



Wednesday, 10 January 2007

Business Meeting – 8:30 A.M., Saugatuck City Hall

Marilyn Starring, Recording Secretary ~ Angela Holmes, Co-President - Chaired Meeting

Board Members Present: Julie Abel, Scott Eilbes, Angela Holmes, Pat Lion, Kerry O'Donohue, Frank Rojek, Fred Schmidt, Marilyn Starring, Fred Weber

Board Members Absent: Bill Galligan (work), Lisa Lungaro (Dr.), Rosalie Yaksic

SABA Members and Guests Present: Leslie Hallgren/Hallgren Electric – Steve Williford/Massage By Steve and Scrooge – Eric Smith/Pump House Gym – Mike Carey/Del Sol – Susan Smith/designsmith – Barry Johnson/Saugatuck Brewery - Jeff Mead/Coldwell Banker – Holly Hughes/Commercial Record

Meeting called to order at 8:37 a.m.

Introduction of board and audience members.

Motion made by Scott Eilbes to accept the secretary's minutes from December 2006. – Pat Lion second. Motion Passed

Approval of Treasurer's Report – Kerry O'Donohue – Fiscal year began November 1st – not a lot of activity. Income from membership dues – received quite a few checks from Fred S. yesterday and they are not accounted for yet on today's report. Fred Weber moved that we accept the treasurer's report. Frank Rojek seconded. \$1,397.00 for Night Before Christmas advertising. Motion passed.

COMMENTS BY GUESTS:

Steve Williford said that Larry from Pumpernickels donated chocolate chip cookies for the meeting this morning. Thank you Larry.

OLD BUSINESS

2007 BUDGET – Fred Weber made a motion to accept the 2007 budget as amended today. Angela Holmes seconded. Couple of minor changes – Events: Carriage rides change expense to \$1,100. Under Expenses remove telephone \$200 and WGVU Auction \$250 – line item will now be \$0. Need to remove \$1,000 from income for Carriage Rides – this income was based on when we solicited donation to support carriage rides a couple years ago. Kerry will recalculate and e-mail copy of revised budget with these changes to everyone. Motion passed.

COMMUNITY MAP – Fred Schmidt – talked a lot about it last night at board meeting. Consider the premise as the type of map you would see in a mall. Members suggest that we produce a map that would list every SABA business member in the Saugatuck/Douglas/and surrounding area. Susan Smith from designsmith developed a quote for the doing the map. Physical size would be around 3’x5’. Cost would run around \$1,000 to \$2,000 per map - \$5,000 to \$6,000 to produce the three maps. Secondly how would map be displayed – stand alone or mounted on an existing structure (bathroom wall – Berry Field etc.) Cost for doing these types of display structures would be \$2,000 - \$5,000. Need approval from governmental bodies (planning/historical) to put this type of display up. Third would be having tear sheets for each individual store owners to use. This would be the least expensive to reproduce. Board has had lengthy discussions on how to proceed - also why do we want to spend money on map when people are already here and should we be spending money on getting people here. Angela Holmes – it was felt that we need an additional quote on the project. Possibly we should form a committee to proceed with this project. Fred Schmidt knows a few other graphic designers that may want to quote on the project. He would like to meet with them and explain what we want to do and have them quote on the project. Fred Weber do we want to formalize this by making a motion? Frank Rojek – should we form a committee and have them get back to us with information before we get a quote. Marilyn Starring said she would help Fred Schmidt on the committee. Fred Schmidt felt we should ask Rick Vorel if he will be on the committee since he was the one to bring the initial concept to the board. Angela Holmes – We should send out an e-mail and ask for volunteers for the committee so they can report back to us at the next meeting.

SIDEWALK SALE – Plans for 2007. Fred Schmidt - No report- Marsha Burd was unable to be here. We did decide that it would be a one day event (third Thursday in August), and would have music for the event. Has there been any discussions with Douglas merchants on how to integrating them for this event.

Could we send a formal letter from SABA to DDA to try to coordinate this event between the two cities? Kerry O’Donohue said that Douglas merchants would feel that it’s too early to have the Sidewalk Sale in August. Marilyn Starring – If Douglas merchants feel it’s too early couldn’t we tie it in with the Douglas social on a Thursday evening?

Angela Holmes asked Fred Schmidt to write a letter to the DDA. Fred Schmidt would like to talk with Marsha Burd since she is heading up Sidewalk Sale before he sends the letter. Angela Holmes would like letter sent out before next meeting to Douglas DDA.

GREEN MARKET - Nothing to discuss at this time.

DRUG STORE WALL – Frank Rojek made a motion that we hire Pete the Painter (SABA member) for \$350 to paint the blue panels on each side of the map, the panel directly below the map which will read sponsored by SABA with 10 blurbs on the area + the expense for new brochure holder. Scott Eilbes seconded. Pat Lion –Can we move our signs around? It was suggested at the last meeting that we group all the lodging on one side and retail on the other. Marilyn Starring – Felt it would create problem a lot of signs have been in the same place for many year and I know as a sign holder I wouldn't Be too pleased if I was moved from my location. If there is an empty space don't see a problem of moving your sign to a different location. Fred Schmidt – There are four empty spots right now. At the present time we have 9 renewal checks out of the 44 signs that are up there. Cost for having your sign up for the year is \$100, you provide the sign (SABA will give you guidelines and names of persons who can make the sign for you), and you must be a member of SABA to be on the board. Motion passed. Fred Weber - Who does the sign and who pays for it? Marilyn Starring– Mike from Something Different Signs in Douglas – Pete the Painter (SABA Member) in Grand Rapids – Signs Now in Holland and Signs By Tomorrow in Holland. Would like to have sign painted by mid-April – depending on weather.

DINNER AND A MOVIE- January 26th at Coral Gables. Angela Holmes -we need to begin planning of this event earlier. Theme is going to be “Classic Hollywood”. Event begins at 6:30 p.m. and cost is \$60 per person – three course dinner. Angela Holmes going to Coral Gables today at 4:00 for a site review. 250 tickets are available for the event. Fred Schmidt – there will be a silent auction for the event – he will send out an e-mail reminder. Over ½ of the people who attend this are not from the area – Holland/Grand Rapids. Pat Lion said lodging in the area was contacted to see if they wanted to put a package together for this event – several lodging establishments will be taking advantage of this. Trying to expand it and get the word out. Silent Auction with 10 bid line item. Angela still seeking items for the Silent Auction. Steve Williford best explained as a high bid raffle. Mike Carey – would be nice to get information on items and solicit bids prior to the auction. Fred Schmidt – will send out a reminder e-mail blast to membership by Friday – will send blast out when he gets additional information from this committee.

WEBSITE GIVE-AWAY – Seasonal give-away – winners have been picked and gift certificates have been mailed out. Marketing Committee needs to look at a way that we can promote the winner of the give away to get some press. Fred Schmidt suggests instead of sending the gift certificate(s) to the winner have winners come to town and we will present them the gift certificate in person. Felt it worked well – need to increase e-mail base list. Is there a date for a marketing committee meeting? Need to hear from Rosalie.

WEBSITE CLINGS – Still working on it – not sure – check with Rosalie.

SABA ACCOMPLISHMENTS – Fred Schmidt has them and needs to make it more reader friendly. Once Fred has done this Julie Abel will post on the web site. Frank Rojek – Can we possibly do it as several press releases so there is greater exposure to those people who are not SABA members. Frank Rojek suggested that we include our accomplishments as an attachment to today's minutes and include the Drug Store Wall map information. Scott Eilbes second. Motion passed.

CARRIAGE RIDES – Steve Williford felt money should be appropriated for a better sign for the rides. Fred Weber think we should have a permanent sign that says rides are sponsored by SABA – free standing sign in front of drug store and on back of the carriage. Frank Rojek - can someone ask Pete the Painter about doing this. Marilyn Starring – yes, but need some dimensions. Angela Holmes – possibly we need some sponsorship to help support the carriage ride.

NEW BUSINESS

MEMBERSHIP DRIVE – Have 5 new members. Board has renewal list and new membership list to follow up for membership drive. Need to have another board meeting before the end of the month. Fred Schmidt – said he would send an individual e-mail to individual board members to let them know who may have already paid. Board members need to keep the line of communication open with Fred to keep the renewal process progressing forward. There is an application on the web for new members. Fred said that board members should do renewal phone calls first before you do the new members phone calls.

BROCHURES –Fred Schmidt: Will change color of brochure in '07. We printed 60,000 brochures in '06. Last year was cost approximately \$12,000 – that is in budget for this year - cost will go up some but not a lot. In 2006 10,000 were sent to state of Michigan Welcome Centers – state has asked for an increase to 12,500 brochures – new welcome center at base of Ambassador Bridge in Detroit is opening this spring. Felt we should stay with printing 60,000 and increase the number of brochures to 12,000 that the state welcome centers are asking for. Will keep 6 season icons on the front and change color to a blue or green and change year on the brochure. Service section will no longer be divided by city but listed alphabetically listed with address and city name with each business.

Angela Holmes and Pat Lion both felt listings should not be divided into city categories but as an alphabetical listing. Fred Weber and Angela Holmes felt logo needs to be on brochure. Steve Wiliford – come up with a legend S for Saugatuck D for Douglas etc. as well as a Table of Contents in the front of the brochure so you know what is in the brochure. Decided to put all listings in alphabetical order removing city headings. Will also use a legend at the top of each page for city names to conserve space. Fred Schmidt – this is going to cost additional money to change the layout.

Scott Eilbes made a motion to produce 60,000 brochures with 12,500 going to Michigan Welcome Centers, the color should be blue and individual listings will be done alphabetically and legend will be put on top of each page (Saugatuck/Douglas/Other) Julie Abel seconded. Motion passed.

If anyone needs SABA brochures they are available from Marilyn 857-4261 – call to arrange a pick up time. There are 8 cases left (300 brochures per case).

INFORMATION BOOTH CLEANING – Marilyn approached by information booth volunteer in regards to condition of the information booth – keeping it clean and straightened up. Repairs and upgrade to information booth. Angela Holmes will make a couple phone calls (CVB and city of Saugatuck) to see what can be done. Revisit this at next meeting.

UPCOMING DATES

Dinner and Movie – Friday 1/26/07 – Coral Gables

Next SABA Business Meeting – 2/7/07 – 8:30 a.m. Saugatuck City Hall

Meeting adjourned – 10:20 a.m.