



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, May 4, 2016, 7:00pm

North Andover Senior Center

120 Main Street rear, North Andover, MA 01845

Call to Order

- Round Table Introductions and Attendance (Phil Jay)

Name	Business	Name	Business
Sylvie Foulds	Kids Karousel	Tatiana Vazza	Tatiana's Treats
Chris Marshall	4th of July Road Race	Carol Marshall	Borderline Running Club
Terry Holland	Stachey's Pizza	EJ Foulds	NAPD
Jim Smith	MTM Insurance	Joe Cronin	Fitness Together
Lois McGinness	Salem Five Bank	Chris Palermo	BlueDog

- Accept Minutes from April Meeting. (Phi Jay)
 - Motion to accept Minutes: Lois McGinness, Second: Sylvie Foulds Vote: Unanimous
- Treasurer's Report (Lois McGinness)
 - Balances as of April 30th
 1. Operational: 23,659.93
 2. Charitable: 27,711.64
 3. Will have full report next month
 4. Motion to accept Treasurers report: Sylvie Foulds, Second: Chris Palermo, Vote: Unanimous

New Members:

- Green Apple Café

Guest Speaker:

Race Director Christopher Marshall of the Boarderline Running Club – 4th of July Road Race

- a. This is their 4th year hosting and the race's 38th year
- b. Proceeds benefit the Senior Center
- c. Costs between \$15-\$18k per year to run costs range from the company to do the timing, insurances, trash, and prizes. Still able to clear over \$20k per year for the charity.
- d. Now expanded to help pay for the town's fireworks display on the 4th of July.
- e. Looking for donations/sponsorships from local businesses to help out and raise money
- f. Registration fee is \$30. Price goes up to \$40 on race day. Kids under 12 are \$20 and go up to \$25 day of the race.
- g. Kids fun run is free.
- h. <http://www.july4thrace.com> email july4thrace@gmail.com
- i. Motion to donate \$500 for Silver Sponsorship Sylvie Foulds, Second: Lois McGinness
Vote: Unanimous

Committee Reports

1. Mixers
 - a. April Mixers – None

- b. May 11th 5-8pm: Jill Romano – Etcetera
 - i. 480 Rea St. North Andover
- 2. EJ Foulds – Sheep Shearing May 22nd
 - a. Lots of vendors, food, and demos
 - b. Saturday 7am-11am at Heavnly and 11am – 3pm at Butcherboy this Saturday to buy squares for Cow Pie Bingo.
 - c. If a member is interested in having a booth contact EJ or the Festival Committee
 - d. Sheep Shearing sign up and application forms going out via email to members
- 3. Santa Parade Calendar Fund Raiser – Tatiana Vazza
 - a. Motion for NAMA to put a \$50 donation of cash for the calendar Lois McGinness, second: Sylvie Foulds, Vote: Unanimous.
- 4. Sports Scholarship Fund
 - a. Friday taking a picture for press with Bruins and the Police Association
 - b. All forms are up and can contact for applicants
 - c. Fall sports registrations are happening soon so if you know anyone refer them to our organization to help
- 5. Knight of Honor – Recap
 - a. Still working on the numbers, had 30 less people than last year and it was on a weekend of April vacation. Had 112 people at the event.
 - b. Rough estimate is that we will have about \$5000 after everything was said and done
 - c. Everything went very smooth during the event and it was a great night
- 6. Fall Festival September 24th
 - a. Date is set and taking applications and reservations already

New and Continued Business

- 1. Motion to purchase bags for 4th of July road race, need a motion to spend \$1020 for 1000 bags
 - a. Motion: Sylvie Foulds, Second: Terry Holland, Vote Unanimous
- 2. Motion to purchase 500 pens for \$440
 - a. Motion: Sylvie Foulds, Second: Terry Holland, Vote Unanimous
- 3. Kumon on Main St. will host an early morning NAMA meeting in August at 8:00am

Educational Spotlight

What is important for small businesses when it comes to Commercial Insurance – James Smith

General Liability – Premise exposure, operations exposure, Products, and Completed Operation

Umbrella policies – Can buy excess liability coverage in 1 million dollar chunks.

Commercial property – get a proper evaluation of the cost of the property. Need to have at least 80% coverage. Updating your agent of any changes is important.

why it is important to do business with an independent agent

Hired and Non Owned auto as an extension of your general Liability for employees driving their own vehicles for business use.

Business income coverage – pays you loss of income if your business is shut down by a covered loss.

Data Breach article (Attached) – smaller businesses need data breach coverage just as much as larger ones. They are easier to hack into because the security isn't as good.

Independent agents Why?

Fight for their clients and know what is best for their businesses

Have multiple products not just pushing one company's products

Go with an agent and company that does the insurance you need for example someone who does personal and offers to write commercial.

Closing Thoughts and Adjournment

NAMA needs volunteers to man the booth at Sheep Shearing May 22nd

Terry Holland brought up the Clean up Sutton St project. Want to purchase 20 Spruce Trees. Asked NAMA if we can help by allowing the group to have NAMA run the sponsorship of the trees. Will be added to next meeting agenda for vote.

Motion to Adjourn: Lois McGinness Second: Sylvie Foulds, Vote: Unanimous

Attachments:



Sponsorship Opportunities

The Friends of the North Andover Senior Center is a 501(c)(3) organization. Donations are tax deductible as allowed by IRS regulations.

Sponsorship Benefits	Platinum \$2,000	Gold \$750	Silver \$500	Bronze \$250
PRE-EVENT RECOGNITION				
1 Social media promotion (Facebook, Twitter)	X	X	X	X
2 Company name and direct website link on race website	X	X	X	X
3 Banner style ad on race website	X	X		
4 Name included on race email blasts	X			
5 Company name listed on all race press releases	X			
RACE DAY ON-SITE RECOGNITION				
6 Company name printed on official t-shirt	X	X	X	X
7 Company logo printed on official t-shirt	X	X	X	
8 Company name on signage at registration desk	X	X	X	X
9 Sponsor supplied advertisement and give away to be included in race bags	X	X	X	
10 Audio announcement prior to start of race and awards ceremony by Channel 7 News Reporter, Steve Cooper	X	X	X	
11 Option for company to set up table or booth on the town's Common to promote company and meet race participants	X	X		
12 Company name at mile marker or water stop	X	X		
13 Opportunity to sponsor entire portion of a race event with exclusive rights of your name/logo on a choice of: Food Tent, Start/Finish Line Banner, Kids Race T-shirts, other.	X			

Questions: Please visit our website at www.july4thrace.com or email us at july4thRace@gmail.com