



Stay local. Shop locally.

North Andover Merchants Association

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www.NorthAndoverMerchants.org

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Merchants Association Meeting Minutes

Wednesday, August 3rd, 2016, 8:00AM

Location: Kumon

127 Main Street Unit 2, North Andover, MA 01845

Call to Order

- Round Table Introductions and Attendance (Dawn Pease)

Name	Business	Name	Business
Michael Hamlin	Michael Hamlin CPA	Joe Cronin	Fitness Together
Karen Robie	Juice Plus	Jeff Kaplan	My Circle Deals
Shoba Donti	Kumon	Sylvie Foulds	Kids Karousel
Dawn Pease	Dawn's Sign Tech	Chris Palermo	BlueDog

- Accept Minutes from June Meeting. (Dawn Pease)
 - Motion to accept June Minutes: Chris Palermo Second: Joe Cronin Vote: Unanimous
- Treasurer's Report (Dawn Pease)
 - Motion to accept Treasurer's report: Chris Palermo Second: Sylvie Foulds Vote: Unanimous

New Members:

Juice Plus and Tower Garden - Karen Robie

Miami Fitness & Lifestyle - Amy Founier

Guest Speaker:

Jeff Kaplan - My Circle Deals App "Driving local people to local businesses" Totally free ap.

New Daily Deal/Coupon Site for Small Businesses to consumers. Offer the coupon for a specific day and its only good during that time. Based on the GPS of a phone and a ten mile radius of your business. One deal per day. Three parts to the app, downloading, advertising campaigns (three 7 day campaigns a month), and up to one deal a day. Loyalty program, if clients sign up for the app they can "love" your business. Can only can "Love" one business in a category. Can send out coupon just for your Loyal customers that "Love" your business. Launching at the end of the month. Free for everyone.

[Jkaplan@mycircledeals.com](mailto:jkaplan@mycircledeals.com)

Short video about My Circle Deals:

<https://mycircledeals.wistia.com/medias/kzap4r4da4>

Committee Reports

1. August Mixer - Multi Chamber and Merchant Organization Mixer at the Andover Country Club
 - a. August 23rd 5:00pm-7:00pm
 - b. Can RSVP to the Haverhill Chamber
2. Sports Scholarship Fund Report
 - a. July meeting got delayed
 - b. Applications coming in
3. Fall Festival Committee update

- a. September 24th on the Common
- b. Sponsorships are down so far, looking for businesses to sponsor
- c. Entertainment is free for NAMA members. \$25 donation for non-members
- d. Next committee meeting is 6:00pm at Jaime's

New and Continued Business

1. National Night Out Recap
 - a. Very nice night, with lots of people
 - b. Handed out merchant materials and bumper stickers we had made for the NA PD
2. Next Meeting September 7th at 7:00PM at the Senior Center

Educational Spotlight

Mike Hamlin – Important tax considerations for various types of businesses (LLCs, Corporations, Partnerships, and Sole proprietors.

Mike shared a document that outline the pros, cons, and differences of each.

Michael Halin, CPA 781-435-7284

mhamlin@mhamlincpa.com

Closing Thoughts and Adjournment

Sylvie Foulds presented and ideal for a new raffle for the Santa Parade fund raiser

Looking for something fresh heard of a raffle where you can win a chance to for 5 minutes in a grocery store and fill it up as much as you can into your shopping carts.

Going to start looking into this for NAMA with maybe Market Basket and sell tickets at the Fall Festival.

Dawn Pease spoke about the board meeting with Licciardello Financial Services/Compass Capital Corporation about a MEP for 401k plan for NAMA members. We are looking into it and may be presenting more info next meeting

Motion to Adjourn: Sylvie Foulds Second: Shoba Donti Vote: Unanimous