



North Andover Merchants Association
Board of Directors
Mar 27, 2024 6:00 PM
The Loft

MEETING MINUTES

In attendance: Kate Rozzi, Joelle Elghoul, Juliana Mancinelli, Sally Finnimore, Janice Phillips, Brittany Ray, Lorraine Enos, and Barbara Getchell

Missing: Lauren Macaulay, Andrea Holmberg

Brittany called meeting to order

Meeting Minutes

Minutes from February 27, 2024 were shared and reviewed. Sally made a motion to accept Feb minutes, Joelle seconded it. Brittney said asked if we were all in favor, none opposed, MInutes were accepted into the record.

Treasurer's Report

Juliana went over February P&L, noted expenses were normal. Payroll expenses will decrease as this becomes a quieter time of year, and Kate will be reducing her workload. Ideally there is less work to do as many items have been managed to a better process, and the board will spearhead some initiatives. Sally made a motion to accept February P&L, Janice seconded it. All voted in favor of accepting the report.

Kate prepared a quick projection for March P&L, noted in March she expects about \$3000 in revenue from calendar raffle. She wanted to provide projection for March as it looks like we will have a net income.

By-Laws

Kate went over the by-laws one more time. Aside from the previous suggested revisions that have been reviewed by the board, Kate noted that she suggests that we remove the specific membership rates and include a line that states that the board can amend the membership fee structure at any time with the majority vote of the board.

Sally made a motion to accept the by laws as presented. Joelle seconded the motion and all voted in favor of amending the by-laws as presented.

Membership

Membership Recruitment

The board went over a spreadsheet of expired members who have been contacted and asked to join again. Some board members noted they could not update the excel and brought physical lists of the people they contacted/plan to contact. Kate took all the lists and will update the spreadsheet.

Kate passed out "business cards" for NAMA for us to give to potential new members

Sally offered that we make it a goal for each board member to bring in 4 new members, the rest of the board agreed.

Membership Rates

Board agreed to not increase membership rates at this time, we are tabling this until another meeting.

2024 Events/Activities

- **Calendar Raffle** Kate gave us an update on the calendar raffle and that it is going well. There is \$650 in sponsorships and revenue is around \$2600 from ticket sales. When we pick the winners, the board decided we will use a random name wheel.
- **Monthly Mixers** Kate noted she needed a board member to lead this initiative. There is a list of members who have said they would like to host, someone just needs to reach out and make a schedule for the year. There were no volunteers at the meeting, Sally will reach out to Andrea and see if she would be interested. Janice said she would assist someone. Janice asked if we could do morning mixers as well, everyone agreed we could do. Kate reminded the group that there are templates to promote the mixers already created and there are no “rules” it’s really just scheduling an opportunity for members to get together.
- **Comedy Knight** We discussed doing a member “comedy night” hosted by Joe Fish. Brittany noted she has a comedian ready to go, we just need to pick a date and time. Kate asked how it works as a fundraiser, Brittany noted she texted the organizer for this info and we could figure out tickets and pricing thereafter.

Kate noted we need to break it down between ticket price and revenue generated for us. Brittany will finalize numbers once we pick a date. We all decided if we can’t do it in May, that we would push it to the Fall.

- **Scholarship**
 - **NAHS** Committee reported that they had chosen two seniors and will inform NAHS. Board agreed to keep the winners quiet until the Scholarship Knight at HS, where we will present. Committee noted that there were 26 applicants. For the NAHS scholarships, Kate noted there were about 26 applications.
 - **Foulds Scholarship** was reviewed and approved. We will begin sharing in newsletter on Monday. Many board members offered to review apps. Will circle back on that when apps are submitted.
 - Further discussion on rethinking the amounts and/or # of scholarships we award. The Foulds scholarship was added fairly recently and we should reconsider whether it is viable to award \$6000 in scholarships or should we limit to Foulds and one NAHS. Will discuss in fall/winter.
- **Restaurant Week** Brittany has two ideas for restaurant week. She suggested instead of having restaurant discount items, we have all people fill out raffle ticket for another prize. Brittany also thought about a restaurant pass, where if you go to the most restaurants that week you win a certain prize. Everyone thought raffle tickets worked well last year and to keep it the same for this year. Kate noted sponsorships for restaurant week could pay for prizes.

The board agreed restaurant week would fall between mothers day and memorial day, Monday May 13th- Sunday May 19th, like we did last year.

Brittany noted she would reach out to restaurants and let us know if she needs help. Sally also suggested we use that as a way to entice people to join.

- **Fall Festival** Regarding Fall Festival, Kate noted Common and the high school parking lots are both available on Sept 21st. We discussed if we should do it at common or high school. While people like the feel of the common, the high school offers more amenities such as bathrooms, trash removal, better cell service/wifi, parking. Brittany offered to take the lead, especially if the event was at HS as it means less details to iron out. After deliberation it was determined that the Fall festival will be at the high school this year. Kate will confirm with the HS and take care of any forms etc.

Janice suggested we open up fall festival planning meeting to all members in order to get more involvement. The board agreed.

Kate explained that she is starting a new job in April but will continue to be available to work on NAMA. Moving forward, NAMA can determine if this arrangement works or they need to revisit the staffing needs of organization. Kate pointed out that in order for this to work, some projects need to be led by members.

New/Other Business

Sally asked about a prior grant we got from the state. Kate explained that it was not a grant but an earmark which provides reimbursement for expenses. Kate explained that we did have to iron out some of the issues around incorporation, getting a Unique Entity Identifier from fed govt (formerly SAM), creating a budget etc which is why it has taken so long. She is in the process of submitting a budget to create a contract with the state and also determining exactly what expenses are eligible for reimbursement (payroll?) Kate noted we have until June 2026 to use this funding. Kate suggested that FF expenses seemed like a very clear expense for reimbursement.

Juliana noted insurances were all up for renewal soon and we would discuss that next month.

Sally made a motion to end meeting and Barbara seconded it. Everyone was in favor and meeting was adjourned.