



Stay local. Shop locally.

North Andover Merchants Association

Post Office Box 62, North Andover, MA 01845

(978)965-2708

www.NorthAndoverMerchants.org

Stay local. Shop locally.

Merchants Association Meeting Minutes

Wednesday, January 4th, 2017 7pm

North Andover Senior Center

120 Main Street rear, North Andover, MA 01845

Call to Order

- Round Table Introductions and Attendance (Dawn Pease)

Sylvie Foulds: Kids Karousel, EJ Foulds: NAPD and NA Festival Committee, Tina Santoro-Smith: RGG LLC, Marion Donahue: Pentucket Bank, Joe Cronin: Fitness Together, Mike Xenakis: Taki's Pizza/J&M, Tatiana Vazza: Tatiana's Treats, Chris Palermo: Blue Dog, Jessica Wrigley: MTM Insurance, Phil DeCologero: Resident/BOS, Dawn Pease: Dawn's Sign Tech.

- Accept Minutes from January Meeting. (Dawn Pease)
- Motion to accept: Chris Palermo
- 2nd: Sylvie Foulds
- All in favor: all in favor

Treasurer's Report (Lois McGinness): Not available, Tabled for this meeting

New Members: RGG LLC North Andover West Mill – Tina Santora-Smith Present and welcomed

Guest Speaker: Nancy Forbes: Blink. Did not show. EJ and Dawn to follow up.

Committee Reports

Holiday Mixer: Chama Grill December 14th:

Dawn spoke: 12 members over the two hours participated. Nice evening. Merch was there to take some pictures for the contest.

Sport Scholarship Fund: Tracy was unavailable: Sylvie spoke. No financials for the year however there were 30 North Andover kids who benefited from the SSF.

7 for Cheerleading, 9 football, 1 flag football, 5 soccer, 3 basketball, 3 wrestling, 1 LAX and 1 student going to Nationals for Track and Field.

Looking to plan March Fundraiser. Mike Xenakis offered to host/run a fundraiser for SSF. Details to follow.

Knight of Honor/Rising Star Gala: Sylvie Spoke: Saturday Night April 8th, 6-10pm. NA Country Club

Emails going out for Merchant of the year for 2017

Email went out for businesses celebrating Milestones in 2017

Scholarship Applications went out to the local schools. Two \$2,000 scholarships to a HS Senior, NA resident pursuing a degree in a business related field.

Wine Raffle again this year. ...looking for donations of wine bottles to add to the winnings! Email NAMA or stop by Kids Karousel with your wine donation [red, white, sparkly...any and all are welcome] Email with more information coming

Advertising in GALA book available again this year. Email with more details coming

Sponsorships for entertainment and expenses available. Email forthcoming.

Anyone looking to join the committee is more than welcome! 1st meeting Wednesday at 6pm at Jaimes. Email me personally if interested Sylf19@comcast.net. All forms on NAMA website northandovermerchants.com

New and Continued Business

Shopping Spree Results EJ Foulds Spoke: 1st year, expectation was high, not reached but still very pleased with the results: 320 tickets sold, \$6,400 taken on. Dolores Beatcha won the shopping Spree. Her 2 carts full of Ham and olive oil and beef and Keureg's totaled \$2,800.83. Gift Cards awarded were \$1,000. Money raised for the Santa Parade was \$2,600.17!! Which is great !

Elf on a Shelf Contest winner was Tracey Zysk of Wiggles & Jiggles Pet Care; Tracey has donated the \$50 gift card for Perfecto's. Feedback and participation with "Merch" our Elf on the Shelf was very positive. We received a lot of play on FB with the contest. Will look to do again next year. Thank you to Tina Santoro-Smith for the idea!

Officers for 2017 BOD were announced:

President: Dawn Pease [3rd and final year]

Vice-President: Chris Palermo

Treasurer: Lois McGinness

Secretary: Sylvie Foulds

Closing Thoughts and Adjournment

Dawn Pease: Dawn wanted to add we do have new Board members: Eileen LaBreque, Phil DeCologero [though they have served on the BOD in the past] and Marion Donahue. Along with returning members, Phil Jay, Joe Cronin, Ryan Schruender and Tatiana Vazza; She thanked them all for being part of the 2017 BOD.

Dawn Pease: Our yearly donation in memory of all those members who lost a loved one and/or passed was made to the North Andover Scholarship Foundation in the amount of \$250.

Dawn Pease: We had a last minute request to provide eggs for the Selectman's breakfast this year. The BOD voted and we gave a \$100 GC which Phil said will actually cover next year too. We had NAMA signs present at the tables where they were serving.

Dawn Pease: Wanted to remind all that invoices will be sent through the US mail shortly. Please look for them. \$100 renewal, our 2016 recap letter, the Gala solicitation letter and donation form.

Dawn Pease: Dawn is looking for ways to enhance the meetings, get more members involved. We have had/have Merchant spotlights and Merchants Educational/informational guests.

Anyone with new ideas are welcome to email Dawn at dawn@dawnssigntechinc.net. Or if you have a person who may want to present an offer or benefit to NAMA members and attend a meeting as a guest speaker.

Phil DeCologero: Phil noted that one of the great things about NAMA is that if you have an idea, NAMA is always willing to listen, and let you run with it, and support a new venture/project.

Over Christmas Phil was in charge of promoting NAMA businesses on FB and advertising Shop Small. NAMA received over 700 new "likes" and activity was high. Looking to continue this. Any promotions you have that you may want shared and pushed through NAMA FB pages, send requests to Dawn.

Dawn Pease: anyone looking to host a mixer, let her know. You can combine two businesses; one has a brick and mortar and one doesn't...partner together! NAMA will help out with promoting .

Motion to Adjourn:

1st: Chris Palermo

2nd: Mike Xenakis

All in favor

Next meeting February 1st at 7pm. Senior Center

