



**North Andover Merchants Association
Board of Directors
March 28, 2023 Minutes
6:00 PM
50 High Street North Andover**

Attendees: Kate Rozzi, Sally Finnimore, Michael Hurley, Jonathan Mandell, Melissa DiMinico, Therese Leone, Brittany Ray, Juliana Mancinelli

Not In Attendance: Lauren Macauley, Joelle Elghoul, Janice Phillips

February Minutes Brittany Ray made a motion to accept the minutes from February 28, 2023 meeting, Jonathan seconded the motion. All in favor. Minutes were accepted.

Treasurer's Report- Jonathan and Kate reported nothing unusual in February report, mostly recurring expenses. Kate is looking at different options to cut monthly expenses. We are checking with Constant Contact and different avenues to see if we can use for free or discounted looking into it. Therese will put Kate in touch with Derek Lynch from Constant Contact to review.

Kate indicated that February was quiet for renewals but that March had seen an increase in renewals, including some upgrades. Mike Hurley asked if we could include more info about gaps in membership. Kate said she could include more info in membership spreadsheet, rather than in treasurer's reports.

Juliana Mancinelli made a motion to accept the February Treasurer's report. Brittany seconded the motion. All in favor. Report was accepted.

Insurance Review

Juliana went over MTM Insurance Policies four policies in total as follows:

Hired and non-owned auto liability coverage: this provides coverage for any vehicle North Andover Merchants doesn't hire or own but is used in the course of the business. For example, if you went on a bank run and were in an at fault accident and the merchants were sued. Your personal auto insurance would respond first (as Mike wanted clarification) and then this policy would respond.

Directors and officers policy: this provides coverage for any decision as a board that we make that has the potential to cause financial harm. For example, us not choosing to purchase the hired and non owned auto coverage, and then there is claim and we have to charge every member money to cover the cost of the claim. And the members subsequently sue us.

Worker's compensation policy: this covers you, Kate, as the sole employee of NAMA and if she were to be injured on the job. This would cover her salary while she out of work on injury.

General liability policy: this provides coverage for 3rd party bodily injury and property damage. For example, if someone trips and falls at the Fall Festival or if we have a guest speaker at the board meeting and someone spills coffee all over their laptop.

Quotes in process:

Currently, we are quoting a \$1million commercial umbrella policy for you. This would provide an extra \$1million in liability coverage if you were to run out on your underlying general liability coverage, hired and non owned auto coverage, or worker's compensation coverage.

Cyber Policy question: We have no cyber coverage, Kate mentioned we have no gateway that shares information so we wouldn't need this coverage (use paypal and other 3rd party services).

Membership

Drive/Plan Travis and Joelle were not present to discuss membership plan/drive. Tabled to April.

Member Directory- New directory will be completed shortly. All members are provided with a ¼ age ad but can upgrade. Good source of non-membership revenue. Will share online and share QR code in any print promotions that we do. NAYRS Gala had had a QR code. Will continue to improve upon the directory.

Restaurant Week- Brittany- Mom and Pop restaurants not breaking even how will they benefit from Restaurant week. Do a Restaurant Appreciation week-May 15th to May 21: No specials or deals. Patrons can enter into a raffle when they dine out/take out. Entries and buckets provided by NAMA. Therese said Enterprise Bank will most likely donate \$1000.00. Kate will send sponsorship request to Enterprise. Brittany will create a flyer and reach out to restaurants.

Scholarships

NAHS Scholarships to Benjamin Arakelian and Keryn McElroy. Would like to have someone attend the May 30th Scholarship Knight.

Sylvie Foulds Scholarship- Will be shared with members via newsletter and social media. Deadline is 5/7/2023. Jonathan and Brittany will review.

Fall Festival

September 23rd Date change after being made aware that original date was Rosh Hashanah.

Fall Oktoberfest/Block Party

Reviewed dates. Landed on October 21st. Mike will talk to Dave Steinberg about RCG space. Ideas of beer and food trucks but also keeping our local tenants/members in the forefront. Can we block off street, or better in a parking lot (limits access to local businesses) Adult events. Timing? Music? Parking?

Networking/Education

Kate reminded everyone about the MSBDC webinars (also shared in newsletter) cover a lot of the topics members are interested in such as social media, finance etc.

Kate suggested organizing a member mixer/ State of North Andover event at the end of May. Possibly hold at the new outdoor space at Edgewood. Someone suggested new senior center. Kate will reach out to Edgewood to see if they're interested. Great way to showcase the new space of an Elite member.

Gala/Fundraiser/Recognition – Coming back together theme- formation of committee. Perhaps make it a Holiday event first week of December. Kate and Sally will discuss.

Storage Jonathan will check with RCG about timeline.

Next Meeting: April 25th at 50 High Street

Adjournment:

Janice Phillips made a motion to adjourn, Jonathan seconded. All in favor. Meeting adjourned at 7:45PM.