



North Andover Merchants Association
Board of Directors
January 24, 2023 Minutes
6:00 PM
50 High Street

Attendees: Kate Rozzi, Sally Finnimore, Michael Hurley, Jonathan Mandell, Lauren Macauley, Melissa DiMinico, Travis Holland, Therese Leone, Brittany Ray

Excused: Juliana Mancinelli, Joelle Elghoul, Janice Phillips

- **Welcome & Introductions** Kate welcomed everyone and everyone and for the sake of the new members everyone introduced themselves. Through a ballot sent to all active members, eight members were re-elected to the board: Sally Finnimore, Mike Hurley, Brittany Ray, Jonathan Mandell, Juliana Mancinelli, Janice Phillis and Joelle Elghoul. Three new directors were elected: Lauren Macaulay, Travis Holland, and Melissa DiMinico.
- **Election of Officers** Members had discussion about officers and the following were nominated:
 - Sally Finnimore Co-President
 - Michael Hurley Co-President
 - Brittany Ray Vice President
 - Therese Leone Secretary
 - Jonathan Mandell TreasurerLauren Macaulay made a motion to motion to elect this complete slate of the nominated members. Travis Holland seconded the motion and a vote was taken. The slate of officers was unanimously elected as the officers of the 2023 North Andover Merchants Board of Directors.
- **Accept October Minutes** A motion was made by Brittany Ray to accept the minutes from the November meeting. Sally Finnimore seconded the motion and all voted in favor of accepting the November minutes.
- **Treasurer's Report** The profit and loss statements from October, November and December were presented. A brief explanation of items was provided for the new members. Travis Holland made a motion to accept the Treasurer's report. Brittany Ray seconded the motion and all voted in favor of accepting the report.

Discussion was had on creating an annual budget and voting to approve it. This will give us a better understanding of if we are on track throughout the year, and if we need to add additional fundraising, review member dues etc. Kate and Jonathan will meet and create a budget to be presented prior to the next meeting. Additionally a year end financial report for 2022 will be shared with the board at this time.
- **By-laws** A revised draft of the by-laws was shared with all board members prior to the meeting. Members are asked to review the draft and share any feedback with Kate and Jonathan. Once feedback is collected and reviewed, a final draft will be shared with board members and a vote to approve new by-laws will be taken at next meeting. Draft will be sent at least a week before next meeting.
- **Committees**
 - **Membership** Spreadsheet was shared with members. A link to the document will be shared with all. Joelle had previously expressed interest in leading our membership efforts. Ideally we would like a few more people (board and non board members) to help in these efforts. Discussion of doing a membership drive or something fun/competitive to engage members in recruitment.

Kate also shared the recruitment postcards and business cards

Discussed recruiting members to serve on committees so not just the board is doing all the work. We will brainstorm ways to do this at the next meeting.

Mike brought up the Octoberfest event idea. He will talk to Janice and they will report

back next meeting on progress and next steps.

Kate and Sally brought up bringing back networking/social events for members. Possibly doing something monthly. Board members will think about ideas and will discuss next month.

Board would like to plan a membership award/appreciation event, not necessarily a fundraising event. Ideas will be discussed at the next meeting.

- **Restaurant Week** Brittany will take the lead on restaurant week. She will come up with some ideas and share at next meeting. Goal is to promote restaurants without burdening them.
- **Fall Festival** Discussion about creating a strong committee to plan and manage fall festival. Board felt that now that we have the experience of the event, it would be easier to manage. Brittany offered to be involved with others. Lauren offered to be part of the planning committee also.
- **Scholarship** We will once again offer 2 \$2000 scholarships to a NAHS Senior. Therese and Melissa volunteered to review the applications this year. Jonathan will share his notes on the process with them.
- **New Business**
 - **Status of NAMA Foundation** The filings of the foundation as well as the association need to be reviewed. Currently the association does not appear to have any filings with the Commonwealth of Massachusetts. This needs to be reviewed and all filings must be in order. Additionally, we need to address the filings of the foundation as it is a separate entity with a separate board of directors.
 - **Commonwealth of MA Earmark** Through the state budget, \$25,000 was earmarked for unrestricted use by the Commonwealth of MA. Kate has begun the process of receiving the funds. This item was requested by former State Representative Christina Minicucci. Once we know more details about timing, we can discuss the use.
 - **North Andover Sustainability Committee** has requested our support on an initiative to ban plastic bags in NA. There are a few questions that the board has. May consider inviting them to a meeting to discuss.
 - **Artisan Market** The Board had previously voted to withdraw from the planning and management of the Artisan Market. The remaining funds from the NA Merchants-Artisan Market account will be deposited into the operating account (\$5,901.55). The Artisan Market at the Mills will now be fully owned and operated by The Village Studio. The NA Merchants will consider how we can support this event at a future meeting.
 - **Academy Road Parking** In the fall, Lee Bluemel from the North Parish Church contacted the Merchants to see if we would support their efforts to get the town to improve parking around their building in the Old Center. There has been no follow up discussions with Rev. Bluemel and at this time, the NA Merchants will not be involved.
 - **Knight to Shine** NA Youth Center Board has requested our support of their spring event. Kate recommended that we place an ad in the program book at \$300, same as last year. Jonathan Mandell made a motion to spend \$300, Therese seconded and the motion passed.
 - **School Partnerships** Jonathan brought up the question of how we can better partner with the schools for fundraising. Discussion also had about partnering with them to offer students opportunities to intern, learn about businesses etc. Kate will check with Janice to see if we've made any progress and we will have further discussion at future meetings. Junior Expo the return of a junior expo was also brought up and will be discussed at future meetings. Brittany would like to be involved in this.

- **Storage** Jonathan will look into alternative storage options including a storage unit and space at the mills which was previously mentioned by Dave Steinbergh. All agreed that it had to be space that was always accessible.
- **Membership communication** Kate shared a year in review document that will be shared with all members to highlight what we have done in the last year. Along with this mailing, info about getting involved, survey about what theyre looking for etc will be shared. An effort needs to be made to define the value of their membership as well as to understand what members are looking for as members.
- **Next Meeting** Discussion about meeting schedule was had, including rotating morning and evening meetings. Kate will survey board to find times that work for majority of members. Next meeting was tentatively scheduled for February 7th at 6pm.
- **Adjournment** Jonathan Mandell made a motion to adjourn, Melissa seconded.
Meeting adjourned at 7:55PM