



Stay local. Shop locally.

# North Andover Merchants Association

Post Office Box 62, North Andover, MA 01845

(978)965-2708

www.NorthAndoverMerchants.org

*Stay local. Shop locally.*

## Merchants Association Meeting Minutes

Wednesday, June 3rd, 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
Sylvie Foulds	Kids Karousel	Stan Limpert	NA Historical Society
E.J. Foulds	NA Police Department	Jenn Pllina	Edward Jones
Tracey Zysk	Wiggles & Jiggles Pet Care	Linda Pedi	Ed Pedi Photography Studio & Gardens
Linda McHugh	Orchard Material Technology	Lisa Conti	Juice Plus
Tatiana Vazza	Tatiana's Treats	Donna Fournier Cuomo	NA Women's Club
Dawn Pease	Dawns Sign Tech, Inc	Chris Palermo	BlueDog
Dan Cronin	NA Police Department	Eileen Labrecque	Organizing Relief
Lois McGinness	Salem Five Bank	Phil Jay	Perfecto's Caffè
Rosemary Connelly Smedile	Connelly Real Estate		

- Accept Minutes from May Meeting. (Dawn Pease) – Motion to accept – Sylvie Foulds, Second – Jenn Polina, Vote – Unanimous
- Treasurer's Reports (Lois McGinness) – Motion to accept Treasurer's report: Linda Pedi, Second: Sylvie Foulds, Vote: Unanimous
  - Checking account balance: \$16,024.02
  - Expenses: \$5,914.06
  - Income: \$2,092.27
- Charitable Account balance: \$15,852.57
- Income: \$6,276.21
- Expenses: \$852.27

### New Members:

- No New Members

### Guest Speakers:

1. Detective Daniel Cronin of the North Andover Police and NAMA Member Tracey Zysk of Wiggles & Jiggles Pet Care, with details on National Night Out August 4<sup>th</sup>
  - a. Event is from 6pm to 8pm. Set up for vendors starts at 4:30 and spots are filled in a first come first served order.
  - b. This is a free event for people to attend and vendors are not allowed to sell anything. If you are planning to do a giveaway it is suggested something small because turn out for the event is expected to be in the thousands.
  - c. Tracey suggested doing a free raffle for an item if you are looking to get the contact info of potential new clients.
  - d. School Supply Drive. The Crime Watch is collecting new supplies for the schools. Anything a student might need. (pens, pencils, note books, etc..) Items can be dropped

6/9/2015, 4:10:42 PM

- off at the Crime Watch tent the night of the event. Note: business names cannot be on the items donated, like pens with business name and info or promotional items.
- e. Spectrum Ad insert. As of the meeting there were about 2 spots left. Contact Dave at the spectrum if interested.
  - f. Letter from the Chief of Police to business owners is attached at the end of the minutes
2. Donna Cuomo of the North Andover Women's Club – 80<sup>th</sup> year anniversary, club info, and membership details.
    - a. Club was founded in 1935 and celebrating their 80<sup>th</sup> year
    - b. The club strives to socially and intellectually improve the community of North Andover
    - c. They make many contributions to North Andover. Like "Light up the Common". (The decorative lights on the trees in the common.) and scholarships.
    - d. To celebrate their 80<sup>th</sup> year they are doing an Old Fashioned High Tea at the Stevens Estate on Sept 20<sup>th</sup>.
      - i. Tickets are \$35
      - ii. Should be a very fun event, attendees can dress up for high tea, there will be impromptu appearances by "Acting Out!"
      - iii. Businesses and individuals can put ads in the event book.
        1. Wish the club a happy birthday or put a note in memory of a family member that was a member of the club
    - e. Tuesday June 9<sup>th</sup> there is an open meeting at Jamie's on High St. for women who are interested in becoming members and to kick off promoting the High Tea in September
    - f. Motion Made by Sylvie Foulds to purchase the back cover of the event book to put an ad for NAMA for \$150. Second: Tracey Zysk, Vote: Unanimous
    - g. For details on pricing and the event book see attachment at the end of the minutes

### **Committee Reports**

1. June Mixer at Merrimack Valley Federal Credit Union
  - a. Tuesday June 17<sup>th</sup> 5:30 – 7:30 pm
  - b. Refreshments will be served
2. Sheep Shearing – Cow Pie Bingo raised \$2400 for the Santa Parade
3. Christmas Santa Parade Calendar – Tatiana Vazza
  - a. Total Sales and numbers
    - i. Sold 130 calendars (\$1300) for the Santa Parade!
4. 4<sup>th</sup> of July Road Race
  - a. Motion to purchase more NAMA bags for the event (\$702)
    - i. Motion: Lois McGinness. Second: Eileen Labrecque. Vote: Unanimous
  - b. Reminder to members to drop off any promotional materials they would like in the NAMA bags that will be given to every race participant. 1000 bags estimated to be handed out.
    - i. Items can be dropped off at Kids Karousel by June 29th or Dawn's Sign Tech by June 25th
5. National Night Out NAMA Booth Volunteers Needed
  - a. August 4<sup>th</sup> need help for set up and coverage for the event
  - b. Asking for 3 members to commit the event

### **New and Continued Business**

- 1) Reminder – Dues for 2015 membership
  - a. Members list on the NAMA website is being updated to reflect only paid members
- 2) Next meeting will be on Wednesday August 5th, 7:00pm at Senior Center
  - a. No July meeting

### **Merchant Spotlight**

1. **Tatiana's Treats – Tatiana Vazza**
  - a. **Tatiana is from Slovakia and has lived in North Andover for 9 years and been in the US for 16.**

- b. **Has been in business as a baker for 5 years, and before that was an architectural drafter for 20 years**
  - c. **Her passion for baking old fashioned good desserts started when she was young and would bake with her mother.**
  - d. **Products are baked with all natural ingredients and can be found locally at Jimmy's Famous pizza, Whole Foods and The Vineyard**
  - e. **Can order from her directly through her website and join her monthly dessert club, every month is something new! <http://www.tatianastreats.com>**
2. **Juice Plus – Liza Conti**
- a. **Liza is from North Andover and Juice Plus is a her nutritional product virtual franchise**
  - b. **Whole food powders, chewables, and protein bars**
  - c. **Clinically reviewed and proven. No GMOs**
  - d. **Daily nutrition to help you get everything you need from fruits and vegetables**
  - e. **See attachment at the end of the minutes for more details and Liza's contact info**
3. **Dawn's Sign Tech – Dawn Pease**
- a. **Dawn opted to talk about some additional NAMA topics during this time. (see below)**

### **Closing Thoughts and Adjournment**

NA CAM - Would like to send out a crew to do a blurb in The Journal about NAMA's featured businesses

Knights on the Run – October 24<sup>th</sup>. NAMA will be have a booth. We wanted to make mention for those who were making purchases for promotional materials for National Night out and the 4<sup>th</sup> of July Road Race that they might want to include some items for this as well. We will be giving out NAMA bags to the runners and have a booth. 300 runners expected. Will have more details at the August meeting

#### Round Table

Tracey Zysk brought up Restaurant week and the challenges we have had in the past with promotion of the event and participation from the local restaurant establishments. There was discussion about whether or not we should continue to organize and sponsor Restaurant Week. It was determined that the general consensus is that Restaurant Week has lacked participation and popularity within the community.

Motion to Discontinue Restaurant Week was made by Tracey Zysk. Second: Sylvie Foulds. Vote: Unanimous.

Motion to Adjourn Chris Palermo, Second: Eileen Labrecque, Vote: Unanimous

Advertising Order/Receipt

Sponsored by the North Andover Womens Club  
80<sup>th</sup> Birthday Celebration Sponsor's Booklet  
High Tea at the Stevens Estate  
September 20, 2015

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_  
Ad size \_\_\_\_\_  
Amount Due \_\_\_\_\_

Oversized Business Card	\$40
1/2 Page	\$60
Full Page	\$100
Back Cover	\$150
Inside Back Cover	\$125
Center Page <small>2 pages available</small>	\$150
Full Center Page Spread <small>2 pages</small>	\$250
Birthday Wishes Sponsor <small>1 line acknowledgement</small>	\$25

Ads due by August 15, 2015

Contact:  
Rosemary Connelly Smedile 978-689-2949  
Donna Cuomo 978-821-1435

DCuomo@comcast.net

Full Page \$100	Oversized business card 1/3 page \$40
	1/2 page \$60



The Office of CHIEF OF  
POLICE

**NORTH ANDOVER**  
**POLICE**  
DEPARTMENT  
--- Community Partnership ---



Dear North Andover Business Owner,

The North Andover Police Department, Neighborhood Crime Watch, Wood Ridge Homes and the North Andover Merchants Association will be sponsoring the Annual National Night Out (NNO) for all North Andover residents. NNO 2015 will be held on Tuesday, August 4<sup>th</sup>, 2015 at the Hayes Stadium behind the North Andover Middle School, from 6:00-8:00 p.m.

NNO supports the Neighborhood Crime Watch initiative of crime and drug prevention. The goal of this annual event is to strengthen community partnerships and to build a safer community. The program heightens awareness, and generates support and involvement in anti-crime programs. Most importantly, a message is sent to criminals letting them know that North Andover neighborhoods are organized and fighting back.

Attendees have the opportunity to view police vehicles, fire apparatus and interact with police and fire personnel. NNO is great opportunity to have pictures taken of your family with public safety officials and equipment.

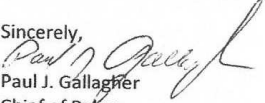
North Andover Youth & Recreations Services will be offering games and face painting. There will be a barbecue with hot dogs, hamburgers and soft drinks. A chef from a local restaurant will oversee the grill and police officers will serve the public.

I invite you, whether you are a newcomer or a past participant, to join us in celebrating NNO 2015. You will be able to set up a table and offer business-related items such as discount coupons, vouchers or samples. Because this is a free event, no sale transactions are permitted during the event.

NNO 2015 will mark the 12<sup>th</sup> year that The North Andover Police Department has celebrated this great event. Please join us in building on this community partnership and help make North Andover a safer community.

For further information and to register for NNO 2015, email the Crime Prevention Unit at [crimewatch@napd.us](mailto:crimewatch@napd.us)

We look forward to seeing you at National Night Out 2015!

Sincerely,  
  
Paul J. Gallagher  
Chief of Police

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475 Osgood Street, North Andover, Massachusetts 01845 Telephone: 978-683-3168 Fax: 978-685-0249

6/9/2015, 4:10:42 PM

## Juice Plus



Juice Plus+ is the most thoroughly researched nutritional product in a capsule in the world. It is made from fresh, high-quality fruits and vegetables, and is carefully tested to ensure that no pesticides or other contaminants affect the natural purity of the product. The fruits and vegetables are juiced, and the juices are then concentrated into concentrated food powders using a proprietary drying process that carefully maintains temperatures at levels that preserve as much of the original nutrient quality as possible. Clinical research has demonstrated many healthful benefits of taking Juice Plus every day.

More information [www.conti.juiceplus.com](http://www.conti.juiceplus.com)

Lisa Conti

781-844-3259