

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, August 5th, 2015, 7:00pm North Andover Senior Center 120 Main Street rear, North Andover, MA 01845

Call to Order

Round Table Introductions and Attendance (Dawn Pease)

Name	Business	Name	Business
Phil Jay	Perfecto's Caffe	Amy Feinerman	Acupuncture and Holistic Wellness
Hilario Kiendo	New England Cleaning Solutions	Nancy Chippendale	Nancy Chippendale's Dance Studios
Linda Pedi	Ed Pedi Photography	Bob Carberry	Nancy Chippendale's Dance Studios
Lisa Ross	MacDonald & Pangione	Dawn Pease	Dawn's Sign Tech
Chris Palermo	BlueDog	Jenn Pollina	Edward Jones
Greg McHale	Lets All Do Good		

- Accept Minutes from June Meeting. (Dawn Pease)
 - Motion to accept June Minutes: Linda Pedi, Second: Chris Palermo, Vote: Unanimous
- Treasurer's Reports (Lois McGinness)
 - Attached
 - Motion to Accept Treasurer's Report: Phil Jay, Second: Linda Pedi, Vote: Unanimous

New Members:

- Bright View North Andover Mike Reed
- North Andover Music Academy Ed Antonelli
- New England Cleaning Solutions Hilario Kiendo
- Brothers Home Services Anna Gikow

Guest Speaker:

Greg McHale from Lets All Do Good – A new application connecting nonprofits and causes to their supporters using their smartphones

- Launches on the iPhone in October with 10 non profits one is NAMA member Windrush Farm
- With Email list click through rates and open rates dropping nonprofits need a new way to reach supporters
- 80% of supporters use smartphones
- Lets All Do Good app helps nonprofits reach supporters and volunteers using push notifications and gives businesses the plug for being a sponsor using banner style ads in communications
- App also has a discovery tool for users to find businesses that support the causes they like. Can also let users know about "Do good deals" where a percentage of the sales at a particular business goes to a charity
- \$99 a year for businesses to join and have info available for nonprofits to use in notifications

Committee Reports

- 1. Mixers
 - a. No July Mixer
 - b. August is available for any business that would like to host
- 2. Fall Festival Saturday Sevptember 26th 10:00 am to 4:00 pm
 - a. On the old town common again
 - b. Forms to sign up as a vendor or be a sponsor are on the website
 - c. Looking for entertainment for the stage. Time slots are available and if interested email NAMA

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- d. Proceeds to benefit the STEM program's robotics team and North Andover based nonprofit "Everyone's a Player" with any donation made will be earmarked for North Andover kids
- e. Day of event we will be collecting food donations for the Peoples Pantry at the North Parish

New and Continued Business

- 1) Knights on the Run Saturday October 24th, 2015
 - a. Make motion for NAMA to be a sponsor
 - Motion made to spend up to \$500 for give aways for runners to put in the NAMA bags
 Motion: Jenn Polina, Second: Linda Pedi, Vote: Unanimous
 - b. NAMA will be giving our draw paper bags to runners members can drop off items for bags
- 2) National Night Out
 - a. Recap of the night and NAMA's booth
 - Very busy night despite the weather
 - Booth was manned by Dawn Pease and Chris Palermo
 - Gave away all bags and lots of NAMA member materials
 - Fun night for a very large crowd of families
- 3) Window Stickers for Members
 - a. More stickers for members have been printed
 - b. Made motion to approve the reimbursement of \$100 spent to print stickers for members
 - Motion: Chris Palermo, Second: Phil Jay, Vote: Unanimous
- 4) Santa Parade in November
 - a. NAMA float and sponsorship
 - We are planning on collecting sponsors for a band and have donating businesses have their banner on the NAMA float again this year
- 5) St. Vincent De Paul Friends of the Poor Walk/Run September 26th
 - a. Motion to donate \$100
 - Motion: Linda Pedi, Second: Lisa Ross, Vote: Unanimous
- 6) North Andover CAM
 - a. NAMA Segments for "The Journal"
 - b. Contact NAMA or NA CAM (Emily Brennan)
- 7) Next meeting will be on Wednesday September 2nd, 7:00pm at Senior Center

Merchant Spotlight

- 1. Nancy Chippendale's Dance Studios Nancy Chippendale
 - a. Been in business 37 years
 - b. Almost 1000 students
 - c. Studio is on Sutton St
 - d. Hosting the international festival "Tap United"
 - e. Dancers from all over the world will be in North Andover with host families from the 10^{th} to the 14^{th}
 - i. Please welcome these great kids and show them hospitality and a friendly attitude
 - ii. They are all great dancers and excited to be in North Andover
 - f. Great event and very professional show at the Collins Center in Andover Tickets \$27
 - g. Come see the Show!
- 2. New England Cleaning Solutions Hilario Kiendo
 - a. Started about 4 months ago
 - b. Worked for the Harvard University IT department until his business got so busy he needed to leave to work for himself full time
 - c. Specializes in home and commercial cleaning
 - i. Using all non-toxic cleaners
 - ii. Business founded on hard work and good products he would only use around his own family and home

d. Biggest client is arts and craft retail chain "Michaels" cleaning 12 of their stores in this area and potentially more stores coming.

Closing Thoughts and Adjournment

Round Table - All Additional Items for September Agenda – All

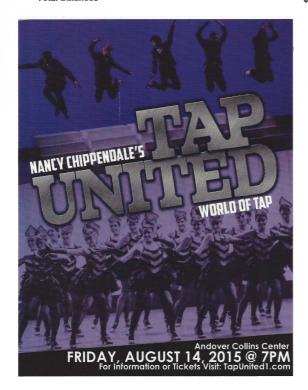
Attachements:

Financial Report

North Andover Merchant Association

Period ending: June 30 2015

	June
Receipts	Julie
Starting Balance	\$16,024.02
Membership Dues	\$796.80
Calendar Sales	\$325.00
Santa Parade Donation	\$150.00
Fall Festival Booth	\$150.00
Total	\$17,445.82
Expenses	
06/08/15-CTC Constant	\$21.25
06/16/15 -Intuit Quickbooks online	\$28.63
check #1184-6/3/15-Dawn' sign tech-Scholardhip Cert.	\$125.00
Check#1185-North Andover Womens Club	\$150.00
Check #1186-Joslin Advertising -Backpacks	\$702.00
check#1187-North Andover 4th of July race-Donation	\$500.00
Total Expenses	\$1,526.88
Balance of Operating Account	\$15,918.94
Charitable Account Balance	\$15,852.57
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Total Balances	\$31,771.51



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