



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 Agenda

Wednesday, May 6th, 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	Kelly McCarthy	Santander Bank
E.J. Foulds	NA Police Department	Linda McHugh	Orchard Material Technology
Chris Marshall	Boarderline Running Club	Sue LaGree	Merrimack Valley Credit Union
Nicholas Zulak	Zulak Copywriting	Tatiana Vazza	Tatiana's Treats
Brian Fraser	North Andover CAM	Dawn Pease	Dawns Sign Tech, Inc
Tracey Zysk	Wiggles & Jiggles Pet Care	Laurel Holmes	Taste Buds Kitchen
Lisa Ross	MacDonald & Pangione Insurance	Chris Palermo	BlueDog

- Accept Minutes from April Meeting. (Dawn Pease)
 - Motion to accept Minutes: Sylvie Foulds, Second Linda McHugh, Vote: Unanimous
- Treasurer's Reports (Lois McGinness)
 - March Income \$5600.00 and April Income \$1527.00
 - March Expenses \$26.63 and April Expenses \$28.63
 - April Ending Balance 19,845.81
 - Motion to accept Treasurer's Report: Linda McHugh, Second: Chris Palermo, Vote: Unanimous

New Members:

- Events by Ellen – Ellen Mosier
- Pentucket Bank – Glenn Strauss
- Merrimack Valley Credit Union – Sue LaGree

Guest Speakers:

1. Brian Fraser from North Andover CAM – How NAMA members can utilize their services
 - a. CAM North Andover's public local channel (Channel 22 on Comcast or 24 on Verizon)
 - b. Residents and businesses in can become members and produce content and host their own tv shows.
 - i. Limited to content only no call to action
 - ii. For Example a Bank can produce a show about "Financial Matters" and talk about banking but not about promotions or promoting the use of their services
 - iii. A great way to establish you and/or your business as an expert
 - c. Membership is \$150 (\$75 for a non-profit) and that covers 3 people and includes
 - i. Training workshops
 - ii. Use of North Andover CAM and Equipment
 - iii. Consultations and support from our experienced staff
 - iv. One representative vote at annual meetings
 - d. "The Journal" CAM's Local News Show
 - i. Focused on good news stories and things going on in the community
 - ii. Members and non-members can email stories for consideration
 - iii. Thejournal@northandovercam.org
 - e. CAM is also contracting local businesses to have CAM on their tvs at their establishments during high traffic times throughout the day to increase awareness and viewership.

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2. Race Director Christopher Marshall of the Boarderline Running Club – 4th of July Road Race
 - a. Boarderline Running Club is a collection of about 200 individuals who love to run
 - b. The 4th of July Road race is in its 37th year
 - c. Last year all funds raise (an amazing \$45,000) went to the Friends of the North Andover Senior center
 - i. Funds went to Public Transportation books for seniors, a Software package called “My Senior Center”, subsidizing enrichment activities, and an emergency fund managed by the senior center to help those seniors in need who might need food, oil and other necessities to get by.
 - d. The 2015 race will again benefit the Friends of the Senior Center in addition to the fund for the 4th of July Fireworks in North Andover
 - e. <http://www.northandover4thofjulyroadrace.com>
 - f. Motion to Donate \$500 to the 4th of July Road Race and be a Red Level Sponsor (Same as last year): Chris Palermo, Second: Tracey Zysk, Vote: Unanimous

Committee Reports

1. No May Mixer Scheduled – If interested please let us know
2. Knight of Honor Gala 2015 – (Sylvie Foulds)
 - a. Sold out again 13 tables of 10 people
 - b. After all costs and awards were given the event raised \$5600 for next year’s event
 - i. This was about the same as last year even with the increased scholarships.
3. Sheep Shearing – Sunday, May 17th North Andover Common
 - a. Cow Pie Bingo – (EJ Foulds)
 - i. 625 Squares being sold for \$10 a square. Winning square gets grand prize of \$1000 and there will also be ten \$100 prizes drawn.
 - ii. All proceeds go to Santa Parade
 - iii. Will be at Jaime’s until Saturday night May 16th.
 - b. Volunteers needed for NAMA booth. Need help from 9:00am to 4:00pm
 - i. Volunteer sign up on the MySignUp website
 1. http://www1.mysignup.com/cgi-bin/view.cgi?sheep_shearing_2015_nama_booth
 2. Or Email and we can enter you on the sheet
 - ii. Members can drop off promotional items to be given away at either Dawn’s Sign Tech or Kids Karousel.
4. Christmas Santa Parade Calendar – Tatiana Vazza
 - a. Calendars are \$10 each
 - b. 30 days 30 prizes, entries can win multiple days, each day an entry will be pulled and win the prize for that day.
 - c. Proceeds go to paying for a band for the parade

New and Continued Business

- 1) Reminder – Dues for 2015 are past due
 - a. Please get dues in
 - b. Members list on the NAMA website is being updated to reflect only paid members
- 2) Next meeting will be on Wednesday June 3rd, 7:00pm at Senior Center

Merchant Spotlight

1. **Taste Buds Kitchen – Laurel Holmes**
 - a. **Opening May 15th at 14 High St**
 - b. **Offering Work Shops for Kids and families as well as Evening BYOB events for Adults**
 - c. **Great for Birthdays, corporate events, bachelorette parties, families and couples**
2. **Merrimack Valley Credit Union – Sue LaGree**
 - a. **MVCU was born in North Andover (used to be where the current police station is)**
 - b. **Non-profit bank**
 - c. **No cost checking**
 - d. **Low interest car loans**
 - e. **See all their services at www.merrimackvalleyfcu.org**

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3. **Free Workshop event Tuesday May 19th**
 - a. **At Merrimack Valley Credit Union's Corporate Offices**
 - b. **Learn about SBA programs and resources available for Business owners who need assistance in starting or expanding their MA or NH businesses**
4. **MacDonald & Pangione Insurance – Lisa Ross**
 - a. **Lisa grew up in North Andover**
 - b. **Macdonald & Pangione Insurance have been in business 50 years**
 - c. **Offer Home, Auto, Business Insurance, and much more**
 - d. **“You don't know what you don't know” so they are always happy to give you a second look at your current insurance to see where they can save you money or provide better insurance.**

Closing Thoughts and Adjournment

Round Table – All

Tracey and E.J. reminded those in attendance to be on the watch for vandalism and tagging in North Andover, if you see any suspicious activity report it to the Police.


Motion to adjourn: Sylvie Foulds, Second Chris Palermo, Vote: Unanimous

Attached below are some handouts from the meeting from our Guest Speakers

WHAT IS A BUSINESS PARTNERSHIP

BUSINESS North Andover businesses may become a business partner by making contributions to North Andover Community Access & Media to support its efforts. During the partnership, businesses can enjoy the following benefits:

1. Individual, full screen, recognition on the Cam Access electronic community bulletin board. All partner bulletins are customized with their business logo and information so that each bulletin will individually stand out to the viewers. These bulletins are televised on average for 10 –15 seconds in a 6-8 minute rotation. The CBB is on air approximately 18 hours per day to a subscriber base of 10,000 households.
2. Proud supporter acknowledgement on the North Andover CAM website.
3. Your business will receive a certificate stating our appreciation for supporting North Andover's Local TV Station that you can display at your place of business.



TAX DEDUCTIBLE SPONSORSHIP FEE

Contribution Levels for Business Partners:


Silver.....\$150.00 for one month

Gold.....\$395.00 for one quarter

Platinum.....\$1395.00 for one year

The Business Partner(s) and its representatives understand that they do not have any creative or editorial control over any program recorded by and/or cablecast on North Andover Community Access and Media's local access television channels.

Where Can Your Bulletin Be Seen?



Channel 22 on Comcast
Channel 24 on Verizon

North Andover CAM is an independent, non-profit organization that serves the residents of North Andover. Interested in supporting local access television in your community?

Contact North Andover CAM's Executive Director, Brian Fraser
bfraser@northandovercam.org

978-687-6570

www.northandovercam.org

BUSINESS MEMBERSHIPS

By becoming a member of North Andover CAM, you help support programming that reflects the interests and concerns of the citizens of our community.

A North Andover CAM membership gives you access to training and media technology so that you can become a local television producer. By participating in hands-on media production workshops you will learn how to create your very own TV show.

Host your own TV Show

By hosting your own show you can show your professional expertise by educating the community about your industry. How far you want to go in our Educational Program is up to the participant.

Membership Fee:

\$150 per year (Tax Deductible)

Membership Includes:

- Member Benefits for 3 people.
- Free use of North Andover CAM facilities and equipment
- Free training workshops
- Free consultations and support from our experienced staff
- One Representative Vote at our annual meetings

COMMUNITY



Sponsorship Opportunities

Patriot Level \$300

- Name and website link on **Race website**
- Name on **signage at registration desk**
- Name printed on the **official race t-shirt**

Red Level Sponsorship: \$500

Above benefits plus:

- Recognition on **social media** (Facebook, Twitter)
- **Name/logo printed on the race t-shirt**
- Supply **advertisement/give away in race day bags** (approx. 1200)
- Name/logo printed on **signage at the North Andover Senior Center**
- **1 race registration**

White Level Sponsorship: \$750

Above benefits plus:

- Logo/name at **water station or mile marker**
- **Banner style ad on race website**
- Name listed on **race press releases**
- **2 race registrations**

Table at the Race Tent: \$250

- A limited number of spaces at the **race tent** are available to **White Level sponsors**
- Set up a table or booth on **race day** to **promote your business, give away information and meet race participants**

Blue Level Sponsorship: \$2,500

Above benefits plus:

- **Above the fold position** of your company's logo on the **race t-shirt**
- **Audio announcement** prior to start of the race and awards ceremony
- Company name listed on **race press releases**
- **5 race registrations**

Star Level Sponsorship: \$5,000

Above benefits plus:

- Your company's logo on the **front of race t-shirt**
- May provide your own **company banner to display at finish area** (banner must be pre-approved by race committee)
- **10 race registrations**

In Kind Donations and Custom Sponsorships

Interested in donating items such as water, food, tents or more? Please contact us at July4thRace@gmail.com to discuss additional opportunities.

Questions: Please visit our website at www.July4thRace.com or email us at July4thRace@gmail.com