

City of Greenfield, Massachusetts
Sustainable Greenfield Implementation Committee (SGIC)
Town Hall, 2nd Floor Meeting Room
Minutes
Thursday, 5/23/2019, 5:00-6:30pm

Attending: Nancy Hazard, George Touloumtzis, Jay Lord, MJ Adams, Carole Collins, Mike Pattavina **Absent:** Tara Kurland, Tim Dolan, Marlo Warner **Clerk:** Laurie DiDonato
Meeting called to order at 5:10pm.

Approval of April Minutes – Mike moved to approve the minutes, Jay seconded. All voted in favor except for MJ who abstained.

Creative Economy Community Event - June 27 – Linda McInerney, Rachel Katz, and Steve Goldsher will be on the panel with MJ Adams. Event will start at 5:30pm. Planned for the John Zon, but could consider Hawks and Reed. Must confirm location soon for news release. To be discussed: progress on the First National Bank, branding efforts with bees, etc. There was a suggestion to find a way to recognize Hawks and Reed for its role in the rejuvenation of downtown, MJ will look into this. ACTION: MJ will contact Hawks and Reed about availability for June 27 event.

Deerfield Street report – There is no final report yet. Once it is received, MJ will send it to the committee to review.

Proposal on future direction for the committee from Carole

The Master plan is 5 years old and Carole pointed out there are three major factors in Greenfield that were not foreseen when it was developed:

1. Death of bricks and mortar retail on Main Street.
2. Crisis of feelings of hopelessness caused by and/or contributing to Rise of opioid crisis/homelessness/climate change/deaths of pedestrians and cyclists/mass shootings
3. Screen time (especially among youth) & internet resulting in feelings of isolation and us vs them mentality.

In light of these factors, Carole proposed a shift in focus to concentrate on strategies that build social capital (defined as the networks of relationships among people who live and work in a particular society). Many studies and experts are agreeing that increasing social interaction will have a huge positive impact on all aspects of sustainability. Carole had many examples of approaches and successes in other communities. She will put together some materials and send them out to the committee. She already has a plan for Friday night music/food truck event on the common. She would like to bring in a speaker on the topic of building social capital, possibly Robert Putnam, Harvard professor and author of numerous books including *Bowling Alone*, and in 2015, *Our Kids: The American Dream in Crisis*.

Next SGIC Meetings: JUNE 27 -Community Event , JULY 25- Cancelled, AUG 22 -hold as scheduled if we have quorum. September meeting will be moved up a week to the 19th.

Quorum lost when MJ left: Meeting adjourned 5:45pm