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Merchants Association Meeting Minutes

Wednesday, December 6th, 2017

North Andover Senior Center

120 Main Street rear, North Andover, MA 01845

Call to Order

- Round Table Introductions and Attendance (Dawn Pease)
In Attendance:
Dick Vaillancourt, Board of Selectman.
Sylvie Foulds, Kids Karousel.
Dawn Pease, Dawn's Sign Tech.
EJ Foulds, NAPD and NA Festival Committee.
Robert Sanders, Aussie Pet Mobile
Chris Palermo, Blue Dog
Maria Sannella, Merrimack College
Kathy Stevens, NA Historical Society
- Accept Minutes from November Meeting.
- Motion to accept: Chris. 2nd: Sylvie. All in favor: I
- Treasurer's Report : Treasurers report submitted to the end of November: Operating account balance: \$7,041.01 Charitable account balance: \$27,601.06 SSF account: \$11,727.45.
- Motion to accept report: Sylvie, Second: Chris All in favor. I

New Members:

No new members for the month of November

Guest Speakers:

Maria Sannella: Senior Capstone Class at Merrimack College

**Senior students in the Marketing program at the school need to do a Capstone project. This project entails that the student come in and evaluate your business and how you could better market your business, especially in this social media world. They come in at no cost to the business owner and help you to do that. Then they write up their marketing strategy as their paper and present to the class/teachers. You are welcome to come listen to that presentation too. 100 students available.

If interested, and why not? please contact **Maria at sannellama@merrimack.edu or call 978-502-8087**

Committee Reports

Mixers: No November mixer: Any NAMA business willing to host a mixer is welcomed to do so. Or collaborate with another business. Contact Dawn at nortandovermerchants@gmail.com

December Mixer: Wednesday the 13th. 6-8pm. Chama Grill. Cash bar: Appetizers provided.

Sport Scholarship Fund: 99 students helped year to date

Knight of Honor/Rising Star Gala: Sylvie Foulds: Saturday March 24th 2018. Looking for new committee members to join us. Contact Sylvie at Sylf19@comcast.net. More information coming shortly.

New and Continued Business

Fall Festival Committee recap of events: EJ Foulds:

Santa parade huge success. Big crowds and lots of participants in the parade.

Annual Tree lighting. On the Common. Thousands came for the lighting, hot chocolate and Santa. Sponsors were announced repeatedly, including NAMA, during the evening and were in the songbook.

Annual Breakfast with Santa. Sunday December 3rd at the Masonic Temple. Great turnout. New venue was good. Estimated 120 people came through. Raffle items donated by NAMA members.

Market Basket Raffle: \$7,643 raised! Better than last year. Chris Holland of Stachey won the MB spree! Congrats Chris. \$500 wineer was Leona Hollands.

Follow Festival Committee on FB! <https://www.facebook.com/northandoverfestivalcommittee>

Santa Parade: Chris Palermo: We had 12 NAMA members had their banners displayed. Thank you to Dickie, Phil DeCologero, Mike Leorenza and Tromby Brothers for helping setting it all up.

Elf on a Shelf: Contest for our followers. Elf on the Shelf will visit and take pictures at a NAMA business. Those following need to guess where he ends up Christmas Eve. Gift Certificate to Dove & Figs, \$50, for the first to guess correctly. Follow on FB at <https://www.facebook.com/northandovermerchants/>

Senior Center: Dawn: Looking for GC's for raffles etc. to raise funds for SC. Did \$200 last year. Motion to do up to \$200 this year Sylvie, Second Chris, All in Favor I

2018 Board of directors: Due to the fact that we had 11 nominations and 11 spots to fill, Dawn only needed to place one vote for each. We did not need to put out to vote to the members.

Dawn Pease, Chris Palermo, Lois McGinness, Sylvie Foulds, Tatiana Vazza, Eileen LaBreque, Phil DeCologero, Marion Donahue, and new Board members welcomed! Dee DeVello [Painting With A Twist], Linda Kody [Kody Real Estate] and Andrew Firmin [Aflac].

****2018 Meeting structure change and time change:** Dawn Pease: 2018 is bringing about some changes. As we go through the process of updating our by-laws we see the need for a change. Therefore for 2018:

Meetings will be on Tuesday nights. They will be OPEN BOD meetings. Will follow what we do now as we go over an agenda set before the meeting by the NAMA officers to be discussed at the meeting. All are welcome.

There will be ONE General Meeting for NAMA members in November or December. To be determined.

Meetings will be at 6pm not 7pm So we can be home earlier and when we get out of work there is not a big gap waiting for the meeting . We are hoping to increase attendance. Your opinions and input matters!

Round table discussions:

Dickie Vaillancourt: Dave Rand is looking for support in getting a fence or some sort of protection for the Vietnam Memorial. Also lighting to stave off vandals. Dickie will be getting more detailed information from Dave in what he would like and what he needs financially.

Next meeting TUESDAY January 2nd at 6pm at the Senior Center

Closing Thoughts and Adjournment: None

Motion to adjourn: EJ. Second, Robert All in favor I