



Stay local. Shop locally.

North Andover Merchants Association

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www.NorthAndoverMerchants.org

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Merchants Association Meeting Minutes

Wednesday, February 3rd, 2016, 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
Dawn Pease	Dawn's Sign Tech	Sylvie Foulds	Kids Karousel
Dan Weintranlo	Dynamic Chaos	Deena Zimmerman	Dynamic Chaos
Tatiana Vazza	Tatiana's Treats	Joe Cronin	Fitness Together
Jim Smith	MTM Insurance	Lisa Ross	MacDonald & Pangione
Tracy Watson	Wood Ridge Homes	Rosemary Smedile	Connelly Real Estate
Chris Palermo	BlueDog	Lois McGinness	Salem 5 Bank
Mike Xenakis	Taki's Pizza		

- Accept Minutes from December Meeting. (Dawn Pease)
 - Motion to accept Minutes from January: Chris Palermo, Second: Sylvie Foulds, Vote: Unanimous
- Treasurer's Reports (Lois McGinness)
 - \$11,163.59 – Operational Balance
 - \$18,018.48 – Charitable Account Balance
 - Motion to accept the Treasurers Report for January: Sylvie Foulds, Second: Deena Zimmerman vote: Unanimous

New Members:

- Taki's Pizza

Guest Speakers:

Wood Ridge Homes – Tracy Watson

Details about the new NAMA Sports Scholarship Fund – NA Students only

- Grand Kick off in March at Jaime's - \$20 tickets for Jaime's Raffle items and event will include Photo Ops.
- NAMA started off the Fund with \$2700
- 2 more donations from the Boston Bruins \$2500 and North Andover Police Department \$2500
- Fund helps families with booster club fees, nationals, karate, soccer shoes, sports equipment, etc.
- All applications are reviewed and the fund will try to serve as many of our youth in NA as possible including aspiring youth that will apply to colleges for a Business Major and entrepreneurs.
- Link on website with Mission statement. Application will be uploaded soon.
- Informational cards will also be generated for schools to be available for kids and parents.

Committee Reports

1. January Mixer: Rolf's Pub - Recap
 - a. Excellent mixer and well attended

- b. Lesley generously provided some great food for the group
2. February Mixer: Dawn's Sign Tech
February 9th 5-7 at Dawn's Sign Tech
Space will be available for NAMA members only to put out any marketing materials
A large turnout is expected to be sure to bring plenty of business cards
 3. Knight of Honor April 23rd at the North Andover Country Club
 - Merchant of the year - Trombly Brother's.
 - Harold, Mark and Scott were very gracious and humbly accepted.
 - Donates for the silent auction are being collected.
 - Wine Raffle - \$10 raffle tickets. Items can be dropped off at Kids Karousel with Sylvie Foulds.
 - Two scholarships of \$2000 to High School Senior boy and a girl who are North Andover residents
 - Sponsor the honorees and parents of scholarship for the Knight of Honor Gala is \$150.
 - Sponsor the Merchant of the Year for the Knight of Honor Gala is \$500.
 - Scholarships and entrepreneur applications have been sent out and we can honor anyone, 21 or under \$500 award.
 - Tickets aren't available yet. Still printing. \$50 a ticket.
 - Silent and live auctions
 - Sit down dinner served
 - Ad space available in the auction book.
 - All forms and applications are also on the NAMA website.
 - Milestone recognitions for businesses that are celebrating a milestone in 2016 in increments of 5

New and Continued Business

- Membership Dues for 2016.
- 140 Invoices went out. When writing your check please write "For Membership Dues" in memo.
- Next meeting will be on Wednesday March 2nd, 7:00pm at Senior Center

Merchant Educational Spotlight

"What to Know When Buying Signs", Dawn's Sign Tech – Dawn Pease

- Look for an independent shop vs. Franchise
- Always obtain Certificates of Insurance for anyone going onto your property
- When checking around on prices make sure you are comparing apples to apples
- Most shops charge between \$65-\$100 /hr. This is reasonable and it depends on how much overhead the company employs.
- Don't discount the shop that doesn't have the lowest prices, he might have more to offer such as customer service. They are not out to be the cheapest, they are out to be the best.
- An honest shop will give you an honest opinion about other work brought to them. They will do this without being critical or verbally abusive towards the other shop.
- If you pay to have design work done, YOU OWN it. Ask for a copy of your artwork in every format available. Some shops will claim they have lost it because they don't want it going to a competitor, but you have every right to it.
- Do not allow anyone on your property that does not carry their own Workers Compensation.
- Be aware of zoning and bi laws, be aware of what is acceptable in your lease when renting property for your business.

- If there is lettering on your vehicle for business purposes, you MUST have a Commercial Plate.

Closing Thoughts and Adjournment

Dawn Pease read an acknowledgement letter of thanks from the NA Music Association for our donation last month.

Motion to adjourn meeting, Chris Palermo, Second: Lois McGinness, vote: Unanimous.