



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, September 2nd, 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
Jenn Pollina	Edward Jones	Louise Carlson	North Andover Thrift Shop
Amy Feinerman	Acupuncture and Holistic Wellness	Tatiana Vazza	Tatiana's Treats
Lisa Ross	MacDonald & Pangione	Jim Smith	MTM Insurance
Ann Cavanaugh	Stevens Memorial Library	EJ Foulds	NA Police
Stan Limpert	Stevens Memorial Library	Sylvie Foulds	Kids Karousel
Tracy Sportelli	Everyone's A Player	Mike Coakley	North Andover Athletic Association
Michelle Adamic	Everyone's A Player	Lois McGinness	Salem Five Bank
Nancy Phillips	Everyone's A Player	Dawn Pease	Dawn's Sign Tech
Phil Jay	Perfecto's Caffe	Chris Palermo	BlueDog
		Sue LaGree	Merrimack Valley Credit Union

- Accept Minutes from August Meeting. (Dawn Pease)
 - Motion to accept minutes from August meeting: Sylvie Foulds, Second: Chris Palermo, Vote Unanimous
- Treasurer's Reports (Lois McGinness) (See Attached documents)
 - Motion to accept Treasurer's report: Phil Jay, Second: Jenn Pollina, Vote: Unanimous

New Members:

- Acupuncture and Holistic Wellness – Amy Feinerman
- Wicked Good Lice Removal – Melissa Martin

Guest Speakers:

Mike Coakley – Knights on the Run Saturday October 24th

Knights on the Run is put on by the North Andover Athletic Association which has been raising money for NAHS athletics for more than 50 years.

The race is a 5K and last year they had about 450 runners, about 150 of those were kids. It's a great community event and there is a lot of involvement from the schools and the physical education classes.

There is a competition between elementary schools for how many students participate each year.

Lots of involvement from surrounding communities too, about 25% of the runners are from out of town.

Great award prizes and also raffles that generate a lot of buzz.

Mike wanted to express his thanks to NAMA for the support they give and sponsorship.

(See attached sponsorship details)

Stanley Limpert – Stevens Memorial Library

Right now they are working on the library's long range 5 year plan

Library becoming more and more a community space

Looking for the input of local businesses

Library has lots of resources to offer that businesses can tap into

Proposing that they could do a focus group with some NAMA members to get some feedback

Everyone's A Player – Tracey Sportelli, Michelle Adamic, and Nancy Phillips

9/14/2015, 9:21:43 AM

Organization was started because of the need here in the community of kids who needed assistance so they can do sports

Help youths get fees taken care of and money for equipment

They also help get kids connected and showcased for colleges

All confidential and the kids must qualify for free or reduced school lunches to get assistance.

Everyone's a player wanted to thank NAMA for choosing them as a beneficiary of the funds raised from this year's Fall Festival. That money will be earmarked for North Andover kids and is a huge help.

Committee Reports

1. September Mixer At Jamie's Restaurant on High St
 - a. Date: Tuesday September 15th 5:00-7:00pm
 - b. NAMA Sponsored social event, if weather cooperates we will have the whole patio
 - c. Come meet the Board of Directors and fellow Members for drinks and Apps
 - d. Make motion to set budget for food at Mixer
 - i. Motion to spend \$100 on food for mixer: Motion Lois McGinness, Second: Sylvie Foulds, Vote: Unanimous
2. Fall Festival – Saturday September 26th 10:00 am to 4:00 pm
 - a. Update from the committee
 - i. 49 businesses signed up so far including 4 food vendors
 - ii. Sponsorships still available. The more we get sponsored the more money raised the day of goes to the charities and less to covering costs.
 - b. Volunteering opportunities
 - i. Sign up sheets are now online.
 - ii. Lots of jobs need covering
 - iii. Always a fun and rewarding day to be part of

New and Continued Business

- 1) Santa Parade November 28th – EJ Foulds
 - a. Starts at the Middle School, no cost to have a float, and they are always looking for more
 - b. Parade is always popular and draws a lot of people from all over, great place to showcase your business by being in the parade
 - c. Do not have to have a float, can walk holding a banner or in costumes.
 - d. Ribbons awarded to best float and entertainment
 - e. Donations can be made to the North Andover Festival committee
 - f. EJ can be reach for any questions or comments at efoulds@napd.us
- 2) North Andover CAM
 - a. Covering and airing spots to promote Fall Festival
 - b. NAMA members interested in doing a spot on CAM contact Emily Brennan
- 3) Rotary
 - a. Make motion to donate \$300 for calendar fundraiser
 - Motion: Lois McGinness, Second: Lisa Ross, vote: Unanimous
 - b. Invite for once a month have a NAMA member to speak at and visit Rotary meeting
- 4) Motion to Sponsor Knights again this year in the amount of \$500
 - a. Motion: Sylvie Foulds, Second, Louise Carlson, Vote: Unanimous
- 5) Volunteers needed to man the tent at Knights on the Run
 - a. Need 8-12 covered, will be handing out bags with merchant materials
 - b. Can drop off materials for NAMA bags at Kids Karousel or Dawn's Sign Tech. Will be handing out about 300 bags, so merchants who are interested should drop off at least that much. Any extra materials will be saved for future events.
 - c. Need to order more bags, a motion was made by Phil Jay to spend up to \$1000 on bags to be handed out at various events we do throughout the year. Seconded by Chris Palermo. Vote: Unanimous
- 6) Next meeting will be on Wednesday October 7th 7:00pm at Senior Center

Merchant Spotlight

1. Acupuncture and Holistic Wellness – Amy Feinerman

9/14/2015, 9:21:43 AM

- a. Been in business about 8 years, started in Newton, MA and now here in North Andover
 - b. Does Acupuncture, Chinese Herbalist, Reiki, and “Reikipuncture”
 - c. Amy is all about helping and bringing hope
 - d. Specializes in addictions, fertility, stress relief, and helping children with special needs.
 - e. Located at 4 High St
 - f. Free consultations and may even be partially covered by health insurance depending on health insurance provider.
2. MTM Insurance - James Smith
- a. Been at MTM for 6 months
 - b. MTM is an independent insurance agency with 3 locations (North Andover location is at 1320 Osgood St)
 - c. Commercial and personal insurance.
 - d. Focused on customer service and leadership
 - e. James does Life insurance and Disability
 - f. Looking forward to being an active member within NAMA

Closing Thoughts and Adjournment

Round Table:

Sue LaGree from Merrimack Valley Credit Union mentioned that they are doing a special “Shred it” day at the North Andover branch on October 3rd. She invited NAMA members to come and also there is room for some tables if any business wanted to set something up about their business. Contact her for details.

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

Attachments:

Report: Profit and Loss

North Andover Merchant Association
PROFIT AND LOSS
July 2015

	TOTAL
Income	
Other Primary Income	175.00
Sponsor	100.00
Total Income	<u>\$275.00</u>
Gross Profit	<u>\$275.00</u>
Expenses	
Advertising	148.60
Dues & Subscriptions	28.63
Total Expenses	<u>\$177.23</u>
Net Operating Income	<u>\$97.77</u>
Net Income	<u><u>\$97.77</u></u>

Wednesday, Sep 02, 2015 05:00:06 PM PDT GMT-4 - Cash Basis

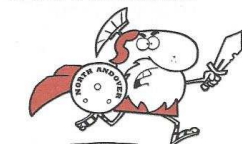
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North Andover Merchant Association
BALANCE SHEET
As of July 31, 2015

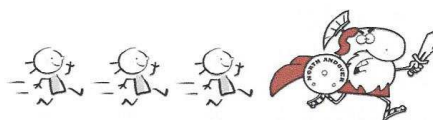
	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking	15,766.71
Checking II-Charitable Account	15,852.57
Total Checking	31,619.28
Total Bank Accounts	\$31,619.28
Other current assets	
Uncategorized Asset	48.25
Total Other current assets	\$48.25
Total Current Assets	\$31,667.53
TOTAL ASSETS	\$31,667.53
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	6,610.48
Retained Earnings	11,321.38
Net Income	13,735.67
Total Equity	\$31,667.53
TOTAL LIABILITIES AND EQUITY	\$31,667.53

Wednesday, Sep 02, 2015 05:42:06 PM PDT GMT-4 - Cash Basis

5th Annual



KNIGHTS ON THE RUN



Knights in Training Kid's Run

PLATINUM 5K Title Sponsor \$2000 +

- Logo featured on FRONT of race shirt
- Recognition as Platinum sponsor at FINISH line and Awards presentation
- Platinum Level Sponsor listing on race website
- Complimentary race shirt
- 5 FREE race entries

GOLD 5K Sponsor/Kids Run Title Sponsor \$1000 +

- Logo featured prominently on BACK of 5K race shirt
- Recognition as Gold sponsor at FINISH line and Awards presentation
- Gold Level Sponsor listing on race website
- Complimentary race shirt
- 3 FREE race entries
- **Kids Run Title Sponsor** – Logo on post-race giveaway

SILVER 5K Sponsor \$500 +

- Logo on BACK of race shirt
- Recognition as Silver sponsor at FINISH line and Awards presentation
- Silver Level Sponsor listing on race website
- Complimentary race shirt
- 1 FREE race entry

BRONZE 5K Sponsor \$250

- Business Name listed on back of race shirt
- Recognition as race sponsor at check-in and finish line area
- Sponsor listing on race website
- Complimentary race shirt

General Sponsor \$100

- Recognition as sponsor at check-in and finish line area
- Sponsor listing on race website



North Andover Athletic Association

PO Box 875 • North Andover • MA • 01845
Email: NAAAKnights@comcast.net

"Supporting North Andover Athletics for Over 50 Years"



Everyone's A Player (EAP) is a non-profit organization serving the Merrimack Valley of Massachusetts

EAP offers athletes, families and sports programs in the Merrimack Valley the opportunity to overcome the obstacles that may prevent youth involvement in sports. We recognize that financial and systematic barriers can play an inhibiting role in the participation of youth in sports. We will provide the financial means to help alleviate these barriers and will facilitate inclusion in sports programs to the best of our abilities.

EAP has developed two programs of support. For the individual athlete grades K-8, EAP will help you register and obtain the equipment necessary for your participation in youth sports. For the High School athlete with referrals and recommendations from guidance counselors, teachers, coaches and/or athletic directors, EAP sponsors a Scholarship Program that helps fund participation in club teams, camps, clinics and college showcase opportunities.

On a program level, EAP supports the larger community with equipment drives and/or funding for specific needs requested by youth/rec programs and schools.

Studies show that children who participate in sports increase a child's ability to lead active, healthy lives while developing many of the fundamental skills necessary for success. Children will have improved health, academic success, self-confidence, peer relationships, and teamwork skills. Sports challenges children to excel physically and mentally; teaches values such as leadership, hard work and perseverance which translate beyond the playing field to all aspects of life, whether it be in the classroom, at work or in the community.

For more information on how to make sure *Everyone's A Player*, please check out our website at www.everyonesaplayer.org.

Email: info@everyonesaplayer.org

P.O. Box 172

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