



**North Andover Merchants Association  
Board of Directors  
October 24, 2023  
6:00 PM The Loft  
Minutes**

In Attendance: Sally Finnimore, Mike Hurley, Brittany Ray, Jonathan Mandell, Janice Phillips, Juliana Mancinelli, Travis Holland

Not In Attendance: Lauren Macauley, Joelle Elghoul, Melissa Diminico, Therese Leone

Mike Hurley started the meeting at 6:05. Presented the September 26, 2023 meeting minutes. Juliana made a motion to vote to accept the meeting minutes into the record, Janice seconded the motion. All voted in favor of accepting and recording the September 26 meeting minutes.

Jonathan presented the September P&L. Noted that the Fall Festival expenses show up in September while the revenue is spread out over the last few months and more will be booked in October. Details of the Fall Festival will be discussed later in the meeting. Brittany made a motion to accept the report into the record. Juliana seconded the motion. All voted in favor of accepting and recording the report.

Kate shared the process and timeline for electing 2024 board members, according to bylaws. Mike and Sally appointed Juliana, Janice and Lauren to serve as the nominating committee. Next steps are to determine who on the board is interested in returning and how many members should be recruited to run for a board position. Kate will reach out to the committee to take next steps.

Fall Festival was successful considering all the factors and pivoting that occurred. Kate shared budget and Y2Y comparison which shows that we netted approximately \$11,000, the most successful profit to date. Days of sales were considerably lower but we went into the event with more sponsorships and booth revenue. We discussed the challenges with depending on the Common, the pros and cons of using the high school. Traffic was definitely lighter but expected since we only had 6 days to market the location and that it was a holiday weekend. Overall it was a success considering we decided 6 days out that we would have it at NAHS.

September 13 at Edgewood & October 18th at The Village Studio mixers were successful. Will not have November and December events due to holidays. Board will think about who would be good hosts for 2024 events.

Halloween Window Painting was cancelled due to weather.

Holiday & Member Celebration is scheduled for November 30 at NACC. Discussion was had about ticket prices, sponsorships, raffle, auction. Save the date has been shared for a month or so. Request for milestones was included in this week's newsletter. Kate will work on final details including sponsorship this week. Board MUST be involved in this event by attending and inviting members. Really hype it up.

Sally brought up for discussion that we increase Kate's hours and hourly rate. Board agreed that with more investment of time and energy, we can have Kate work on more ways to generate revenue both membership and non-membership based. Janice suggested that this decision go on the agenda for next month.

#### Holiday Happenings

- Gift Exchange\_Brittany will work on it and send Kate graphic.
- Merch-Janice will work on it. Kate will ask members who wants a visit from Merch (members only)

- BINGO get cards out at parade. Will need volunteers.
- Gingerbread Walk-Kate is meeting with NA Senior Ctr this week. Will share info with Sally, Therese, Brittany, Jonathan and Janice.

Next meeting will be moved to November 14th due the events that week.

Brittany made a motion to adjourn, Juliana seconded and all were in favor. Meeting adjourned at 8:10pm