



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

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

Not In Attendance: Janice Phillips, Lauren Macaulay

Brittney called meeting to order at 6:00PM. Everyone in attendance introduced themselves and their businesses.

Kate explained that she uploads materials and meeting materials all on google drive and will update them throughout the week. Explained that links in agenda are usable.

Meeting Minutes Reviewed January 24, 2024 Meeting Minutes Sally made motion to accept minutes and Joelle seconded the motion. Brittney asked if everyone was in favor, all agreed.

Treasurer's Report

P & L Juliana went over January P&L noted net loss and expenses were standard for January. One non-recurring expense she noted was the repair/service charge to fix Kate's NAMA computer. Kate noted there were a lot of year end events, financial reports etc to wrap up that happened which is why her payroll is higher and why some expenses are higher

Kate explained we don't typically have that much revenue this month and next, but as we get/plan our events and towards the end of the year, we will see more revenue.

Lorraine made motion to accept P&L, Sally seconded the motion. All voted to accept the report.

2024 Budget Kate went over a budget she put together. First version was without any changes to our revenue or expenses. The second version was to increase membership dues slightly. In both scenarios, it is clear we need to increase revenue to maintain the basics of running organization (monthly expenses-website, storage, marketing etc) as these expenses have increased. Kate suggested that we consider how we can increase revenue by 1)growing membership 2)adding events/fundraisers 3)increasing membership dues. She asked the board to review and provide feedback on these actions.

Discussion: Barbara asked what the different membership tiers were and the pricing. Kate noted it was online on the website, she explained some of the big highlights between each level.

Joelle asked if there was a chance for us to do a welcome packet with a new business checklist. Kate noted it would take a lot of "manpower". Joelle offered a survey of what businesses need help with. Joelle offered to take on the survey and go to town hall to see what we can do with "welcome kits". Kate noted she would talk with andrew shapiro on what is already in place now (if anything). Kate also noted that there is a survey in place that is sent to members every week to gauge what their interests are. New members are also asked this. The response rate is not great.

Sally asked if increasing rates and would be a logistical nightmare for tracking who has paid the increases as everyone has different renewal dates. Kate didn't think it would. We'd have to decide on a date and switch over. Kate wanted us to think about pros and cons of increasing rates and bring our thoughts to the next meeting.

Sally and Kate noted we needed another fundraiser. Kate offered a calendar fundraiser as it is something we can put together quick that is relatively easy. Sally suggested a rock and roll bingo night. Brittany noted Joe Fish could offer a comedy night sponsored by NAMA. Kate will work on Calendar and Brittany will look into the comedy night.

Membership

Kate explained the member spreadsheet and noted that tabs/data available in it.

Sally explained that membership has grown but there are many other businesses in town that are not members, including businesses who were members but have not renewed. Sally asked if we would all look over list/spreadsheet and from that see who we could reach out to and go from there. Kate suggested for us to each call 5-10 businesses (new or former) . Look at spreadsheet and “claim” businesses to reach out to.

Barbara asked if had forms to give out to prospects. Kate noted we had business cards and QR code that allows them to join. Barbara asked if we can do automatic renewals, Kate said we couldn't as every year we have to make sure they still qualify/eligible for NAMA membership.

Everyone should continue to think of ways to recruit new members.

By-law Update Kate explained to new board members that we did a massive set of revisions for our bylaws last year and that we should review every year to make sure everything is still in order. Kate noted she made comments on bylaws for everyone's review. We can vote on these suggestions next month. Possibly consider the change to membership dues at same time as they are *currently* in the by-laws.

2024 Events/Activities Kate went over our major events (for new board members) and that we need people to be the chairs.

Monthly Mixers Kate explained to the new board members how we offered monthly mixers. She would like us to put together a schedule for the rest of the year. Kate would like to put a committee together to schedule mixers. Sally noted sometimes there was wine or food, sometimes it was just networking, sometimes it was informational. Two businesses could also co-host one together. Kate will send info about who has offered to host. Joelle offered another survey to ask them what people need assistance with (topics for the mixers). Kate said there is one in place and we have gathered some ideas but it's hard getting participation.

NAHS Scholarship/Foulds Scholarship Fundraiser Ideas Lorraine, Barbara and Sally agreed to review the NAHS Scholarship applications. Kate will deliver to them this coming week. In April, we will discuss the Foulds Scholarship for members' kids and employees.

Restaurant Week Brittany noted she would handle restaurant week again. She would look at the calendar and see what works best. Brittney noted she liked how it flowed last year and asked for a week to think it through, she guessed it would likely be in April or May. Kate noted we can plan on calendar FR in April and RW in May, rest of the board agreed.

Fall Festival Brittany and Juliana will do it again, Jonathan (old board member) also offered to help. Sally noted we can schedule a Save the Date, tentative Sept 21st. Kate will check schedule at high school and common. We will discuss more at the next meeting. Kate explained that is an all hands on deck day regardless. Barbara also volunteered to help with planning.

Closing & Adjournment-Next meeting will be Wednesday March 27th at the Loft. Sally offered motion to adjourn. Juliana second motion to adjourn. All in favor, none opposed. Brittany concluded meeting.