



North Andover Merchants Association  
Board of Directors Meeting Minutes  
May 31, 2023  
6:00 PM Joe Fish

**Attendees:** Kate Rozzi, Michael Hurley, Sally Finnimore, Brittany Ray, Therese Leone, Jonathan Mandell, Juliana Mancinelli, Melisaa DiMinico, Joelle Elghoul

**Not in Attendance:** Lauren Macauley, Janice Phillips, Travis Holland

**Accept April 25, 2023 Minutes** Michael began the meeting and asked for a motion to accept previous month's minutes. Joelle made a motion to accept minutes, Brittany seconded. All voted in favor, the April minutes were accepted.

Jonathan presented **Treasurer's Report (April 2023 P&L)** Noted that membership directory revenue keeps coming in, Fall Festival revenue (which is going well) will begin showing up in May/June and that thanks Therese/Enterprise Bank for the sponsorship of Restaurant Week with the \$1000 sponsorship. Therese made a motion to accept the report, Joelle seconded the motion. All voted in favor, the April treasurer's report was accepted.

Kate shared the [Membership Report](#) which now includes a summary page to help us compare YTD and also recognize increases and upgrades in membership levels. Kate reminded everyone that they have access to this spreadsheet through google drive.

[Member Directory](#) seems to be well received. A number of businesses upgraded their ads resulting in \$1450 non membership revenue to date. Kate will work on ways to utilize and share this directory.

Travis & Joelle met to discuss **membership** drive and strategies to increase membership. They are meeting again shortly and the entire group will work on ideas to do this. Looking for list from town but Kate also suggested that everyone come up with a list of names that we could approach about joining. Joelle suggested that we use social media more and it was recommended that board members take the time to share/like the posts that we do make as our social media is fairly active. T

Brittany gave an update on **Restaurant Week**. Fourteen restaurants participated and all were happy to not have to create specials etc. She has ideas about how to improve, particularly the logistics of dropping off entries etc but overall it was a successful activity.

Sally and Therese attended Scholarship Knight at NAHS and presented the scholarships to Ben Arakelian and Keryn McElroy. Jonathan and Juliana will review the applicants for the Sylvie Foulds Scholarship. Kate recommended that we transfer for \$6000 from Charitable Fund to Operational to cover the costs of the 2 scholarships this year. All in attendance agreed. Kate will make the transfer. This will leave apx \$2K in that account so we will need to use funds from operational for 2024.

**Fall Festival** Kate, Sally and Brittany met to discuss (Juliana was unavailable) and are comfortable with the progress to date. Now that this group has done this once, we have a better grasp on what to expect. We will break out the planning into sections so that one of the committee is responsible for each section ie: Crafts and Activities/Volunteers/Vendors/Facilities. Had discussion about wi-fi and how to resolve. Suggestion about an ATM but that will most likely encounter same issues. Kate will explore wi-fi options.

**Oktoberfest** Mike has been trying to get RCG to discuss the event and logistics but it has been difficult to do so. At this time, it will not work out for Fall of 2023. Will reconsider for a spring event or for next fall.

**Networking event** is scheduled for June 6th at Joe Fish. So far 20 RSVPs. Andrew Shaito from NA and all the legislative delegation will be attending (Finegold, Tarr, Nguyen and Ramos) so it is important to have a good turnout. Members have received invitation but board is encouraged to share and bring people.

Kate and Sally will work together on a November 30th **Gala/Fundraiser/Member Appreciation event**. All in attendance agreed that a combined event was the best way to go.

Jonathan spoke to David Steinburg about **Storage** and he has agreed to give us space in the mills. Jonathan will figure out how to move and keep us up to date.

Next Meeting June 27th, Meeting adjourned.