

# Merchants Association Meeting Minutes

Wednesday, October 4th, 2017, 7pm North Andover Senior Center  
120 Main Street rear, North Andover, MA 01845

Call to order:

- Round Table Introductions and Attendance (Dawn Pease) In Attendance:

Tatiana Vazza, Tatiana's Treats.  
Dick Vaillancourt, Board of Selectman.  
Linda Pedi, Ed Pedi Photography.  
Sylvie Foulds, Kids Karousel.  
Dawn Pease, Dawn's Sign Tech.  
EJ Foulds, NAPD and NA Festival Committee.  
Robert Sanders, Aussie Pet Mobile  
Kate Bibeau, Stevens-Coolidge Place  
Phil DeCologero, Resident member and Board of Selectman

- Accept Minutes from February Meeting. (Dawn Pease)
- Motion to accept: Linda
- 2<sup>nd</sup>: Sylvie
- All in favor: I
- Treasurer's Report : Treasurers report submitted to the end of August: Operating account balance: \$10,653. Charitable account balance: \$22,692.48 [FF expenses not out yet]. SSF account: \$15,836. Motion to accept report: Sylvie, Second: EJ. All in favor. I

## **New Members:**

Susan Rodawarg: Susan Sells Real Estate: Beth Barlas: Bella Ballerina  
Robert Sanders: Aussie Pet Mobile  
Dom Mond: Stop & Shop

## **Guest Speakers:**

Kate Bibeau: Stevens-Coolidge Estate

Kate spoke regarding a creating a town event. Yarn Bombing! She is working on developing the event.

1] Participating businesses would knit [or have a senior center member, friend etc knit for them] something they can "wrap" a lightpost, or fixture, anything really in or outside of the business.

2] Consumers would be given a challenge to get to all participating businesses and get their business card, or whatever is deemed the item to prove they went there, saw item.

3] Contest would run over the summer. At end of contest, winner gets?? TBD.

Kate will get back to us with more details as they are ironed out.

## Committee Reports

**Mixers:** No August mixer: Any NAMA business willing to host a mixer is welcomed to do so. Or collaborate with another business. Contact Dawn at [nortandovermerchants@gmail.com](mailto:nortandovermerchants@gmail.com)

**Fall Festival:** Sylvie Foulds: Great day, great event and huge crowds.

Biggest year yet. Plenty of volunteers this year with the incentive to give back to organizations that gave volunteer hours to the event! 86 total participating vendors. Entertainment area full for the day. 8 food vendors. Preliminary numbers: Income: \$16,098.08. Expenses: \$3,940.00. Net proceeds: \$12,158.08. Will be setting up donations to the food bank, and the various organizations. Will update next month.

**Scholarship Fund:** Update tabled

**Farmers Market:** [Phil] Last Farmers market Oct 8th. It was a successful first year. 23 vendors average. \$33,000 in revenue. Non-profit set up to sell slush, keep profits if they provided volunteers for the day. 600 volunteer hours needed and filled. 6,000 tote bags handed out. NAMA members, for \$50 could have items in the bag. \$200 for non-NAMA members.

## New and Continued Business

**Knights on the Run:** Saturday October 21<sup>st</sup>. 9am-11pm. There is a kids run and adult 5k.

NAMA will have a tent at the finish line and we will hand out NAMA logo'd Frisbees and NAMA bags filled with NAMA business coupons, pens, menus....any promotional item you would like us to put in the bags. We plan to hand out about 300 bags. *If you have something to put in the bag, please drop off to Kids Karousel or Dawn's Sign Tech before **October 13<sup>th</sup>**. NAMA members only*

We will also need help manning the tent and handing out the bags. 8am-11am approximately. A sign up sheet will be forthcoming.

### **Market Basket Raffle: EJ Foulds**

Raffling off a 3 minute Shopping spree at Market Basket. \$20 per ticket. Max 750 tickets to be sold Drawing will be December 3<sup>rd</sup> at the Festival Committee's Breakfast with Santa and the shopping spree will be December 10<sup>th</sup> at 6 am!! Tickets to be sold at the Fall Festival and at MB on last Fri and Sat of Oct and Nov 10 and 11 from 9-3. Will be looking for volunteers to help. Sign up to follow. Any NAMA business interested in selling tickets, to family friends, and/or at your business, please reach out to EJ at [Efoulds@napd.us](mailto:Efoulds@napd.us).

**ADDED IN:** Festival Committee: EJ Foulds: Annual Tree lighting. Sponsorships needed. On the Common. More information to be related in a separate email.

Festival Committee: Annual Breakfast with Santa. Sunday December 3<sup>rd</sup> at the Masonic Temple. Pancake breakfast/\$5/person. Selling last minute to Market Basket Raffle. Name pulled at end of breakfast. Sponsorships needed. More information coming.

**Follow Festival Committee on FB!** <https://www.facebook.com/northandoverfestivalcommittee/> **Santa Parade:** EJ Foulds

Looking for floats and participants and sponsors for the Santa parade. No fee to be in the parade. There are contests for types of floats and participants [ie: dance studios] Every band or entertainment outside of town charges a fee to be in the parade so they are in need of sponsor to pay for bands etc. If interested please reach out to EJ at [Efoulds@napd.us](mailto:Efoulds@napd.us)

**NAMA and the Santa Parade:** NAMA has a Trombley truck displaying NAMA business banners on it. If you cannot participate in the parade but would like to support the parade and be represented we offer putting your banner on the truck for \$100. We can support up to 18 banners or so depending on banner sizes. We raise the money

to pay for the Stuart Highlanders [\$2,000 cost] a bag pipe band. If interested contact Dawn at [northandovermerchants@gmail.com](mailto:northandovermerchants@gmail.com). Great way to advertise your business and support the parade at the same time!

**2018 Board of directors:** Dawn: This is the time we consider current and new Board members for NAMA. If you would like to be more involved, or know someone who does, please nominate them! You can nominate yourself or another by sending an email to Dawn at [northandovermerchants.com](mailto:northandovermerchants.com). Commitment is one monthly BOD meeting and the monthly meeting. You need to be available for 9 of 12 per year. And then any emergency voting or situations. Please feel free to reach out to any current BOD with questions. Would love to have new ideas and input! \*\* once nominations taken, if the need is 7,9 or 11 BOD and we have more nominated than needed, we then ask members to vote.

**Hosting a morning meeting:** Dawn:

We have in the past, once in a give year had a morning meeting to include some members who are not able

to attend the evening meeting. We are looking for a business to host this meeting. We are not able to use the Senior Center during the day. Contact Dawn at [northandovermerchants@gmail.com](mailto:northandovermerchants@gmail.com)

**Luncheon meeting with guest speakers:** Dawn. Phil brought up the luncheon and it's past success. Phil will be looking into doing another. Different NAMA businesses were mentioned. Last time was at Jaimes.

**Advertising:** Phil asked about promoting Small Business Saturday, NAMA businesses and NAMA itself. November, day of the parade, is Small Business Saturday. Holidays around the corner. Last year we committed \$2,000 in advertising. Phil described how we saw a huge spike in followers on FB and NAMA businesses saw a big push from NAMA for their businesses.

Motion to spend the \$2,000 this year? Sylvie Second: EJ All in Favor: I

#### **Round table discussions:**

Dawn: We received Thank you letter from the North Andover Fire Department for our sponsorship of the coloring books. We also received a thank you letter from Knights on the Run for our sponsorship.

Linda: Proposed the NAMA meetings be changed to a 6pm time instead of 7pm. Felt it would be a better time for most to attend the meetings. Dick and Phil mentioned it was set at 7pm because of Zumba classes years ago. That is not an issue today. Sylvie mentioned we could discuss at BOD meeting and set It on the agenda for a vote at next month's meeting. All agreed. If you have an opinion, please feel free to reach out.

**Merchant Spotlight:** Aussie Pet Mobile: Robert Sanders, owner

Robert describes Aussie Pet Mobile as a new business that services Andover, North Andover, Haverhill,

Reading, Middleton and surrounding areas. They are 6 months old. They have a van set up for grooming, cleaning, pet cuts.....all at your home or business! They will come to you and groom your pet in your driveway, home or your business. They use all natural products. They use/have their own water, tubs, electricity and supplies. No cages or storing of animals while waiting. They will also go to daycares to groom your dog. They are partnered with Let' Go Canine's. Currently, there is only one van in MA but he has a another van coming as business is doing well.

**Next meeting November 1st, 2017. 7pm. Senior Center Closing Thoughts and Adjournment: None**  
**Motion to adjourn: Sylvei. Second, EJ. All in favor**