



Wednesday, 13 March 2007

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

Marilyn Starring, Recording Secretary ~ Lisa Lungaro, Co-President - Chaired Meeting

Board Members Present: Julie Able, Scott Eilbes, Kerry O'Donohue, Pat Lion, Lisa Lungaro, Frank Rojek, Fred Schmidt, Marilyn Starring, Fred Weber, Rosalie Yaksic

Board Members Absent: Angela Holmes, Fred Weber

SABA Members and Guests Present: Tara Walston-The Roxie Hotel, Sylvia Rudich-Realty Options, Clare Ray-Spectators, Felicia Fairchild-CVB, Steve Williford-Massage by Steve, Kim Mannion-Metropolitan Title – Jeff Mead-Douglas DDA – Holly Hughes- Commercial Record

Meeting called to order at 8:35 a.m.

Secretary's Minutes: Motion made Frank Rojek by to approve February minutes. Scott Eilbes seconded. Motion passed.

Treasurer's Report: Kerry distributed income and expense statement to date. Membership dues as of today \$30,620 at the present time, Fred Schmidt just gave envelope with additional checks this morning. There is nothing else specifically to report on at this time in regards to the treasurer's report. Frank Rojek made a motion to accept the treasurer's report. Julie Abel seconded. Motion passed.

Felicia Fairchild from Saugatuck Douglas CVB to give a presentation in regards to letter that SABA sent to her and the CVB Board of Directors. Felicia wished to share with SABA some of the challenges that she sees coming up and determine how we can work together. There are a lot of challenges at the state, regional and local levels. Economy is horrible in state and projecting it's going to be weak through 2008 and beyond – unemployment is 7%+. State legislature is looking for money from anywhere they can get it. Michigan Economic Development Corp. and Travel Michigan may be virtually eliminated – these are the groups that support tourism within the state. Travel Michigan has only ½ the budget of last year – 7 million. We are either #1 or #2 in country for people leaving the state.

Regionally, there are larger projects going on – multi-million dollar projects. Beachtown's campaign has leveled the playing field. State is trying to get many areas to shift their focus to art and culture. Day trip market hurt with loss of jobs in Michigan. Need to work in a united fashion to distinguish ourselves. Had lunch with Fred Schmidt to discuss ideas where we could both work together.

1. Good sense of community - Building a good relationship with our residents.

Possibility do a pre-season block party downtown, directed specifically at talking to residents – let residents know that we value them and want them to shop locally. Fred: Chili Blast – Taste of Saugatuck – not held in middle of business community, but out of the downtown area on Water Street.

- 2 Common denominators. Look at Grand Rapids market – have done special fall and spring marketing with Grand Rapids Press. WLAV will be doing a morning show with Tom Van Howe from Saugatuck – should consider doing some advertising with them. Strategic Plan – Fred Schmidt now has, and will look it over.

Pat Lion asked about a third element of pulling in people from further away. Felicia said historically SABA tried to pull people from within 100 miles and CVB over 100 miles – for promotion of the area.

Rosalie Yaksic– When was strategic plan done? About 5 years ago. Fred read – first part of text was very interesting rest was figures. You can't target both with same marketing plan.

Fred will take text part, scan it and send it to board. Even though it's old – think it's still directionally correct. Look at dollars that is being spent in Saugatuck – more money is being spent by day trippers rather than overnighter.

Felicia did a survey up and down the shoreline and found the following:

Friendliness – we are far friendlier – need to take it up a notch.

See there are a couple areas we can collaborate on – Grand Rapids for one.

Fred Schmidt – needs to be part of the SABA membership community. Fred and Felicia can't do it by themselves. Don't need a lot of people – couple people could make it happen - break the wall down.

Frank would like a focus session between CVB and SABA on how we can collaborate. How would you like to see us work together?

Felicia – Don't need to do focus sessions – just keep friendly conversations going. Need to be willing to approach – look at SABA to do events that CVB can promote.

Fred - if we're going to use events to rally on – no idea is a bad idea. Throw out ideas and pick the best idea(s) and proceed.

Felicia - film festival just beginning to see an impact on lodging after 6 years.

WLAV promotion – Felicia will try to get lowest prices available for advertising.

OLD BUSINESS

MEMBERSHIP:

Paid	Members	'06	–	199	Member	'07	–	196	members
30		Did			not				renew
27				New					Members

186 have paid and 10 invoiced and not paid yet.

BROCHURE: All info has been sent to John Schwoebel and first draft was received back. Should have corrections/changes back to designer before the weekend. John is getting the bids for printing. The directory will look exactly as it did this year – color being changed to blue. Logo was incorporated on the bottom of back page. Service business category not broken out by community but listed alphabetically. Directories will be here by Spring Kick Off – 19 April. Fred will let the board know who lowest bidder was for the printing the directory.

Scott Eilbes – Somewhere we need to denote the six seasons of the area on the brochures. Discussion followed on how to denote the “six seasons” (Spring – Summer - Autumn – Harvest - Holiday - Winter – are the six seasons) Move spring icon to the top. Decided that should overlay the seasons name over the icon on front page.

60,000 directories are printed with 12,500 going to state of Michigan Welcome Centers.

Marilyn Starring – Felt that we need to discuss having penalties for members who do not pay on time. 186 members did pay before the deadline and 10 did not – not fair to the rest of the membership who pay in a timely. If we decide to make an exception for 10 people why not the rest of the membership? Need to follow through for Drug Store Wall etc. Will discuss this at next meeting...

DRUG STORE WALL – Have 5 empty spots. 5 that have not paid. Fred members are being responsible for having their own signs made. This is not working – we're going to have to take it back over again – will deal with this after brochure is put to bed. Board will be painted by Pete the Painter after the weather turns. 48 total signs on the board. Fred will put SABA logo in empty spaces. Suggested that the sign have the SABA six season icons on it. Cost for being on the Drug Store wall is \$100 annually plus cost of creation of the sign.

COMMUNITY MAP – Sally Winthers is person who will be designing the map. Laura Durham-Mill Pond, Rosalie Yaksic-Array Marketing, and Toni Trudell-Park House are interested in helping Lisa and Julie Abel work on the map. Rosalie may have another source to look at the

graphic design and creation of the map. Sally just bid on creating the design. Can have Sally be the general contractor if we want – have to determine what we want her to do. Fred - there is not contract with Sally yet.

BLOCK CAPTAINS/BUSINESS CARDS – Rest of the cards have been printed and handed out. Need Scott's information so his cards can be printed.

GREEN MARKET CONCERNS – Frank sent Lisa an e-mail. Fred – time is getting closer to the opening of the market and SCA is in process of hiring a Green Market Manager to run it part time. Lisa met with SCA yesterday, looking for Green Market manager and house manager.

CLINGS FOR MERCHANT WINDOWS – Rosalie said they were bought through on on-line company and they were supposed to be here in December – then they were supposedly being printed – have been paid for already. Trying to work through it and is making follow up phone calls. Rosalie will e-mail when she knows anything. Cost was \$5,600 and check has cleared bank already.

Fred Schmidt – Giveaway via internet – One was returned because person no longer at that address. Did reconnect and that gift certificate is now out. Not sure what plans are for this program – getting 3-5 new e-mail addresses every two weeks. Talked about picking the winner and having the winner pick from the brochure who they want the gift certificate from and give it to them next time they come to town. Want to give it to them personally so we can take pictures of them and get some publicity out of it. Put on agenda for next month – and discuss the process.

NEW BUSINESS

SAUGATUCK PUBLIC SCHOOLS – Procedures from Soliciting Donations. There has been discussion from various factions of the school system (Sr. Class, PTA etc.) looking for donations from people within the business community. Some business owners are upset by this type of solicitation. Trying to work something out between the school and business community. Sandy Brooks has suggested SABA put out an e-mail blast to our members if they want to be on a “Do Not Contact List”. Fred will draft a letter and will send a copy to the board before it goes out.

THE VIEW FROM THE DUNES – WGVU Radio – Discussed a number of subjects on his first show. He needs some source material from us on a monthly basis and he will weave it into his show. Fred suggests we supply him with ideas for him to talk about. Show is on public radio the fourth Friday of the month at 9:30 a.m. (88.5 AM) Marilyn has spoken with an advertising rep from WGVU – they have numerous advertising opportunities at various price levels – by radio, TV or event sponsorship. Very interesting and would probably hit the target market we are looking for.

EVENTS COMMITTEE – Next meeting at Saugatuck Coffee Shop on March 20th at 4 p.m. There is a lot of interest in Music in the Park. This is held on Wednesday evenings in Wicks Park – June through September. It is a self-supporting event. Sponsorship - \$300 to sponsor an evening, and this can be split between two businesses.

TIPS/TAM TRAINING – Marilyn will talk to Jim Permesang in early April to set dates and determine a location.

MAY BUSINESS MEETING AT THE SCA – MAY BUSINESS MEETING.

Suggested that we hold an evening meeting – 5:30 p.m. Fred was approached by SCA for late spring event to showcase the new theatre. Theatre is being expanded to seat 350 – bring business community in and give them a tour of the new theatre. Fred suggested that they do it in May – will take about a ½ hour for the tour. Don't make the agenda too expansive may not get a lot of business done that evening, we don't want the meeting to last too long. Make a special event night – do a summarization meeting possibly instead of a business meeting. Meeting at 5:30 – May 2nd –board meeting with tour to follow of the SCA – tour will begin about 7:00 p.m.

Is there anyone doing a presentation on April 4th? Lisa will ask Priority Health and insurance people to have handouts to do a presentation at the April meeting.

Frank Rojek – At June meeting have city managers of Saugatuck and Douglas and DDA give an informational update of “what's going on in the cities” for the season.

TOWN CRIER - towncrierrun.com – web site. Kerry has posters and brochures. Rosalie – volunteers are still needed for the event. Fred Schmidt - merchants on race route did not know the map (route) of the race last year. Fred can e-mail information to merchants along the race route so they are aware of what's going on. Lisa has pulled fire rescue into meeting.

Spring Kick-Off at 5:30 on April 19th at Blue Moon – there will be a cash bar and SABA pays for appetizers.

Kim Mannion – Has some posters for Spectators for Senior All Night party fund raiser. It was suggested that Kim approach merchants on an individual basis to distribute the posters.

Meeting adjourned