



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, November 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	Tatiana Vazza	Tatiana's Treats
Jill Romano	Jill Romano for Etcetera	Dawn Pease	Dawn's Sign Tech
Jeff Coco	Festival Committee	EJ Foulds	NAPD
Mike Xenakis	Takis Pizza	Amy Salant	Fitness Together
Phil DeCologero	Resident	Karen Robie	Juice Plus
Chris Palermo	BlueDog		

- Accept Meeting Minutes of October Meeting (Dawn Pease)
 - Motion to accept: Sylvie Foulds, Second: Mike Xenakis Vote: Unanimous
- Treasurer's Report (Lois McGinness)
 - Operational Account: \$16,510.66
 - Charitable Accounts
 1. \$26,852.29
 2. Sports Scholarship account: 4183.14
 - Transfer will be made from operational account to charitable

New Members: None

Guest Speakers:

EJ Foulds communicated details given to him from member Tracey Zysk for the North Andover Fire Fighter Toy Drive

Not always just toys, we usually donate sleds and North Andover imprinted apparel. Asking again that we do the same donation we have done in years past of \$250 to buy North Andover apparel and sleds

Committee Reports

1. October Mixer – None
2. November Mix – Open
3. Holiday Mixer - Looking for a venue for the mixer
4. Sports Scholarship Fund Report
 - a. Healthy balance with more funds coming in from Fall festival and Taki's

New and Continued Business

1. NAMA booth at Knights on the Run Recap
 - a. We had plenty of items in the bags (after collecting from the members) but because of the weather we only gave out about 170 bags or so.

2. Santa Parade and New Fundraiser – EJ Foulds
 - a. Need floats for the parade
 - b. Ticket sales are going well.
 - c. If you would like to sell tickets or buy lets us know
3. Tree Lighting and– EJ Foulds
 - a. Tree lighting November 27th
 - b. There will be about 45 minutes of entertainment followed by the lighting
 - c. Looking for donations to help pay for coffee and goodies for attendees.
4. Breakfast with Santa at the VFW December 4th
 - a. \$5 to get in and essentially all you can eat
5. Check presentation from Fall Festival by Stacey’s to Santa Parade
 - a. \$1325 generously donated
6. Check Presentation from Taki’s to Sports Scholarship Fund
 - a. \$400 generously donated
7. NAMA Float for Santa Parade Details
 - a. Motion to spend \$200 for materials and decorations for the float
 - i. Motion: Chris Palermo, Second: Sylvie Foulds, Vote: Unanimous
 - b. Drop off at KK or Dawns
 - c. \$100 donation for the banner
 - d. Due on November 18th
8. Senior Center Gala of Trees
 - a. Motion to spend \$200 donation. To Gala of Trees. Sylvie Foulds, Mike Xenakis Vote: Unanimous
9. Board of Directors Nominations for 2017
 - a. Deadline the November 18th for nominations
 - b. Dawn nominated Eileen Labreque, Joe Cronin, Phil Jay, and Marion Donahue
 - c. Sylvie Nominated, Dawn Pease, Chris Palermo, and Lois McGinness, Tatiana Vazza
10. Motion to donate \$250 to purchase items for Fire Fighter Toy Drive.
 - a. Motion: Chris Palermo, Second: Sylvie Foulds, Vote: Unanimous
11. Small Business Saturday November 26th
 - a. Budget for promotion of Small Business Saturday
 - b. Motion to set aside a budget of \$2000 to promote SBS and shopping locally through the holiday season. Sylvie Foulds, Second: Tatiana Vazza, Vote: Unanimous
12. Next Meeting December 7th at 7:00PM at the Senior Center

Educational Spotlight

Keven Willette – Does and Don’t of Networking Events

**Keven is founder of Friends of Kevin and New England B2B Networking and Author of “One Connection”
How you can grow your business (and change the world) one connection at a time.**

5 Networking tips

Golden rule of networking: Help others before you help yourself

Be aware of your online social media presence, pictures, posts, tweets and privacy setting

If you don’t follow up you were never there. Connect on Linkedin, email, phone call etc

The bigger the risk the more time it takes. Invest the time and be patient

Never dismiss people. You never know who they might know.

Don’t forget your roots – humility is key

Friends of Kevin – Free events

New England B2B – 10 people, different every month, no duplicate business types. 20 events a month

Closing Thoughts and Adjournment

North Andover Womans club is having a barn dance Friday Night (see facebook)

Motion to adjournment Sylvie Fould, second Chris Palermo, Vote: Unanimous