



Stay local. Shop locally.

North Andover Merchants Association

Post Office Box 62, North Andover, MA 01845

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www.NorthAndoverMerchants.org

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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 September 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

8/31/2015, 8:17:01 PM

- 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 10th to the 14th**
 - 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 | |
| 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-Scholarship 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 |
| Total Balances | \$31,771.51 |

