



North Andover Merchants Association
September 11, 2024
Meeting Minutes

Meeting was held via Zoom. In attendance: Juliana Mancinelli, Laura Macaulay, Sally Finnimore, Andrea Holmberg, Brittany Ray, Lorraine Enos, and Janice Phillips

Sally made a motion to [Accept June 11, 2024 Meeting Minutes](#); Juliana seconded and voted in favor of accepting the June minutes. Full treasurers report, including Fall Festival numbers will be presented at the next meeting.

Monthly Mixers Janice provided updates on mixers, noted two mixers in September at Irwin Fitness (a class) and October. We will not hold any in November as the member celebration is scheduled for November 14th. Discussion on having a casual gathering in December- TBD. Janice and Andrea will make a plan for 2025 and once scheduled group will decide about having a presentation/roundtable or just social.

Scholarship- Foulds Scholarship was awarded to Cristian Sciaudone, son of Transform Fitness owner Sheryl Sciaudone. Board needs to revisit scholarship program for 2025. \$6000 is very generous and we have to consider the budget and anticipated revenue for next year.

Restaurant Week Brittany provided a recap on restaurant week. Noted she tried to reach out to restaurants to pull winners and she didn't hear back from a lot of restaurants. Sally and Kate noted that a restaurant each had reached out to them. Brittany will follow up with the restaurants

- Discussion on timing and decision to plan on a spring event next year, as this week we did it this year was a busy vacation week.
- Brittany will poll restaurants for their feedback on what time of year and what type of set up they prefer for winners (promo items, pick names, etc)

Halloween Window Painting Halloween Painting will be done again this year. Brittany and Juliana will help with window painting. Kate will order supplies-maybe an easier way than pouring paint into cups? Juliana will reach out to prior sponsors once Kate sends them.

Winter Holidays For Winter: we will do gingerbread event, bingo/passport, elf on a shelf,

Gingerbread Walk: Sally proposed we open it up to business owners and families in the area. And charge outside people for a fee and it can be free for members. Group went back and forth on how we can make merchant businesses top priority still. Sally suggested we have a separate area just for members with signs for their businesses. We will try to go back to the same venue, debated one day or two days. If not two days, we can make it a longer day on one day.

Holiday Passport: Instead of Bingo, we will do a passport instead. We all agreed this is a better route as it does not limit to having to get "5 things" in a row. Kate proposed an online passport for our phones if we could figure it out. Kate will explore.

Elf on the Shelf, we decided to use old photos for current members and focus on newer members. Juliana, Lorraine, and Janice will take this on

Gift Exchange: Brittany noted that there have been less people signed up each year, and more issues of people not giving their gifts. It was decided to not do the exchange and focus on other ways to promote business.

Member Celebration-November 14 at North Andover Country Club. It will be a cocktail reception rather than sit down dinner to accommodate more people. Recognition and milestones will be given at the event again.

Fall Festival Kate noted we were in very good shape with apx 100 vendors signed up including 10 food vendors. Using high school is logistically much better as we can use tables/chairs from high school, high school will do trash, cleanup, etc. Noted we can do Friday night prep if we wanted to do anything night before we can after the last games/practices. Can use press box for storage if we want to.

Committee reviewed crafts and new games. Cost of games will remain \$2 a game and play till you win. Crafts will be sand art and and pumpkins to decorate.

Sponsorships are done slightly from last year.

Adult/member volunteers are severely lacking. Sally asked if we could all reach out to a few people including employees (team building!) and members that they know. And we all agreed we would

Kate went over budget for fall festival. We are in good shape heading into the event.

Other/New Business

Kate confirmed \$25K grant was received from state which puts us in good shape financially for the year but reminder it is a one time source of revenue.