

SABA
Wednesday, 1 November 2006
Business Meeting – 8:30 A.M.
Saugatuck City Hall
Marilyn Starring, Recording Secretary
Lisa Lungaro, President - Chaired Meeting

Board Members Present: Julie Abel, Bill Galligan, Angela Holmes, Pat Lion, Lisa Lungaro, Kerry O'Donohue, Frank Rojek, Fred Schmidt, Marilyn Starring, Fred Weber, Rosalie Yaksic

Board Members Absent: Scot Eilbes (Ill)

SABA Members and Guests Present: Rick Vorel – Turning Point Realty – Barry Johnson – Saugatuck Brewing Company - Stacy Hanson – Professional Accounting Services

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

Introduction of board members and audience members.

Thanked George Stoutin for his services and commitment to SABA and his contributions will be missed. Also thanked Fred Weber for being our solo co-president this last year and his dedication to the organization and his efforts on keeping SABA moving forward.

October's secretary's minutes – any additions or corrections? Under Board Members Present/Absent in September Bill Galligan was listed as both. Bill Galligan was absent for this meeting, and minutes need to be corrected. Fred Weber made a motion to approve October's minutes with correction that Bill Galligan was not here. Julie Abel second. Motion passed.

Treasurer's Report – Report reflects budget vs. actual expenses. Total income was \$61,831 budgeted was \$65,700. Total expenses budget \$19,350 and actual \$21,819.37. Frank Rojek made a motion to accept the minutes. Fred Weber/Pat Lion second. Motion passed.

OLD BUSINESS

SIDEWALK SALE

Plans for 2007. Survey was sent out for '06 with approximately 30 responses. At October's board meeting it was decided Sidewalk Sale should just be one day – the 3rd Thursday of August – would like to keep the music for the event. Bill Galligan – we need to take the one day and make it something interesting and fun. Angela Holmes talked to Marsha Burd last night about Sidewalk Sale to see if we can involve Douglas more into this event next year.

GREEN MARKET CONCERNS

Frank and Lisa have to meet with SCA. Any comments or concerns that need to be brought to the table other than what we have already discussed? Hopefully, meeting between SABA/SCA will be held before the next meeting.

DRUG STORE WALL AND COMMUNITY MAPS

Drug store wall will remain with both the advertising plaques, map of Saugatuck and brochure holder. The (new) proposed community maps would be in Saugatuck and Douglas in areas to be determined such as by restrooms, information booth, and/or parks. Fred Schmidt will take on managing the Drug Store wall. Lisa has a meeting with DDA next week. Fred Schmidt is going to work on cost of doing the map. Fred Schmidt brought in a map that he picked up that the Holland CVB distributes – Holland downtown is on the front and larger area map on the back with lodging - Holland PSD (Principle Shopping District) puts this piece out. Holland PSD does not try to keep it live during the season – there are some errors on it. This map is a good example of what someone is doing and what we are trying to accomplish. Lisa Lungaro - South Haven also does something similar to this. Fred Schmidt appreciates any comments you may have on this. Lisa Lungaro– Any idea on cost? Rosalie Yaksic – Could we ask CVB or DDA if they would like to partner to share costs. Fred Schmidt is going to talk to Susan Smith (designsmith) and get her input on this and what she would charge to do (develop) this piece. Frank Rojek is it just downtown area? How would we put outlying members? Fred Schmidt – We would put SABA members only on the map. CVB does have a map in the visitors guide which highlights lodging (also has a map for art galleries). We need to do some of our own homework first before we approach anyone about sharing costs. Fred Weber - Are we still trying to fold this into the brochure? Fred Schmidt – probably not this year lets take a year to evaluate and see how it works before we try to incorporate it into the brochure. This piece would be available at info booth and shops. Rosalie Yaksic – This could be advantage to late comers after brochure has been printed, as an additional selling point. Fred Weber – This is a good and important piece and we need to proceed with it. Angela Holmes – Do we need a committee; we don't have a lot of time to complete this project. Fred Schmidt – I see this as two steps – 1. Is the map itself. 2. Getting approvals from the appropriate governmental committees. We also need to determine what the physical size of the display case that it would go in. Fred Weber – May volunteer to build the frames for the map if we needed it to be done. Fred Schmidt also has a neighbor who can build the frames.

Need a committee to go to councils and appropriate (historical – DDA etc.) committees for approval. Lisa Lungaro - Do we want to form a committee now or do we want to wait until the next meeting until we have something more concrete – costs etc. Fred Schmidt will find out more info about SCA display sign. Poster inside SCA case is paper. As long as poster is black and white – cost to print is approximately \$10 each time it is printed. We will discuss this at the December meeting and take appropriate measures at that time. Fred Weber will talk to Historical District Commission at their next meeting and broach the subject about the map/case.

Drug Store Wall metal advertising signs – Marilyn Starring spoke with Pete the Painter about doing it and will follow-up with Fred Schmidt about what they discussed.

NIGHT BEFORE CHRISTMAS –

Angela Holmes - The Events committee had a poor response for The Night Before Christmas participants only 15 participants for the event. Events committee would like to send out one more e-mail blast to see if there are some more businesses that are willing to participate. This year decided to scale back and not do the “game”. Last year there were 20 business participants. Angela Holmes – should we go back to block captains to get the information out? Our communication is not working. Fred Weber anything we do that involves selling something to membership needs a face-to-face approach. Almost part of our responsibility of being part of the board – person-to-person contact is important. The ad is done for Night Before Christmas. Angela Holmes needs to talk to Julie Abel about information that needs to be added to the web site. Lisa Lungaro – How are we going to communicate better to get membership involvement? Angela Holmes – Could put sign in window stating that they are a participant in the event. Rosalie Yaksic – Why can’t ad be changed if ads are multiple weeks to include anyone else who wishes to participate in later ads? Fred Schmidt – My experience over the last few years – e-mails should be short and no more than 5-6 days out. E-mail for this event was rather long. Jose did go around and knocked on peoples doors and they said that they didn’t receive the e-mail. Rosalie Yaksic – Do we need to consider using snail mail for certain things? Bill Galligan– Snail mail works especially for events (for things like this) because they have face to face interaction with members, and people have a tendency to take action what they have something physical in front of them.

Lisa Lungaro – Someone needs to write a press release for Night Before Christmas. Sherrie and Jose gone until after the 10th of November. Need to check into this.

Fred Schmidt – Last February had breakfast meeting at Pumpnickels – maybe next year we have to have meetings that encourage people to get out.

Pat Lion – Block captains could help follow up with e-mails.

Lisa Lungaro – We need to come up with suggestions on how we are going to implement it at the next meeting.

Rosalie Yaksic – Angela can you give us names so we can call members now and see if they want to participate in the Night Before Christmas? Angela Holmes – Yes.

Rick Vorel – At what point is the SABA calendar set for the year? Can it be sent in Outlook to go on the calendar? Is there a way to do this?

Julie Abel will look into this for next meeting.

Frank Rojek and Fred Weber would be willing to work with Angela Holmes in regards to communications (block captains).

HOLIDAY LIGHTING

It was decided at our Board Meeting that we would be contributing \$150 to Douglas lighting and \$350 to Saugatuck lighting. Lighting ceremony will be at Wick's Park at 7:00 p.m. the Friday night after Thanksgiving - kid's party at Coral Gables afterwards. Frank Rojek asked Barry Johnson what trees will be lit – just Butler Street or side streets? Barry Johnson wasn't sure. Lisa Lungaro suggested that Frank speak with Pat Huege from Sparkle.

DINNER AND A MOVIE

Bill Galligan hasn't been able to do anything with this yet. Event will be January 26th, 2007. Rosalie Yaksic and Pat Lion both volunteered to help. Even will be at Coral Gables this year – Bill is going to follow up and see if Mike Johnson has been contacted about doing the event.

CONSTANTCONTACT

Switch has been made and we have been using the system for 10 days. Fred Weber and Lisa Lungaro still have weird characters on their e-mails. Fred Schmidt will follow up.

WEB SITE GIVEAWAY

Lisa Lungaro– where are we at with this? Julie Abel 70-100 people signed up. Rosalie Yaksic will follow up with Fred Schmidt. Julie Abel – We need a brief newsletter on the web site. Angela Holmes if Fred would do a brief letter 4x a year? Julie Abel – why not 6x for each season? Marilyn Starring asked – how does give-away work? Is winner sent a gift certificate that can be used at any SABA business? Rosalie Yaksic – Winner will be notified and they can pick out business (es) they wish to have gift certificate from and SABA will purchase gift certificate and send it to the winner. Felt it might be difficult to have a universal gift certificate because all members might not be willing to accept it.

CLINGS FOR MERCHANT WINDOWS

Rosalie Yaksic – The design done it just hasn't been produced. Question asked if we could put date on the cling. Rosalie Yaksic stated that committee decided not to do this because clings were expensive to produce. Bill Galligan – Could we put year on a clear sticker and put sticker on the cling? Lisa Lungaro – Let's see how the first year goes. Clings haven't been printed yet. The clings are needed by February 1st.

SABA ACCOMPLISHMENTS CIRCULATION

Angela Holmes and Lisa Lungaro are meeting at lunch soon to put together a SABA accomplishments list to distribute to our membership. Board members, please review Lisa's e-mail once you receive it that will list the key accomplishments of SABA – we need give them to the membership.

NEW BUSINESS

COMMUNITY LEADERS MEETING –

Lisa Lungaro – This is a quarterly meeting – SABA is working on branching out to DDA. The DDA feels we are not extending ourselves to Douglas. Lisa said she is going to work with Mark to come up with ways to accomplish this.

PROPOSED BUDGET – Was distributed at the October board meeting. Lisa will resend to all of the board members again. Map cost – where does this come from – advertising or marketing? Need to check into this.

Rosalie Yaksic – Since we didn't do clings from '06 budget can we still have this money or do we have to take it out of this year's budget? Kerry O'Donohue – It would have to come out of this year's budget. Marilyn Starring – Isn't there additional money that we haven't used built up in our reserve? I think we should be able to use it still. Kerry O'Donohue – Yes, there is money in reserves. Will need to check into this and will discuss at next board meeting.

MEMBERSHIP DRIVE

Letter for membership renewal went out yesterday. Put new member packet with membership information and application for membership in the mailing. All renewals were individualized. SABA has two new members – Hindsight Ltd., and Professional Accounting Services.

CARTRIDGE WORLD

Fred Schmidt – There has not been a lot of feed back from SABA members. Told Cartridge World that they could do a quarterly report. Feels part of the problem is when businesses come into Cartridge World to make purchases they do not identify themselves as a SABA member. They (Cartridge World) want to work with SABA and they are willing to work with SABA to create additional business with the members. Barry Johnson – Is there a link on our website that tells about what they do for us? Fred Schmidt – No. Angela Holmes – Possibly we could add under Priority Health. We need to hone web site this year – possibly members only page with a pass word. Julie Abel – We could put Cartridge World under news and announcements. Angela Holmes - At one point there was to be a general pick up point – what happened? Fred Schmidt - Cartridge World was supposed to do – but nothing happened.

CHRISTMAS SOCIAL

Elaine Buck from Laketown Conference (now being called Holiday Social) offered her venue for free. Wondering if Saugatuck Brewery could they donate beer? Fenn Valley/Tabor Hill – donate wine? We do not have a liability if we give alcohol away. Rosalie Yaksic– Afraid that conference area is going to be too big for our small group. Bill Galligan– Maybe we can just use the library since we are so small. Date for the Holiday Social will be Wednesday, December 6th – or Wednesday, December 13th – Starting around 5:30.

Frank said Uncommon Grounds is interested in hosting something. Fred Schmidt needs information to send out. Frank Rojek will donate flowers for event. Invite councils, DDA board, CVB board and volunteers. Fred Schmidt – invite prospective members to the Holiday Social too. Angela Holmes was asked about having a joint gathering with CVB for holiday social. It was decided not this year – will consider for future.

CHILDREN'S FILM FESTIVAL

Ad has gone out.

ADMINISTRATIVE ASSISTANT

Contract renewed.

NEXT MEETING

To be discussed

Green Market – Night Before Christmas – Holiday Lighting -Drug Store Wall – Map – Dinner and a Movie – Web Site Giveaway –Cling – Membership Packets (SABA accomplishments) -

Frank Rojek - Winter Restaurant and Store Hours – Can we call or do an e-mail blast to try to get this information? Fred Schmidt will do e-mail blast to restaurants for their winter hours.

–Calling Tree (available at Spring Kick Off in April) also include non-SABA members.

December 7th at 6:30 p.m. at the Dunes fund raiser for Breast Cancer - \$1 for every drink goes to Breast Cancer – Keith Charak from Sherwood is having is hair cut and donating to Locks of Love.

Meeting adjourned.