

Linda makes a motion to approve the minutes as distributed, Christy seconds, minutes approved unanimously.

Project Updates:

Linda has talked to John Bechtold who is prepared to make a digital walking tour for BeeFest.

- Spots would include the common (start), the garage pocket park, 2nd Congregational Church, each bee, and the Greenfield Gallery.
- Each spot has a distance range that can be set.
- Linda met with the BeeFest committee and worked with them to identify spots; they want the spots to really relate to BeeFest.

Linda has been in contact with all the bee sculpture artists and has talked to Bob and Mary about their spiels.

Rachael asks if the tour has to go in a certain order; Linda explains there must be a single starting point but after that it can be freeform and can be done alone.

- Whenever you walk near a spot you trigger the audio.
- There can also be temporary spots set up and removed.
- Hillary suggests they could use a kind of calendar overlay.
- Adrienne suggests a visual map (digital) that ties in with more things.
- MJ asks if they could incorporate the existing walking tour of historic downtown but Linda explains that at least at the beginning during BeeFest, it needs to be very bee-centric; later and with additional money it could be changed.
- Linda reports the BeeFest folks are creating a list of pollinator gardens.
- Rachael wonders if a map could also include sponsor locations, e.g., the bees on poles.
 - Last year the GBA did a scavenger hunt with the little bees Rachael made, maybe we could do a COVID version? Maybe outdoors, take a selfie with a bee?
 - Hillary likes the idea but wonders if we can make it more agnostic, not just GBA members.
 - Rachael will ask GBA if we can borrow the bees but also reports that the GBA has been broadening their services to include non-members due to the times.

Rachael reminds everyone we need to remain nimble because of unknowns due to the ongoing pandemic.

Caitlin asks what happened with the school kids and bees portion.

- Linda & Christy will work on the schools in January.
- Caitlin remembers the bees were meant to be displayed in CD businesses and potentially empty storefronts. Having the bees inside will allow for more variety of materials.
- People agree May 1 would be a good date to shoot for the bees being done.

MJ reports that the 1st National Bank Building study is now up on the Greenfield Redevelopment Authority site.

- The study provides data about the trade area, market, etc.
- There will be a January meeting regarding next steps.
- The Downtown Economic Analysis & Market Assessment will be released later in December; the area studied was the Cultural District.
- MJ says there were no real surprises; they will be applying for local rapid recover money that could be used.
- Rachael asks if the very pessimistic Recorder article was accurate
 - MJ says the economics of that industry have changed profoundly, that state earmarks are almost certainly gone, and the outlook is not great. Linda says her takeaway was that the project as first envisioned, as a cultural facility, is dead. Mass Development and the city are still committed to rehab but it won't be cultural.

New Business:

Christy reports they're presenting to Licensing tomorrow for Winter Carnival and part of what they're hoping to do is some level of the downtown ice carvings.

MJ reports that the GBA is trying to do luminarias for New Year's Eve downtown.

Hillary asks Christy dates of Winter Carnival; it runs from February 5-7.

Steve Goldsher asks if anyone knows whether Patriot Care might be interested in being a sponsor, is there a way to tie them in? Rachael suggests Steve check with them. All agree it would have to be done somewhat carefully as it's a family event (BeeFest). Rachael says Patriot Care has a mandate by the city to contribute locally and Linda reports they're behind on that. Steve agrees to talk to them to see what they think, whether they'd be open to something.

Christy asks if Linda could add the new Miles Street/Fiske Ave garden to the map; Linda says the BF committee didn't think it rose to the level of being in the audio portion of the tour but it will definitely be on the pollinator map.

Rachael will be meeting with the BF committee tomorrow.

- She's made a couple of steps forward toward the brass plaques.
- Rachael is close to having a working foundry at Studio Seven.
 - It will work with PLA casting (like lost wax casting).
- All the pieces of the bee sculptures will be made in town!

The maker space is still moving forward with necessary changes due to the current situation; they already have some of the machines.

Caitlin moves to adjourn the meeting at 6:56, Hillary seconds; vote is unanimous, meeting adjourned.

Caitlin moves to adjourn; Steve H seconds. Meeting adjourned at 7:06.

