



**North Andover Merchants Association
Board of Directors
February 28, 2023 Minutes
6:00 PM
Video Conference Due to Weather**

Attendees: Kate Rozzi, Sally Finnimore, Michael Hurley, Jonathan Mandell, Lauren Macauley, Melissa DiMinico, Travis Holland, Therese Leone, Juliana Mancinelli, Joelle Elghoul, Janice Phillips

Not in Attendance: Brittany Ray

Welcome & Introductions Kate welcomed everyone and re-introduced new members to board members that were not at last month's meeting. Each member introduced themselves.

Accepted minutes from January 24, 2023 meeting were 1st Therese Leone 2nd Juliana Mancinelli

Treasurer's Report: Jonathan reported that he now has access to quick books as treasurer.

Year end financial report was shared. Overall, we had a \$17,575 deficit in 2022. Apx \$3,000 of that was 2021 Fall Festival expenses that were not recorded until 2022. Additionally, we made a choice not to hold a fundraising event for scholarships but did award \$6,000 in scholarships. However, board recognizes that this is still operating at a deficit. Membership dues account for \$12,000 of revenue, events \$28,000. Largest expense line was payroll.

While we do have funds from state, we need to determine a way to increase revenue for 2023. Events are doing fine, focus should be on increasing members. Kate suggested that we should discuss increasing membership rates in the future as more value is being added to membership.

January P&L was presented by Jonathan. Janice Phillips made a motion to accept the January report, Juliana Mancinelli seconded and report was accepted.

Membership:

Membership count has risen over the years from 80 members to currently around 120 members.

Membership list is available in the google drive and is updated frequently. Kate suggested to come up with 10 new members for each board member to call on. Ideas include a contest or something fun to increase membership. Travis and Joelle will discuss different ideas to drive membership including events, materials etc. Janice will try to produce a list from the town of new business applications. Travis suggested that we consider discussing the name of the association and consider if "Merchants" dissuades some non-retail businesses from joining.

Kate is sending out a packet to all members which includes a letter, info about new member directory, member to member benefit and a request to help on committees. It also includes a 2022 year in Review. All members will be provided with a quarter page ad in virtual directory with the option to upgrade to a larger ad for a nominal fee. First edition of directory will go out January 1st. The link will be shared on social media, in ads (knight to Shine etc) and other places.

Also discussed membership social events/trainings/mixers. Kate will send survey to members to see which they prefer and topics they'd like to see.

Fall Festival- The board agreed on the date of September 16, 2023. Kate will apply for necessary town approvals. At a previous meeting, Brittany had offered to work on the FF. Kate and Sally will work with her and others who want to get involved. They said that it should be easier for others to take on roles since we've been through it in 2022. However, it will take a lot of people helping out.

Michael brought up the previously discussed fall (beer garden/Oktoberfest), adult event in the mills area. Janice was trying to find out info on this possibility. Beer must be in the designated area (like 4th of July). Discussions must be had with business owners in that area, especially restaurants, if that will hurt their business that day or if they would be willing/able to serve out of their restaurant.

Kate and Sally are looking to sit with the Amesbury Chamber of Commerce to get ideas on how they put together their block parties.

More membership marketing discussion. Added to membership section of minutes above.

By-Laws: The revised draft was reviewed by the board. The board thanked Linda Kody and Jonathan Mandell for their work on the process. Jonathan made a motion to accept the by-laws as resented and Janice Phillips seconded the motion, all voted in favor and the by laws were approved.

Kate reminded the board that changes can be suggested and approved at anytime.

Gala – Sally and Kate will work on Gala type event. Consideration needs to be given as to whether is fundraiser for association/scholarships or a member recognition event or a combo of both.

Travis brought up how well attended this event was when it first happened. Wheelabrator was a main sponsor, Dan Roche was the MC

Restaurant Week: Brittany initially was going to set up for March 5th but time has gone by and shooting for restaurant week to be March 20th she will update with progress to Kate who will update the Board.

Scholarship: We are once again offering 2 \$2000 scholarships to 2 NAHS seniors. Therese, Melissa and Lauren had volunteered to put together a committee for review of the incoming scholarships. Jonathan will connect with the committee to review last year's process. Kate will send all the applications when they are made available.

The Sylvie Foulds Scholarship application will be made available later in the spring. Kate suggested that at some point, we discuss this scholarship and getting others involved in the fundraising for it.

Storage: Jonathan spoke to Dave Steinbergh and he is allowing us to use a small space 200sqft in one of his buildings. More information to come when items can be moved into the space from Dawn's Sign Tech towards end of April.

Next Meeting: Juliana Mancinelli will go over Insurance review.

Adjournment:

Motion to adjourn Janice first and Jonathan seconded Meeting adjourned 7:45