



Stay local. Shop locally.

North Andover Merchants Association

Post Office Box 62, North Andover, MA 01845

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www.NorthAndoverMerchants.org

Stay local. Shop locally.

Merchants Association Meeting Minutes

Wednesday, December 2nd, 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
Shoba Donti	Kumon Math and Reading Center	Lisa Ross	MacDonald and Pangione Ins.
Tatiana Vazza	Tattiana's Treats	Jim Smith	MTM Insurance
Jenn Pollina	Edward Jones	Sylvie Foulds	Kids Karousel
EJ Foulds	NAPD	Tallie Abernathy	Zuma Dance With Tallie
Lois McGinness	Salem Five Bank	Dawn Pease	Dawn's Sign Tech
Kamileh Crocco	Keepity, Inc	Terry Holland	Stachey's
Chris Palermo	BlueDog	Phil Jay	Perfecto's Caffe

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- Accept Minutes from November Meeting. (Dawn Pease)
 - Motion to Accept Minutes from November meeting: Lois McGinness, Second: Phil Jay, Vote: Unanimous
- Treasurer's Reports (Lois McGinness)
 - Good Healthy Balances in accounts
 - Going to start collecting membership dues next month for 2016
 - See Attachments for balance sheets
 - Motion to accept Treasures Report: Phil Jay, Second: Shoba Donti, Vote: Unanimous

New Members:

- None

Guest Speakers: Kamileh Crocco of Keepity a website and app that links shoppers to local business

Raise of Mobile device sales growing faster than computer sales. Shift in the market place of consumers using apps and mobile devices to find businesses. Syncs with Facebook, Twitter and email through Keepity Also businesses get an ad/slide on the Keepity website. Links other business in the community as well because traffic coming to the site are exposed to other businesses. Consumers can "Keep" offers saved in their profile to be used and they opt into future communication from the business. The more business in a town on Keepity the more the exposure businesses get. North Andover has reached enough businesses where Keepity is going to start advertising in town. No share rates, monthly or annual fees. 6 months free usually, but NAMA members are getting first year free. Cost to business is 30 cents a keep. "Keeps" can be capped to control costs. Focusing right now on consumable services, and soon launching professional services. Keepity is a free app to consumer Consumers driven to the app by Keepity' advertising and grass roots type marketing in town (events, print, etc) and by the the participating businesses' social media

Committee Reports

1. Holiday Mixer Wednesday December 9th at Shadi's
 - a. Room reserved near the entrance
 - b. Apps provided and a cash bar
 - c. Starts at 5:30pm
2. January Mixer: Rolf's Pub
 - a. January 27th, 5:30pm – 7:30pm

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3. Knight of Honor
 - a. Date is set for April 9th at the North Andover Country Club
 - b. Scholarship applications will be going out to all the schools
 - c. Merchant of the Year nominations or open. Anyone you know who's business contributes and gives back to the community and deserves recognition. Must be a NAMA member
 - d. Milestone recognitions for businesses that are celebrating a milestone in 2016 in increments of 5
 - e. Two scholarships of \$2000 to a boy and a girl that goes to school in North Andover
 - f. \$500 to a young entrepreneur
 - g. All forms and applications will be going on the NAMA website
 - h. Silent and live auctions
 - i. Sit down dinner served
 - j. Ad space available in the auction book

New and Continued Business

- 1) Santa Parade NAMA Float Recap
 - a. Rainy day but there was a good turn out even with a few back outs
 - b. All the paid entertainment showed up
 - c. Thank you to the NAMA volunteers Mike Laorenza, Dick Vaillancourt, Phil DeCologero, Chris Palermo, and Everyone at Trombly's for a great float
 - d. NAMA represented well

Judging panel:

 - Tallie Abernathy - Zumba with Tallie
 - Joe Cronin - Fitness Together
 - Tracey Zysk- Wiggles & Jiggles Pet Care
 - e. Entertainment winner
 - Center for the Performing Arts
- 2) Tree lighting
 - a. Estimated 500 people turned out for the lighting
 - b. Tree looked great
 - c. Thank you to Perfecto's for providing hot chocolate to the crowd
- 3) Breakfast with Santa
 - a. VFW is hosting a Fund Raiser for the Santa Parade on December 6th "Breakfast with Santa." Take pictures with Santa and enjoy a great pancake breakfast. Children under 12 are \$5 and everyone over 12 is \$10.
- 4) Friends of the Senior Center Giving Trees
 - a. Used the donation money allocated at the last meeting to the new "Giving Trees"
 - b. \$200 worth of CVS and Marketbasket gift cards
- 5) New Board of Directors Announcement
 - a. Thank you to 2015 Board of Directors!
 - b. New members to the Board are: Lisa Ross, Jim Smith, Tatiana Vazza, and Ryan Schruender
 - c. Returning Board: Dawn Pease, Sylvie Foulds, Lois McGinness, Chris Palermo, Tallie Abernathy, and Phil Jay
 - d. Thank you to Tracy Watson, Lesley Carlson, Frank Stamos, and Eileen Labrecque for all they hard work, time, and contributions they have made to NAMA as board members
- 6) North Andover Fire Department toy drive
 - a. If any businesses would like to donate they can contact Tracey Zysk at Wiggles and Jiggle Pet Care or Matt Davis at the North Andover Fire Station
- 7) Next meeting will be on Wednesday January 6th, 7:00pm at Senior Center

Merchant Spotlight

Shoba Donti Kumon of North Andover - Been in town for 13 years. Afterschool math and reading program. Starting with kids at the age of 4 and through high school and do some college prep work. Goal is to have students working independently to help teach them to skills to succeed in the work environment. Work done in 15 minute intervals of undistracted work. The goal of the program is to learn above grade level so school becomes easy. Don't

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look at age as much as ability. Test kids and start teaching them at their learning level and abilities so they can be challenged and not be limited by a school curriculum.

Closing Thoughts and Adjournment

Motion to Adjourn: Sylvie Foulds, Second: Louis McGuinness, Vote: Unanimous

Attachments:

Report: Balance Sheet

North Andover Merchant Association

BALANCE SHEET *November*
As of December 2, 2015

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking	10,913.35
Checking II-Charitable Account	18,018.48
Total Checking	28,931.83
Total Bank Accounts	\$28,931.83
Other current assets	
Uncategorized Asset	48.25
Total Other current assets	\$48.25
Total Current Assets	\$28,980.08
TOTAL ASSETS	\$28,980.08
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	6,610.48
Retained Earnings	11,321.38
Net Income	11,048.22
Total Equity	\$28,980.08
TOTAL LIABILITIES AND EQUITY	\$28,980.08

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North Andover Merchant Association
PROFIT AND LOSS
 November 2015

	TOTAL
Income	
Non-Profit Income	500.00
Other Primary Income	50.00
Total Income	<u>\$550.00</u>
Gross Profit	<u>\$550.00</u>
Expenses	
Advertising	21.25
Charitable Contributions	5,900.00
Donation	400.00
Dues & Subscriptions	160.63
Other General and Admin Expenses	205.25
Promotional	955.28
Total Expenses	<u>\$7,642.41</u>
Net Operating Income	<u>\$ -7,092.41</u>
Net Income	<u><u>\$ -7,092.41</u></u>

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North Andover Merchant Association
BALANCE SHEET
 As of October 31, 2015

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking	12,038.26
Checking II-Charitable Account	23,985.98
Total Checking	<u>36,024.24</u>
Total Bank Accounts	<u>\$36,024.24</u>
Other current assets	
Uncategorized Asset	48.25
Total Other current assets	<u>\$48.25</u>
Total Current Assets	<u>\$36,072.49</u>
TOTAL ASSETS	<u><u>\$36,072.49</u></u>
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	6,610.48
Retained Earnings	11,321.38
Net Income	18,140.63
Total Equity	<u>\$36,072.49</u>
TOTAL LIABILITIES AND EQUITY	<u><u>\$36,072.49</u></u>

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Report: Profit and Loss

North Andover Merchant Association
PROFIT AND LOSS
October 2015

	TOTAL
Income	
Non-Profit Income	12,932.00
Other Primary Income	100.00
Unapplied Cash Payment Income	300.00
Total Income	<u>\$13,332.00</u>
Gross Profit	<u>\$13,332.00</u>
Expenses	
Advertising	996.25
Bank Charges	6.00
Charitable Contributions	2,278.62
Dues & Subscriptions	28.63
Other General and Admin Expenses	34.48
Total Expenses	<u>\$3,343.98</u>
Net Operating Income	<u>\$9,988.02</u>
Net Income	<u><u>\$9,988.02</u></u>

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