

SABA Meeting
Saugatuck City Hall
June 7, 2006

Officers Present: J. Abel (JabberDesign), R. Yaksic (Array Marketing), Pat Lion (Rosemont Inn), F. Rojeck (Saugatuck Flowers), B. Galligan (Galligan's Glenn ☺), F. Weber (My Favorite Dish), A. Holmes (Century 21), S. Elbers (Mason Street B&B&Suites), F. Schmidt (Administrator)

Members & Guests Present: D. Teunis (Details by Denise), S. Getz (Business Mastery), A. Wiley (Saugatuck Public Schools), S. Hutchins (Saugatuck Public Schools), H. Hughes (The Commercial Record), S. Williford (Massage By Steve)

8:37am – Begin.

OPENING REMARKS. F. Weber.

INTRODUCTIONS OF BOARD & GUESTS.

APPROVAL OF SECRETARY'S MINUTES (April 2006 Meeting). F. Rojeck moved to approve. B. Galligan seconded. Passed.

APPROVAL OF TREASURER'S REPORT. No treasurer here. K. O'Donohue told F. Schmidt that the only receipt last month was around \$7800 from Town Crier – proceeds were distributed. SABA was left with about \$2500. The race has really taken off – so to speak.

COMMENDS BY MEMBERS AND GUESTS.

D. Teunis, owner of Details by Denise, A Personal Concierge Service, provided information on her new business. She began advertising in late April. She will run errands, pick ups, airport runs, event planning, household management, and meal preparation.

H. Hughes with the Commercial Record introduced herself and said that she likes to get to know the people she is helping. She's excited about the fact that we have individually owned shops in the area.

SCHOOL BOARD PARTNERSHIPS WITH LOCAL BUSINESSES.

A. Wiley, President of the Saugatuck/Douglas School Board with S. Hutchens, VP addressed the board. They operate from a strategic plan put together by staff and community members. There are goals and values. One of the board's goals is to strengthen ties with the community. They have 'get togethers' with the community regularly. Wiley explained that it's different here in that the school is not the center of the community and they want to make mutual beneficial decisions in coordination with businesses. Kids ask for donations a lot. The board is going to organize all the fundraising through one central office so businesses won't be hit up all the time. They also want to find ways to give back and asked SABA about opportunities for kids to

volunteer. The Town Crier was a good one. The banners put together in Wendy Colson's class was a good one. Suggestions included some events like Music in the Park. Many kids want to put in volunteer hours and some are required to – national honor society members for instance. We may want to appoint a person in both organizations to coordinate. Sandy Brooks is the one to contact – sbrooks@saugatuckps.com.

F. Schmidt said that we have an email blast that goes out to members about twice a month. Wiley should give us any emails of people that she thinks should be signed up so they know about what's happening in the business community.

Weber said communication is the most important thing. Our website is available and our calendar of events is there. One thing you hear is that the kids are asking for donations but we're not convinced their parents are shopping in our stores.

A SABA representative has been coming to their leadership luncheons, Wiley said. Weber came to the last one and he reported back to the board and received a copy of the minutes.

Rojeck asked about work day programs where businesses went in and spoke to the schools. S. Williford said that there's a job share day wherein 8th graders identify a business with which to work. Rojeck asked if there was some incentive that could be offered to keep a student working until Labor Day. Williford said our district was a trend setter in that – we start school later. Now all the schools are doing that. The best thing to do would be to ask the students directly. Hughes asked about offering students a credit for working the whole time. There's no way to do this with summer jobs – or even volunteer hours. Williford noted that this is one of the few places in Michigan with a glut of summer jobs so there's no competition.

Wiley said the fifth grade also brought in businesses to address them. Part of what came up during the forum was that maybe we should take advantage of more mentoring between students and businesses. There's junior achievement but it's more an introduction. There may be more opportunities at the middle school besides the Shadow Day. Galligan said that was a basic part of every grade to make kids aware of careers available. Perhaps student representatives could come to our meetings? There was a need for volunteers for the Venetian Festival last year – so maybe this?

OLD BUSINESS

Tips and Tams Training. M. Stewart isn't here to report. There were going to be two sessions.

Drug Store Wall. Stewart isn't here to report. It's looking good.

Last Call. Rojeck said that it's in place every Friday and Saturday night at Uncommon Grounds. We've given them \$100 in the past. Rojeck moved to give them \$100 this year. Galligan seconded. Discussion: 187 people were taken home during the 2005 Labor Day Weekend. Foot patrol will direct them to Last Call. Passed.

Cartridge World Proposal. This proposal was emailed to the SABA email list and distributed.

Discussion ensued wherein R. Yaksic questioned whether we wish to sell out mailing list for a questionable return. She suggested following our email blast guidelines. One to two emails per month is overkill and may overwhelm our members. The 5% is a nice enhancement. We should support it but in such a way that it follows our guidelines.

Schmidt talked to Brian (at Cartridge World) after the last meeting and suggested he draft this agreement for us to consider. It's always been by a handshake in the past. Schmidt agrees to stay consistent with email policy. They should also become members. We want to make sure that all members are treated equally.

It was suggested that we go back to Brian at Cartridge World with an adjusted agreement stating that they become a SABA member and we follow the email blast predetermined guidelines for distributing ads to the mailing list. It will be set up as a 3 month trial agreement and determine our members' reaction during that time. The gray area is that we have a potential for making money on it. Other businesses have approached us about this before but it was prior to our current policy. Our policy is clear now.

Galligan moved that we approve the Cartridge World SABA member agreement subject to the following changes: 1) they become a member of SABA; and 2) they abide by the email policy. Rojeck seconded. Passed.

Waterfront Film Festival (6/8-6/11). There is a window decorating contest. Weber got an email about the number of businesses that did participate. They will be announced later – at the Thursday night street screening. There are ballots at the stores and venues. The ad in the brochure is different than the one submitted. There's no ballot in it for the People's choice award. We thought we'd get names and email addresses and give a getaway in the fall/winter to bring people back to town. A. Holmes asked some people but if no one else will donate Sherwood Forest is willing to be backup. She'd like to add a gift certificate for a meal and maybe from some store coupons (25% off?). She's made a separate ballot. The new ad also says to look for signs – an email blast should be sent. You don't have to participate but people should know. The idea was to get people in to stores and look at the windows.

There's also a flier/poster to promote the winter fund raiser Galligan showed us. Schmidt said the participating businesses are not all SABA members. We'll make sure we approach them about becoming members next year.

COMMITTEE REPORTS

Marketing. New Logo. Rosalie said the pens for info booth are ordered. They will arrive tomorrow. Soft grip click pens with our website on them. 1,000 for \$299. Galligan and she will get them to the booth.

Six Seasons of Saugatuck-Douglas promotion has begun. The distribution of nut giveaways. They're being distributed in four batches to members randomly grouped together. There are approximately 50 members in each batch. The first 50 members have received their giveaways. The second batch will be distributed later this week. Some will be mailed to PO Boxes.

The Marketing Committee worked with a SABA member designer to design a new logo. It's fantastic. We went for something more graphic and not literal. Galligan came up with the tag line "Strength Through Cooperation." Yaksic showed the two color version, the black and white version, gray scale version and the one without the tag line if the logo is small. There's also a version with just SABA with the water and bridge. There's one for any application we need. Rosalie suggested sending the logo to members to use wherever they'd like.

Window clings – our new logo will be on them. The order will go in the next few days. They'll be mailed to membership and introduce the logo at that time.

There was discussion about making sure that the nuts are provided to the right people at the stores so they're not misplaced. Holmes suggested sending an email to remind people that they have them and they should be distributed. J. Abel will add the giveaway rules to the website on the page where you sign up.

Commercial Record does the Chamber News – they should get a press release about this. We do need logo standards so we should develop guidelines about how it should be used – maintaining consistency, etc.. Maybe we should seek a copyright on it. The guidelines can go out in the email blast that introduce the clings.

Music in the Park. A flier with the Music in the Park logo is being created. We can create a 30" by 72" banner from Staples this week along with counter card fliers. There are more sponsors than we thought we'd get.

Venetian Festival. Yaksic attended a City Council meeting where they approved the plan of a bigger and better festival with a Friday night concert in Conglin Park. There will be a tent with beer and 2-3 food vendors, top of the line performers and a free concert. The tent will stay up through weekend. Sunday will include a continental breakfast free for all boaters who participated and the entire community. It's coming down to sponsorship. SABA could have a brat and hot dog area to raise money. The Saugatuck Brewing Company and I.H.S. will do beer. Friday night from about 6pm until 10pm. Hoping for 400-500 people at the concert. P. Lion will help with hot dog sales and Holmes may have some people in her office who can help. There will be an email request for volunteers.

Sidewalk Sale (August 17 and 18). M. Burd handles this event. We don't know if Council has approved it yet. Weber will ask her.

CVB put out an ad in the GR Press. We're on the boards as sponsoring the carriage rides this year again. We even emailed members about advertising in it. Lion thought SABA should do something next year – just advertising our website.

Membership. Schmidt announced that the Saugatuck Nut Company joined SABA. They rent kitchen space – no retail.

Brochure Distribution. Schmidt said about half have been distributed. We're down to 25,000. Starring is storing them in a storage facility 2 doors down from the Star so she'd appreciate a call first before you come to pick some up. Or she or Schmidt will drop them off for you. So far the brochure has had a favorable reception. G. Stoutin said that in a meeting with Oxbow, they said that they want to share more information with SASBA. There was discussion about a merchant party for SABA. He suggested providing them with a supply of brochures. Oxbow is a member of SABA so they are current with SABA news. 450 visiting artists attend Oxbow. If they get a packet of information, our brochure should be included.

Service. Abel reported that the last seminar will be moved to a fall date which is yet to be determined.

Retail. Rojeck wrote to the SCA about the flowers being sold at the Farmers Market and it's competition with retail florists. Wilkins, VS Flowers, and Demonds are also being effected by these flower sales. SCA surveyed 30 businesses about the fairs. Bobbie Gaunt said that they would not sell retail art to compete with art galleries. There were tons of plants and floral material. It's cut his Friday sales by almost 50%. Rojeck sent this letter (shared with the board) and invited them to this SABA meeting. If it were a one or two time event it would be fine but it's every Friday.

Weber is in contact with the SCA to see if they've received the letter. He hasn't heard back yet. Schmidt wondered what's in the rules that the Farmers Market people need to follow. Holland must have the same issue. The Green Market is a local draw. Weber will talk with them and see if they can work something out. Schmidt will look at their website and see what they have listed.

Relations with Local Governments. Had a dialogue with City Manager and Saugatuck Mayor, Harrier, about business licenses, rebuilding the information booth, the poorly hanging lights left over from Christmas, etc. Schmidt suggested we share this with all the members. There will be some open forums about the money from the parking lot, etc. this fall. Things will be left the same this summer.

UPCOMING DATES TO REMEMBER

Waterfront Film Festival – June 8-11.
Music in the Park starts Wednesday, July 5, 8:30am, SCH

Rojeck moved to move our next meeting to from July 5 to July 12 subject to this space being available. Elbers seconded. Approved.

Weber moved to adjourn. Rojeck seconded. Adjourn at 10:38am.