



Minutes

Public Body: Greenfield Redevelopment Authority

Date: December 4, 2019

Members present:

Adam Provost

Jean Wall

Nancy Hawkins

Charlene Golonka

Members absent:

Bill Mason

Also present:

MJ Adams - Director of Community & Economic Development

Robin Fordham - Grant Program Assistant, Community & Economic Development

William Martin - Mayor of Greenfield

Peg Berringer - FinePoint Associates

Beth Murphy - Mass Development

Gretchen Green - citizen

Friends of First National Bank:

Chris Sykes

John Lunt

Mr. Provost called the meeting to order at 4:00 p.m.

Approval of Minutes:

September 10, 2019 minutes – Ms. Golonka moved to accept the minutes. Ms. Wall seconded. Minutes approved 4-0, with no abstentions.

Meeting with FinePoint Associates & Friends of the First National Bank (FoFNB)

Ms. Berringer explained that the objective of this meeting is to inform about what the study will accomplish, and what is involved for the building going forward. Looking for initial perspectives for idea/vision of the space at FNB, in order to inform the demand/feasibility analysis.

A feedback session followed with questions from FinePoint

FinePoint: current goals for the FNB?

- Fill vacant space, ongoing revitalization of downtown
- Contribute to crossroads cultural district



- Create flexible space with arts focus
- “Drive” traffic downtown
- Community “vibe” to draw people in
- Revenue neutral

FinePoint: what are similar facilities as an example of what Greenfield is looking for?

- Cultural center of Cape Cod, more performing focused, an old bank building turned into municipally-owned cultural space
- Northwest Philadelphia, privately owned converted bank building

FinePoint: how will space be different from Hawks & Reed?

- Theater focused - H&R has theater but access is challenging, sightline interrupted
- More upscale
- Broader age range of audience
- Different theater design than other venues in area - theater in round, or thrust theater, smaller more experimental groups
- Might look at different venues in Williamstown as comparison

FinePoint - who will operate and manage?

- FoFNB. (Intention of GRA is to save FNB, preserve it, but not own it).
- Eventually have the non-profit run it. An asset owned by city with nonprofit management one possibility
- Prefer at least one paid staff person, including marketing effort.
- Contingent on rental of space secured before opening
- Discussion of acoustics, other theatrical needs to be incorporated into design

FinePoint - what are the indications that demand for this kind of space exists?

- Silverthorne Theater is interested, they are an equity group; have concerns about set pieces getting into building, loved space
- Greenfield Community College may have needs suitable for FNB
- Existing downtown traffic could be brought in
- Transit center meeting room also in constant demand
- Northampton, Brattleboro, Springfield range of audience

FinePoint - what theater might come in as anchor company?

- Eggtooth Productions
- Technical equipment for theater could also be useful for other performances/uses (eg, films, senior symposium, lectures)

FinePoint- how far would people drive?



- Brattleboro, Keene, Northampton, Amherst, Springfield
- Experimental theater will draw young people
- I-91 fast easy access
- Can pull from Hamden County
- Commuter train may bring people

FinePoint - primary uses - performance, what other uses for flex space?

- Winter farmer's market
- Wedding receptions and the like
- Pop up museum space
- Pop up retail, eg. Christmas market, craft shows (standalone or in partnership with outdoor farmers market)
- Classes and lectures
- Rehearsal space (apart from performance)
- International marketplace

Ms. Berringer noted areas that FinePoint could use assistance from City.

- Finding existing examples in area for FinePoint survey on demand, cost, amenities required (eg, existing craft markets, lectures, etc.). Where might there be conflict?
- Using creative economy info from Michael Kaine, getting sense of "who" of current creative economy.
- Facilitating connection with those reluctant to engage
- Establishing proper contact for school administrators from schools across the area

Ms. Berringer said the report will take approximately 4 months to complete, ideally finished by May or June,

- PB will have to get back, approx 4 months. Ideally April or May.

I-91 Industrial Park Expansion Update

Preliminary work with Tighe & Bond has started, with no surprises. A preliminary conceptual plan should be available by mid-January. Mass Development has invited us to apply for a grant for marketing analysis of the Industrial Park, to be completed in the new year. Jeff Daley of West Mass is interested in a conversation if the City is interested in them as developer. Ms. Adams gave John Mackin an update before Thanksgiving.

Adjournment

Ms. Golonka moved that the meeting be adjourned, and Ms. Hawkins seconded the motion. The vote to adjourn was 4-0. The meeting was adjourned at 5:00 p.m.