



**North Andover Merchants Association  
Board of Directors**

**Jan 24, 2024**

**6:30 PM**

**Joe Fish**

**MINUTES**

**Attending:** Mike Hurley, Sally Finnimore, Brittany Ray, Jonathan Mandell, Melissa DiMinico, Joelle Elghoul, Lauren Macaulay, Juliana Mancinelli, Janice Phillips, Kate Rozzi, Andrea Holmberg

**Not In Attendance:** Travis Holland, Therese Leone

Jonathan made a motion to accept the November 14, 2023 Minutes. Melissa seconded and all voted in favor of accepting the minutes

Jonathan and Kate presented the November and December P&L. Deficits were discussed. There was considerable spending on new events. The Member Celebration was a new expense and since we wanted to encourage members to attend, we kept the ticket price low and covered much of the cost. Also the Gingerbread Walk did not earn much but there were expenses. Again, it was a good new event, with room to grow. There are a good amount of materials that can be used next year and will not have to be purchased again. Additional expense on both of these events and holiday happenings was Kate's time.

Janice made a motion to accept the Treasurer's Report, Brittany seconded. All voted in favor and report was accepted.

Discussion was had on overall 2023 financials. Up until November, we had been breaking even. This is considering that we had to make plenty of adjustments on the Fall Festival-although our revenue was great, it was a lot of time. We also lost revenue when we had to cancel the Halloween Window Painting. Board members are asked to consider how to increase revenue-other events? Increase member dues? More effort in recruiting new members. It will be discussed in the near future.

Review of Holiday & Member Celebration November 30 at NACC. Consensus was that the event was successful. It was a sold out event, people enjoyed themselves and stayed late. A good mix of mingling and recognition. Discussion about time of year. Some thought it was a good to have a holiday celebration and a member appreciation event together, rather 2 events.

Review of Holiday Happenings

Gingerbread Walk people who attended had a great time. A good first event with plenty of room to grow.

Merchant BINGO OK response. Kate thinks its difficult for people to "shop" at some of participants. Kate suggested looking into more of a passport activity next year.

Holiday Guide-good response.

Gift Exchange-less response than in previous years. May be time to rework or replace. There were some people who did not receive their gifts.

Merch the Elf-Janice did a great job getting photos of Merch. Good exposure on social media. Merchants seemed to be happy to be involved.

The Annual Meeting was held virtually, prior to this meeting. Highlights of 2023 were shared with 2023 Year In Review document. This will be shared in newsletter and social media also.

Results of the election for the 2024 Board of Directors were announced. All candidates received the required votes to be elected to the Board of Directors. Jonathan made a motion to accept the results and Melissa seconded. All voted in favor and the results were accepted and the new board was confirmed effective immediately following the adjournment of this meeting. The 2024 Board of Directors members are:

- Joelle Elghoul, Salem Five Bank
- Lorraine Enos, Enterprise Bank
- Sally Finnimore, The Village Studio
- Barbara Getchell, Legends Gymnastics
- Andrea Holmberg, Pleasantly Sweet Cookies
- Lauren Macaulay, Title Boxing Club North Andover
- Juliana Mancinelli, MTM Insurance
- Janice Phillips, North Andover Resident/Community Representative
- Brittany Ray, The Loft and Joe Fish

There was a thorough review of the by-laws last year (approved February 2023) and Kate recommended that they be reviewed annually to make any necessary changes. Kate will send a copy to all board members for suggestions and will present any changes prior to February meeting.

Kate took a moment to thank Jonathan, Melissa, Therese and Travis for their time on the board, and presented them with a small gift from NAMA to thank them.

Jonathan made a motion to adjourn the meeting at 7:30 and Melissa seconded. All voted in favor and the meeting was adjourned.

ADDENDUM: On February 14, 2024 Sally Finnimore made a motion to donate \$325 to the Joseph N. Herman Youth Center Inc, to support the Knight to Shine fundraiser. Brittany Ray seconded. A vote was taken via email and the following board members voted in favor of the motion: Sally Finnimore, Brittany Ray, Janice Phillips, Julianna Mancinelli, Barbara Getchell, Lorraine Enos, Andrea Holmberg and the motion was approved. Kate will send form, ad and check to JNHYC.

On February Feb 22, 2024 , a ballot was presented to the Board of Directors for the election of the officers for the 2024 term. A sufficient number of members voted to reach a quorum and the following board members were unanimously elected to serve as officers for the 2024 term.

Brittany Ray- President   Sally Finnimore-Vice President   Juliana Mancinelli-Secretary/Treasurer