



Stay local. Shop locally.

North Andover Merchants Association

Post Office Box 62, North Andover, MA 01845

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www.NorthAndoverMerchants.org

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Merchants Association Meeting Minutes

Wednesday, March 2nd, 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
Sylvie Foulds	Kids Karousel	Eric Kfoury	Town of North Andover
Joe Cronin	Fitness Together	Ken Roffe	Small Business Development Center Salem
Dawn Pease	Dawn's Sign Tech	Tim Whelan	Boston Web Marketing
Ron Gauthier	Georgetown Bank	Mike Baument	UPS Store
Lois McGinness	Salem Five Bank	Shep Spear	Sustainability Committee
Phil Jay	Perfecto's Caffe	Chris Palermo	BlueDog
Rosemary Connelly Smedile	Connelly Real Estate	Bob Carberry	Nancy Chippendale's Dance Studios
Shoba Donti	Kumon of North Andover	Terry Holland	Stachey's

- Accept Minutes from February Meeting. (Dawn Pease)
 - Motion to accept February Meeting Minutes: Lois McGinness, Second: Sylvie Foulds, Vote: Unanimous
- Treasurer's Report (Lois McGinness)
 - Operational Account: \$10,738.67
 - Charitable Account: \$18,118.48
 - Income: \$400
 - Expenses: \$624.92
 - Motion to Accept Treasurers Report: Sylvie Foulds, Second: Phil Jay, Vote: Unanimous

New Members:

- Georgetown Bank

Guest Speakers:

Robert Rafferty – North Andover Sustainability Committee: work with local merchants on recycling

Co-Chair of town committee report to dpw and board of selectmen. Support, educate and advocate. Hold towns annual earth day do Lake Clean up, sell rain barrels and composters. Focused on the environment. Growing as a committee to do more than just recycling and waste disposal. Started out focusing on residence, branched out to nonprofits and community groups. Now reaching out to private sector.

What we can do? On town website, "Business assistance page" Links to help businesses become more sustainable. Recyclingworksma.com. Wastewise program. Sbnmass.org. Want to recognize businesses that are supporting supporting the local economy and sustainability. Twitter: NA_sustainable Call dpw main office and ask for JoAnne if you want to reach out to them or through Facebook.

Ken Roffe – Small Business Development Center: Resources available to small businesses
Regional funded by SBA and state of MA. All of their clients receive their services for free. They counsel small businesses and entrepreneurs and help them succeed. Help become more productive and even fix operations. Located in Salem State University. 70% of business that come in are part of some sort of start up. Build business plans and help each step of the way creating the plans and building financials. Banks help refer new clients to them because the banks know that at the end they will have a business plan that is well put together and clear and concise. In this way they can help business procure funding. Looking for businesses that help with social media. Clients of theirs have to be small businesses, but they cannot work with non-profits. Can travel to meet client if they can't come down to Salem and they have bilingual staff.

Committee Reports

1. February Mixer: Dawn's Sign Tech – Recap
 - a. Great time, large turn out and it was almost 10pm before everyone left.
2. March Mixer: Merrimack Valley Wellness Center – Tuesday March 15th 5:00-7:00
3. Knight of Honor April 23rd at the North Andover Country Club
 - a. Tickets, posters, and flyers are being printed –
 - b. Looking for donations for the silent and live auctions
 - c. Wine Raffle Donations for the Gala can be dropped off at Kids Karousel or at Dawn's Sign Tech – any type of wine and any value accepted.
 - d. Ad space still available in event book
 - e. Tickets are printed so you can purchase tickets – can pay on website through PayPal
 - f. Year milestones for businesses celebrating an anniversary in the year on a multiple of 5
 - g. More emails will be going out with details

New and Continued Business

- 1) Membership Dues for 2016 are now due – about half have paid so far
- 2) Sports Scholarship Fund raiser hosted by Jaime's Restaurant March 13th from 4-8pm
 - a. \$20 admittance fee which will be added to the fund.
 - b. Cash bar, pizza donated by Stacy's
 - c. Selling t-shirts and lanyards
 - d. Do not have to be in attendance to win raffles that were entered.
- 3) Question whether we should hold another morning meeting whether in August or September
 - a. Looking for host if someone is interested
- 4) Changing to a C3 designation (Lois McGinness)
 - a. Now with sports scholarship we are getting close to the limit where we would have to file for 501c3 status. Cost would be \$400 for the review of the forms and first annual filing \$1200. There will be attorney fees as well.
 - b. Motion to File for 501c3 Status and allocate the funds to pay for accountant and attorney: Lois McGinness and Sylvie Foulds, vote: Unanimous.
- 5) Welcome Joe Cronin to the Board to fill a spot left vacant by a member who changed jobs.
- 6) Next meeting will be on Wednesday April 6th, 7:00pm at Senior Center

Educational Spotlight: Tim Whalen – Boston Web Marketing: How to improve SEO

1. Listings/electronic directories/search engines such as Google Yahoo BingYelp
 - a. great backlinking strategy
 - b. rankings on the page are determined by relevancy
2. Optimizing the back of your web site Code
 - a. Meta title up to 60 characters
 - b. Meta description up to 160 characters

- c. Alt text allows you to describe images or pictures
- 3. Social Media sites (keeps your customers engaged and helps get you found)
 - a. Facebook (inexpensive way to advertise paid search) creates loyalty
 - b. Twitter offers real time search results
 - c. Google+ content is indexed immediately on Google
- 4. Blogging
 - a. helps acquire inbound links when submitted to search engines
 - b. provides unique content that you can publish on social media sites
 - c. allows use of more keywords and that helps your site get found
 - d. increases customer engagement
 - e. provides business an opportunity to convert web traffic into leads
- 5. Other SEO tools
 - a. Google webmaster tools....sets a more frequent crawl dates
 - b. XML Sitemap provides info to search engines about pages on site
 - c. canonical tags used to tell Google what content to index
 - d. off page optimization tells search engines areas you also target
- 6 What type of website....CMS... content management system Word Press
- 7 Google and other search engines love web sites that are DYNAMIC.

Closing Thoughts and Adjournment

Motion to adjourn – Lois McGuinness Second: Chris Palermo, Vote: Unanimous


Handouts and Attachments

BERTOLON
SCHOOL OF BUSINESS

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Northeast Region

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