



North Andover Merchants Association
Board of Directors
The Loft

MINUTES June 11 2024 MEETING

In attendance: Juliana Mancinelli, Kate Rozzi , Sally Finnimore, Brittany Ray, Lauren Macaulay
Absent: Lorraine Enos, Joelle Elghoul, Andrea Holmberg, Janice Phillips, Barbara Getchell

Minutes & Treasurers Reports

There were not enough members to call a formal quorum. The minutes from the last meeting and treasurer reports will be approved/accepted via email or at next meeting.

Membership

We discussed new members and how we can keep recruiting people. Sally suggested we provide a one page summary of NAMA that notes events, opportunities, benefits, etc. to provide people along with the QR code "postcard". We also discussed the option of a new member incentive within our members/group. Kate will work on something and share with group.

Events/Activities

Calendar Raffle Kate provided notes that the calendar raffle was successful, final amount raised \$3880. Board agreed to host another one in the Fall/Winter-maybe in October or instead of holiday BINGO?

Monthly Mixers Sally is checking in with Janice and Andrea to see if they have made any progress scheduling these. If they have not, Juliana will email the people who were interested in hosting and hopefully get one or two events in the summer.

Comedy Night we will try to reschedule this for another this year.

Restaurant Week will be rescheduled to August 11th-18th, we will have a summer event. Kate offered the tagline "It's too hot to cook". Brittany will coordinate this for August. We all agreed restaurants who participate will be responsible for picking the names and mailing winners gift cards.

National Night Out We discussed potential NAMA participation in National Night Out (Aug 6). Sally noted in years past, we had attended, but haven't in the last few years due to covid and other board obligations including the question of how it benefits the association. Although we have not received any info about the event yet, Kate will send out a feeler email to the rest of the board to see if anyone is interested in participating at the booth if we have one. Juliana will attend that night if need be. The board discussed if we use the event to promote other events or to potentially recruit new members. We discussed the potential of having a giveaway or spin wheel where participants win a prize (prize is TBD).

Scholarships In regards to Foulds review, Sally, Lorraine and Juliana will review the applications as soon as Kate sends them!. Kate noted we had 8-10 apps in.

Fall Festival. The board needed to decide on what games and activities to offer at the event. Sally noted she reached out to one company and they don't offer rentable games. She will reach out to other companies. Kate will reach out to Legends Gymnastics to see if they will offer a bouncy house and The dance studio will offer face painting again.

Other ideas for activities: Brittany offered sand art, Juliana offered slime, Lauren offered friendship bracelets. We will discuss as we get closer to the event to see what is most cost effective. Kate provided the potential layout for the high school.

Other

Kate noted we did provide a \$250 donation to the senior center for their "center" birthday.

Kate will email about the grand opening for Beem Light and who from the board can go. Jun 22, 2024

New Business

For new business, the board briefly discussed the membership celebration gala. Sally mentioned the venue last year had a max capacity at 70-80 and the event was maxed out so we should consider other venues. Kate will reach out to see if we have any other venues in town we could use. Juliana will reach out to NA Historical Society to see if they have any space. Brittany will reach out to a magician/comedian to see if we can have one come at the beginning of the event as an ice breaker. The tentative dates could be November 7th and November 14th

Adjourn

Sally made a motion to adjourn the meeting and Juliana seconded. All voted in favor and we adjourned the meeting.