



North Andover Merchants Association
Board of Directors
Jun 27, 2023
6:00 PM
50 High Street

In Attendance: Michael Hurley, Sally Finnimore, Travis Holland, Juliana Mancinelli, Jonathan Mandell, Brittany Ray **Not in Attendance:** Melissa DiMinico, Lauren Macauley, Therese Leone, Janice Phillips, Joelle Elghoul

Michael began meeting at 6:10PM and presented [May 31st Minutes](#). Jonathan made a motion to accept the minutes, Brittany seconded. All voted in favor and minutes approved.

Jonathan presented the May 2023 P&L. Made notes that there were significant insurance payments made in May. These are yearly payments and not recurring payments. Also noted that there were 3 pay periods in May resulting in an increase of payroll lines compared to other months. Juliana made a motion to accept that treasurer's report, Travis seconded. All voted in favor and the report was approved.

Kate reminded everyone that they have access to the membership data through the google drive. She will resend the link but also pointed out that it is linked in the agenda (and now here in the minutes) [Membership Report](#). Kate will continue to work on sharing and using the [Member Directory](#) hopefully upgrading ads to bring in more non-membership revenue.

Travis & Joelle met once to talk about the Membership efforts but haven't had the chance to follow up and solidify a plan. Travis brought up the idea of changing the name of the organization to North Andover Business Association as it may interest more non-merchant/retail businesses to join. Good discussion followed and everyone agreed that it was worth looking into. It would be a simple by-law change. Marketing materials could easily be adjusted. Kate suggested that we survey the members and will send along a stand alone (not in newsletter) email with survey. She will send draft of email to the group first.

Sylvie Foulds Scholarship recipient is Cassidy Buelow. Kate will reach out to Cassidy to set up a time to present the scholarship to her. She is an employee of the Celebration Enthusiast.

Fall Festival prep is going well. Our revenue budget is equal to last year at the time of event (not including day of receipts) and first glance of expenses look comparable to 2022 so we are hopeful that final revenue will be higher than last year. Committee is meeting after this meeting to go over next steps. Kate will reach out to previous vendors and sponsors who have not committed yet.

Good feedback on June 6th networking. Would like to see more people, great panel, flow went well. Consensus is to do an education type event quarterly and the off months do just a social mixer. We will do a education/panel event on September 13th at Edgewood. Kate suggested a planning for the future event utilizing members like Mike, Travis, Juliana, Jonathan to support the small business owners who do not all have access to that type of planning through corporate employers. Kate asked that people think about it and come back with ideas.

Gala/Fundraiser/Member Appreciation on November 30th. NACC and Stevens Estate are still available. Kate and Sally will meet to discuss.

Need to think about Halloween & Winter Holidays. Stick with Halloween window painting. Focus on Winter Holidays. Ask members for ideas and recruit them to help. Suggestions from group include Gingerbread House Walk (businesses create a themed house), photo "booth". Question is where. Kate will check with Senior Center/NA Historical Society.

JOnathan will keep us posted on storage. Kate shared that Equally Expressed is having a Grand Opening of their new space is 7/6 1-3 at 800 Turnpike St. Kate and Brittany can definitely go.

Kate brought up that our Bylaws do not include anything about businesses/organizations that serve NA being eligible for membership. This discussion has occurred in the past because the YMCA interest in joining. Their address is in Andover. Discussion was about changing by laws to allow community serving/non profits in, looking on a case by case basis. No decision was made and discussion was tabled to a later date.

Question of next meeting. Still to be determined. We will share Fall festival updates and most likely call a meeting between the two scheduled dates.

Juliana made a motion to adjourn meeting at 7:05. JOnathan seconded. All in favor and the meeting was adjourned.