



Stay local. Shop locally.

# North Andover Merchants Association

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www.NorthAndoverMerchants.org

*Stay local. Shop locally.*

## Merchants Association Meeting Minutes

Wednesday, April 1st, 2015, 8:00am

Hosted by Orchard Material Technology

790 Turnpike St, Suite 202, North Andover, MA 01845

### Call to Order

Name	Business	Name	Business
Sylvie Foulds	Kids Karousel	Joe Sinopoli	Distinctive Window Coverings
Tatiana Vazza	Tatiana's Treats	Brenda Tomasz	BW Graphics
EJ Foulds	NAPD	Linda McHugh	Orchard Material Technology
Lois McGinness	Salem Five Bank	Lisa Ross	MacDonald & Pangione Insurance
Patti McCrudden	Bark of the Town	Dawn Pease	Dawn's Sign Tech, Inc
Bill Whittaker	BW Graphics	Chris Palermo	BlueDog
Nick Zulak	Zulak Copywriting		

- Round Table Introductions and Attendance (Dawn Pease)
- Accept Minutes from March Meeting. (Dawn Pease)
  - Motion to accept minutes, Lois McGinness. Second: Linda McHugh, Vote: Unanimous
- Treasurer's Reports (Lois McGinness)
  - March Report
    - Motion to table March report until May meeting Sylvie Foulds, Second: Chris Palermo, Vote: Unanimous

### New Members:

- Bark of the Town – Patti McCrudden
- Taste Buds Kitchen – Laurel Holmes
- MacDonald and Pangione – Lisa Ross

### Committee Reports

1. No March Mixer
2. April Mixer is open if any business would like to host a mixer in April
3. May Mixer – Jimmy's Pizza Bar & Grill (Frank Stamos) with Zumba Dance with Tallie (Tallie Abernathy)
  - a. May 5<sup>th</sup> at Jimmy's Pizza Bar & Grill - Cinco De Mayo themed
4. Knight of Honor Gala 2015 - April 11<sup>th</sup> at the North Andover Country Club – Sylvie Foulds
  - a. Do not have to be a NAMA member to come.
  - b. Entertainment includes a new photo booth added this year and a pianist
  - c. Tickets are \$50
  - d. Two Scholarship awards of \$2000
  - e. Young Entrepreneur award \$500
  - f. Merchant of the year Jaime Faria owner of Jaime's Restaurant on High Street
5. Sheep Shearing – Sunday, May 17<sup>th</sup> North Andover Common
  - a. NAMA will have a booth at the event and members can give marketing materials items that can be displayed at the booth for people to take.
    - i. Materials can be dropped off at Dawn's Sign Tech located at 33 Flagship Dr
  - b. EJ Foulds informed that the NA Festival committee added a new Village Area to Sheep Shearing. The new area will include a Blacksmith and a Glass Blower for demos

5/5/2015, 10:14:42 AM

- c. Cow Pie Bingo – (EJ Foulds)
  - i. 625 Squares being sold for \$10 a square. Winning square gets grand prize of \$1000 and there will also be ten \$100 prizes drawn.
  - ii. All proceeds go to Santa Parade
  - iii. This year looking for more high traffic locations to put the board to sell tickets leading up to Sheep Shearing
- 6. Christmas Santa Parade Calendar
  - a. Need someone to organize and lead
  - b. Same format and design as last year just need someone to lead the committee to contact businesses for donations and coordinate prizes
  - c. Any NAMA member can help

**Guest Speaker:** Brian Fraser from North Andover CAM – How NAMA members can utilize their services  
 -Guest Speaker could not make it to meeting. Will be forwarding details

**New and Continued Business**

- 1) Reminder – Dues for 2015 membership - Invoices were mailed – 97 members have paid
  - a. Please get dues in as soon as possible
  - b. Will be updating email list with members who have paid their dues for 2015
    - Only paid members will be getting emails going forward
- 2) Next meeting will be Wednesday May 6<sup>th</sup>, 7:00pm at Senior Center

**Merchant Spotlight**

- 1. Salem Five Bank – Lois McGinness VP Market Manager
  - a. Lois has been in banking for 25 years and 11 years with Salem Five
  - b. Over \$100M in assets out of the 114 branch
  - c. Salem Five is a home grown local bank with over 30 branches, many open on Sundays
  - d. Because they are a mutual savings bank they are able to offer higher rates on savings accounts and lower rates on loans because they are not reporting to any stock holders who are looking to make money
  - e. Offer the same products and services as other large banks but with a focus on customer service and a personal understanding of clients
  - f. Pedroia’s World - [www.pedroiasworld.com](http://www.pedroiasworld.com)
    - i. Dustin Pedroia is spokesperson for Salem Five
    - ii. Nominate people for the Heart League to win Pedroia Gear and Game Tickets
  - g. Free Lunch Fridays
    - i. Local Business owners and staff are invited to have lunch at Salem Five every Friday this April starting 4/10 from 12-2pm at the 530 Turnpike St branch.
    - ii. Raffles, Pizza, and Fun (do not need to be a customer to enter)
- 2. Distinctive Window Coverings – Julie Sinopli
  - a. 5 years in North Andover
    - i. 123 Main Street
  - b. They are a Hunter Douglas showcase dealer
  - c. Can provide pretty much anything that covers windows
    - i. Blinds and Shades for home and offices
  - d. Free consults and Free install in North Andover
  - e. Partnering with many businesses and contractors in the community
- 3. Zulak Copywriting – Nicholas Zulak
  - a. Was a writing major in college and has an IT degree and has been a fiction writer for the last 5 years.
  - b. Started the business January 1<sup>st</sup> 2015
  - c. Renting space from Dawn’s Sign Tech
  - d. Writing for Blogs, Website copy, ads, and content for marketing materials
  - e. Background in IT helps him specialize in technical writing and putting into plain language

- f. Read his blog and check out his website <http://www.zulakcopywriting.com/>

**Closing Thoughts and Adjournment**

Round Table – All

If ordering materials for Sheep Shearing and future events (National Night Out, Fall Festival, Road races) a suggestion would be to order in bulk 1000-2000 items if you would like to have enough for NAMA to hand out or if your business is going to have a booth on their own.

Motion to adjourn: Chris Palermo, Second: Lois McGinness, vote: Unanimous