



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, November 4th, 2015, 7:00pm

North Andover Senior Center

120 Main Street rear, North Andover, MA 01845

Call to Order

- Round Table Introductions and Attendance (Chris Palermo)

Name	Business	Name	Business
Sylvie Foulds	Kids Karousel	Louise Carlson	North Andover Thrift Shop
E.J. Foulds	NAPD	Jim Smith	MTM Insurance
Terry Holland	Stachey's	Shoba Donti	Kumon Math and Reading Center
Michelle Adamic	Everyone's A Player	Cari Marchese	People's Pantry
Nacy Phillips	Everyone's A Player	Mel Marchese	People's Pantry
Lois McGinness	Salem Fife Bank	Morgan Healey	Morgan Healey Photography
Chris Palermo	BlueDog	Phil Jay	Perfecto's Caffe

- Accept Minutes from October Meeting. (Chris Palermo)
 - Motion to accept Minutes from November Meeting: Lois McGinness, Second: Terry Holland, Vote: Unanimous
- Treasurer's Reports (Lois McGinness)
 - Motion to Accept Treasurer's Reports: Sylvie Foulds, Second: Shoba Donti, Vote: Unanimous

New Members:

- Dottie's Delights – Alyssa Cohen
- Morgan Healey Photography – Morgan Healey

Guest Speaker:

Presentation of donations from the Fall Festival

Everyone's a Player

North Andover Middle School S.T.E.M Robotics

The People's Pantry

Committee Reports

1. November Mixer
 - a. No November Mixer
2. December Holiday Mixer
 - a. Will be at Shadi's in early December date and time TBA
3. Knight of Honor and other Committees looking for new/more members
 - a. First Meeting will be in December to put the forms together
 - b. Jim Smith from MTM volunteered to be on the Knight of Honor Committee

New and Continued Business

- 1) Santa Parade NAMA Float
 - a. \$100 to sponsor be a sponsor and get your banner on the float
 - b. Money raised goes to the Santa Parade to help pay for The Stuart Highlanders

- The Stuart Highlander's fee went up to \$2500 this year. The money raised by the Holiday Calendar sales and the float in the parade is usually enough to pay for the band. If the funds are not enough to cover NAMA will donate the difference.
 - Sylvie Foulds made motion that NAMA would donate any extra funds to pay for the Stuart Highlanders if there was not enough money raised from the sponsors for the float in the parade and the Holiday Calendar sales. Second: Lois McGinness, Vote: Unanimous
- 2) Help Light the Christmas Tree on the Common – EJ Foulds
- a. North Andover Festival Committee is inviting families, groups, organizations and businesses to help purchase new lights for the Christmas tree on the Common.
 - b. \$40 Donation will receive a personalized two sided 8x8 inch ornament that will be displayed on the christmas tree for the official tree lighting ceremony.
 - c. Ceremony to be held on November 29th at 5:00
 - d. EJ also mentioned that the VFW is hosting a Fund Raiser for the Santa Parade on December 6th "Breakfast with Santa." Take pictures with Santa and enjoy a great pancake breakfast. Children under 12 are \$5 and everyone over 12 is \$10.
 - e. Motion was made that NAMA should donate 10 strands of lights for a total of \$400
 - Motion: Sylvie Foulds, Second: Terry Holland, Vote: Unanimous
- 3) Knights on the Run October 24th recap
- a. There were still a very good number of runners even though the day was very unseasonably cold
 - b. Gave away bags to all the runners and the new NAMA soft Frisbee flyers to all the kids
 - c. Had a good number of bags left over and saving those for the next event.
 - d. Thank you to the volunteers that helped out!
- 4) North Andover Firefighter Toy Drive donation
- a. Motion to donate \$300 to locally purchase sleds and Knights Merchandise
 - Motion: Lois McGinness, Second: Sylvie Foulds, Vote: Unanimous
- 5) Small Business Saturday – November 28th
- a. NAMA will again have a banner promoting Small Business Saturday on the NAMA float that is in the Santa Parade.
 - b. Motion was made to allocate \$50 to promote and boost posts on social media about Small business Saturday in North Andover
 - Motion Sylvie Foulds, Second: Lois McGinness, Vote: Unanimous
- 6) Friends of the Senior Center Giving Trees
- a. This year instead of the Gala of Trees the Senior center is hosting two trees with items for Babies and Seniors
 - b. Motion was made to donate \$200 to purchase items for the two trees
 - Motion Sylvie Foulds, Second: Lois McGinness, vote: Unanimous
- 7) 2015 North Pole Express Event on December 12th donation
- a. Hosted by NAMA members St. Michael's Church
 - b. Motion to donate \$500 for the "Frosty" Car
 - Motion: Sylvie Foulds, Second: Lois McGinness, Vote: Unanimous
- 8) BoD Nominations
- a. Now accepting nominations for the NAMA board of directors for 2016
 - b. Nominations due on/at the November meeting
- 9) Next meeting will be on Wednesday December 2nd, 7:00pm at Senior Center

Merchant Spotlight- Morgan Healey Photography – Morgan Healey

Morgan went to Boston College for Broadcast Journalism and is the volunteer co-host of The Journal at North Andover CAM.

Started four years ago and specializing in natural light photography

She can do headshots, events, videography, family portraits, weddings, and engagements

Doing a Special on Holiday Party coverage
 Sessions starting at \$150 for a mini session up to \$400
 Has also done sports demo reels for athletes applying to colleges
 Can make business cards and save the dates as well
 10% off Session fees for NAMA members now through December 31st 2015
Mhphoto39@gmail.com
www.morganhealeyphotography.com

Closing Thoughts and Adjournment

Round Table – All

Louise Carlson Motioned that NAMA again donate to the North Andover Decorating Committee and Adopt a Wreath for the telephone poles on Main St.; Second: Terry Holland, Vote: Unanimous

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

Attachments

Join Us in The Giving Back of
 Senior Center and make it **Festive** for all!
 Starting NOVEMBER 6th– we are inviting the
 Entire Community of North Andover
To donate to our community!
 We are hosting **TWO “Giving Trees”** this year in
 honor of giving back to our community!

 For Babies: (Premies-3mths)	Needed For Seniors: 
<ul style="list-style-type: none"> ◊ Onesies ◊ Socks ◊ Cotton Mittens ◊ Cotton Caps ◊ Swaddling Blankets ◊ Bibs ◊ Drawstring Nighties ◊ Burping Clothes ◊ Pacifiers 	<ul style="list-style-type: none"> • Gift Cards: CVS -or- Market Basket • Batteries • Mini Flashlights • Postage Stamps • Pens • Sugarless Candy



*Call 978-688-9560: Speak with Cahla! Or

Email: cahlstrom@townofnorthandover.com

HAVE AN EVENT?

Book

MHPhoto

Event photography and Portrait Sessions start at
\$150
.....

www.morganhealeyphotography.com

Morgan Healey CALL US TODAY!
Photography PO Box 381, Andover, MA 01810

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We are a complete wedding, engagement, and family/lifestyle photo and video service located in Andover, north of Boston. Yes, we do travel on-location! We have done weddings, family shoots, and portraits in many beautiful destinations, such as Newport, RI - Cape Cod - and New Hampshire.

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Email - MHPhoto39@gmail.com
978-771-9849

Ask about video coverage

www.morganhealeyphotography.com



Morgan has a background in Film and Television, and also works as a freelance TV Reporter and Host throughout the region. Her photographs are detail oriented, whimsical, and powered by the backdrop of nature and natural light. We're happy to give you a recap of your life moments in an emotional and meaningful way. All the best to you!

Saint Michael School
80 Maple Avenue
North Andover, MA 01845

Phone (978) 686-1862
Fax (978) 688-5144
st-michael@comcast.net
www.SaintMichael.com

Greetings Saint Michael School Friends,

Saint Michael School needs your support! All aboard the North Pole Express for another magical adventure to the North Pole! Saint Michael School in North Andover is hosting its 9th Annual North Pole Express event on Saturday, December 12, 2015. The PTO has spent the past several years diligently working to enhance this magical experience, making it the school's most profitable fundraising event. This fundraising endeavor focuses on raising funds for their educational programs, curriculum enhancements, as well as equipment and technology upgrades.

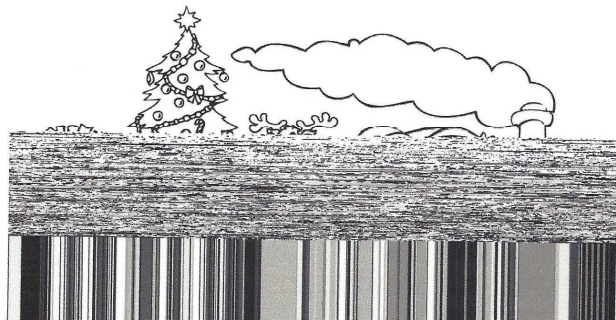
The event is based on the holiday classic, 'Twas The Night Before Christmas', by Clement Clarke Moore. The event requires coordination of more than 300 dedicated volunteers. Sponsors and Staff agree all efforts are worthwhile just to see the children arrive in their pure excitement, smiling ear to ear as they are greeted with the holiday spirit by the train conductors and pajama-clad readers. There are four express train rides throughout the day that head directly to the 'North Pole' carrying the 2,700 happy and gleeful passengers. Once aboard the train everyone is invited to hear a reading of this beautiful tale, sing-a-long caroling, holiday trivia, enjoy a cold drink and scrumptious cookie, and see lots of special guests, including the **BIG GUY** himself, **Santa Claus**!

The cost of putting on this family holiday tradition has gone up dramatically since the beginning of this endeavor. The school relies on private and corporate donations, such as yours, to help to cover the cost, as well as to raise funds for the school. We are appreciative of each and every donation, as they directly benefit the children of Saint Michael School. Please review the attached pages for a donation form and a description of business sponsorship opportunities.

We hope and pray that you will participate in the spirit of giving and keep the dream alive.

With our most grateful thanks,
The Saint Michael School PTO

If you have any questions, please feel free to contact Michelle Caso Simpson OR Debbie Green at smsnorthpoleexpress@gmail.com. Your donation is tax deductible to the extent allowed by the law. The Saint Michael School tax exempt id number is 32-0354127.



Please complete and return this form to:

Saint Michael School, c/o 2015 North Pole Express, 80 Maple Avenue, North Andover, MA 01845

* Your donation is tax deductible to the extent allowed by the law. The Saint Michael School tax exempt id number is 32-0354127.

- ☐ I am a Donor and have enclosed a check made out to the
'Saint Michael School PTO' for:

_____ \$250 _____ \$100 _____ \$75 _____ \$50 _____ \$25 _____ Other

- ☐ I would like to participate in the Business Sponsorship Program - see attached page.
I have enclosed a check made out to the 'Saint Michael School PTO' for:

_____ \$5,000 _____ \$2,500 _____ \$1,500 _____ \$750 _____ \$500

**All donations from \$250 will have their name / company name listed in the event program, distributed to 2,700 passengers. Please check this box ☐ if you would prefer to remain anonymous.*

First Name _____ Last Name _____ Suffix _____

Spouse's First Name _____ Last Name _____ Suffix _____

Organization _____

Address _____

City/Town _____ State _____ Zip _____

Email _____ Phone (_____) _____

Name As It Should Be Listed In Event Program: _____

I am a Saint Michael School:

☐ Parent

☐ Grandparent

☐ Alumni

☐ Friend

☐ Faculty / Staff

☐ Other _____

2015 North Pole Express BUSINESS SPONSORSHIP OPPORTUNITIES

THE EXPRESS ENGINE
\$5,000.00

SANTA CLAUS CAR
\$2,500.00

MRS. CLAUS CAR
\$1,500.00

RUDOLPH CAR
\$750.00

FROSTY CAR
\$500.00

BENEFITS	VALUE	BENEFITS	VALUE	BENEFITS	VALUE	BENEFITS	VALUE	BENEFITS	VALUE
10 Complimentary Tickets	\$1,250	25 Complimentary Tickets	\$625	12 Complimentary Tickets	\$300	8 Complimentary Tickets	\$200	4 Complimentary Tickets	\$100
Listings in Saint Michael School Newsletter and Web-Site with a direct link to your business web-site.	\$100	Listings in Saint Michael School Newsletter and Web-Site with a direct link to your business web-site.	\$100	Listings in Saint Michael School Newsletter and Web-Site with a direct link to your business web-site.	\$100	Listings in Saint Michael School Newsletter and Web-Site.	\$100	Listings in Saint Michael School Newsletter and Web-Site.	\$100
Half-Page Ad in the Event Program - distributed to 700 passengers.	\$250	Half-Page Ad in the Event Program - distributed to 2,700 passengers.	\$125	Quarter-Page Ad in the Event Program - distributed to 2,700 passengers.	\$75	Business-Card Size Ad in the Event Program - distributed to 2,700 passengers.	\$50	Business-Card Size Ad in the Event Program - distributed to 2,700 passengers.	\$50
Your Company listed in the SMS North Pole Express Web-Site and the Ticket Eventbrite Web-Site.	Pricedless	Your Company listed in the SMS North Pole Express Web-Site and the Ticket Eventbrite Web-Site.	Pricedless	Your Company listed in the SMS North Pole Express Web-Site and the Ticket Eventbrite Web-Site.	Pricedless	Your Company listed in the SMS North Pole Express Web-Site and the Ticket Eventbrite Web-Site.	Pricedless	Your Company listed in the SMS North Pole Express Web-Site and the Ticket Eventbrite Web-Site.	Pricedless
Business included in all published North Pole Express Newspaper Articles.	Pricedless	Business included in all published North Pole Express Newspaper Articles.	Pricedless	Business included in all published North Pole Express Newspaper Articles.	Pricedless				
Corporate Banner (provided / sponsored) to be displayed at the Train Station the day of the event.	Pricedless								
Total Value	\$1,500 +	Total Value	\$850 +	Total Value	\$475 +	Total Value	\$350 +	Total Value	\$250 +

Your donation is tax deductible to the extent allowed by the law. The Saint Michael School tax exempt id number is 32-0354-127.

Please Help Us Light The Christmas Tree



The North Andover Festival Committee is inviting families, groups, organizations and businesses to help purchase new lights for the Christmas tree on the Common.

For a \$40 donation, you will receive a personalized two sided 8X8 inch ornament that will be displayed on the Christmas tree for the official tree lighting ceremony, to be held on November 29th at 5:00 PM on the Common. Please join us for caroling, hot chocolate, cookies and a visit with Santa. After the ceremony, you are welcomed to take your ornament home with you to enjoy!

Here are some ideas for your customized ornament: Company and Business logos, Memorial messages, Season's Greetings from... , Peace on Earth from..., Your child's first tree lighting, etc.

Thank you for your generosity and support, and we hope to see you at the Tree Lighting!

Tree Lighting Fund

Please make check payable to: **North Andover Festival Committee**

Mail your completed form and check to:

**North Andover Festival Committee,
120 Main St., North Andover MA 01845**

Please print your personalized message or logo to be printed on both sides of the ornament on the lines below (please remember the longer the message is, the smaller the print will be.) You can state on the form that your message or logo was emailed to the address below. **ALL REQUESTS MUST BE RECEIVED BY November 19, 2015**

Please print neatly or e-mail your message or business logo to nafescom@gmail.com

Thank you for supporting the tree lighting on the North Andover common!