



North Andover Merchants Association
Board of Directors
April 25, 2023
6:00 PM
50 High Street

MINUTES

Attendees: Kate Rozzi, Juliana Mancinelli, Therese Leone, Brittany Ray, Sally Finnimore, Lauren Macauley, Janice Phillips, Travis Holland

Not in Attendance: Jonathan Mandell, Melissa DiMinico, Joelle Elghoul, Michael Hurley

Accept March 28th Minutes Sally asked to start and accept the minutes. Therese made a motion to accept the minutes. Juliana seconded. All voted in favor, the March minutes were accepted.

Treasurer's Report Nothing unusual in report this month (presented by Kate in Jonathan's absence). Increase from last month in renewals. Increase/new revenue from member directory. Kate pointed out that report is broken out into membership and non-membership revenue. North Andover Cultural Council awarded us a grant of \$1200.00 use for performers. Brittany made a motion to accept the report. Janice seconded. All voted in favor, the report was accepted.

Insurance – Nobody had any questions or concerns regarding the general Liability, Directors & officers and auto insurance. Kate will renew and pay those. Juliana will share a quote for umbrella policy soon, we will table umbrella policy discussion for next time.

Membership- Kate continues to update social media and membership directory, more ads. Chris from Heavenly donuts suggested a member spotlight every week focus on different businesses or categories. Kate will use the directory as a starting point.

Travis and Joelle have not gotten together for a meeting on membership. Travis reported they were meeting on Thursday April 27th, Janice has a business list she will provide them. Who are we going after, what we offer. Travis suggested a name change for the NA Merchants suggestions are NA Chamber of Commerce or North Andover Community Group.

Restaurant Week- Brittany is working on contacting restaurants in the area, will share a list and people can help her follow up. Restaurant week is May 15-21st

Scholarships

NAHS Confirmed that scholarships will go to Keryn McElroy and Ben Arekelian. Sally, Therese, Melissa volunteered to attend the Scholarship Knight on May 30th at the HS.

Sylvie Foulds Scholarship Committee- Application has been posted and promoted on social media and newsletters. Deadline is May 7th. Juliana and Jonathan will review applications. Personal info on all apps will be redacted.

Fall Festival- Applications will be out May 1st. Sally recommended doing away with artisan/crafter price. All vendors that same price. Juliana, Brittany, Sally & Kate will meet soon to go over plans.

Fall Octoberfest- Concerns brought to the board too close to fall fest, budget concerns, small committee, need more manpower, what is the purpose of event? Does it match with mission of the association. Throwing a party vs. promoting/supporting businesses? We will discuss further with Mike.

Networking/Education Group agrees to add the networking/mixers to the schedule. Travis talked

about identifying good speakers within the membership. Can a business be a sponsor/host? Who? When? How often? Next month, do a state of NA? Kate will check with Edgewood about using their outdoor area. Suggested that we invite Andover Business Coalition members to such events.

Gala/Fundraiser Possibly a Holiday Gala/fundraiser/member recognition- a bigger event rather than a holiday party. Make it a big splash. Suggested date of Thursday Nov 30th or Friday Dec 1st. Kate will check into locations.

Meeting Adjourned Therese made a motion to adjourn meeting. Janice seconded the motion. All voted in favor. Meeting adjourned. Next Meeting May 30th 6:00PM 50 High Street