

SABA
Wednesday, 2 August 2006
Business Meeting – 8:30 A.M.
Saugatuck City Hall
Marilyn Starring, Recording Secretary
Fred Weber, President - Chaired Meeting

Board Members Present: Julie Abel, Angela Holmes, Kerry O'Donohue, Fred Schmidt, Marilyn Starring, Fred Weber and Rosalie Yaksic

Board Members Absent: Scott Eilbes, Bill Galligan, Lisa Lungaro, Pat Lion, Frank Rojek, George Stoutin

SABA Members and Guests Present: Marsha Burd-Saugatuck Traders - Jean Waden – Homebodies of SW Michigan - Rick Vorel -Turning Point Buyers Realty

Meeting called to order at 8:40

DID NOT HAVE A QUORUM.

July minutes – any additions or corrections?

Treasurer's Report – Kerry had a couple questions – asked us to look under Marketing column \$5,107.00 that does not include \$3,050.00 the cost of building the new web site. Should the web site design be included in marketing or as a separate entry as it is now? If we include with marketing line items total would be \$8,157. Or should it be under web site? Rosalie Yaksic - Last year we did marketing research and print advertising. Kerry O'Donohue - feels building (redesign) of the web site should be under marketing. Julie Abel – should we have the line items broken out? Doesn't matter. Fred Weber - If it relates to web site should be under the web site line item. Leave it where it is. Rosalie Yaksic –Are we \$354 over budget in the web site enhancements? – Yes.

Jabberdesign's contract has expired and is up for renewal. We will need to vote on renewing contract at next meeting. Rosalie Yaksic – May we please have a copy of contract for next month's meeting. Will be supplied.

Where does money for taking care of flowers come out of? Information booth account is okay.

General Business meeting will be at 5:30 on September 13th, 2006 at Saugatuck City Hall. Marilyn Starring – Feel we should schedule a meeting for early September to take care of all unfinished business we can't vote on today because we do not have a quorum. Fred Weber agreed. Will decide on date and let board/membership know.

COMMENTS BY MEMBERS AND GUESTS: Rick Vorel – In regards to the SABA brochure – would like to see service providers listed alphabetically rather than be city - it categorizes you

too much. Fred Schmidt said it should be fairly simple to do when we reprint next year. Fred Schmidt also stated in regards to non-profit (Art Around Town – Mason Street Warehouse, Oxbow etc.) should have another listing and should consider listing alphabetically as well. Received a letter from Urban Cottage and asked SABA to come up with a way to let visitors know what is happening in town because no one knows. Discussed printing something to put at information booth – bathrooms – drug store wall – do we want it in a case? Print on 8 ½ x 17” and laminate e-mail Fred S. sends out monthly.

Rick Vorel also asked about having some sort of map on the drug store wall that noted SABA members. Discussion followed – size? How hard to maintain would it be? What about outlying businesses? Marilyn Starring asked Rick if he would be willing to mock up something and come back to board with this info to do this project in September. Rick agreed to do this.

Rick Vorel – last month talked about the Green Market – Sherrie’s suggestion is that everyone likes the Green Market but if we suggested to the SCA that the participants be limited to 4 or 5 townships that surround the Saugatuck/Douglas area so we are supporting local people. Fee should be higher. Discussion should be tabled to next meeting because Frank Rojek was spearheading this and he is not here today.

M. Starring had to go to work Julie Abel finished taking minutes.

Rosalie Yaksic – Green Market. If we limit who can come and sell their product, then will we limit how many flower shops can open downtown? Or how many stores selling Tommy Bahamas clothes can open downtown? Green Market brings a lot of people to town for a short time. Rick said it’s not so much type of item as it is geographic. Hudsonville has cheap rent so you can have a big farm relatively inexpensively. They’re not coming here and renting space but only paying \$15 for one of our busiest days of the week. Marsha Burd asked last week if it was busy and they indicated to her that business wasn’t all that good. They indicated that they have more vendors – too many. Frank’s frustration is the Green Market and Fred Weber’s is the same for the craft shows and competing with the businesses in town who need to make a year round living here. That should be sorted out mechanically not naturally. Rosalie Yaksic said everyone seems to like having a Green Market maybe it’s the location – that might benefit Douglas as well as Saugatuck. Maybe there’s a neutral area. Fred Weber said it’s a great location, but merchants might feel different about it if it were somewhere neutral. We’ll discuss it more next month when Frank is here.

School Board Partnerships with Local Businesses. Fred Schmidt said the school board has gone through a change in administration - Ann Wiley is no longer president. The VP (Steve Hutchins) has been elected President. Fred Schmidt suspects things will get active again in the fall. Perhaps the school will take the lead on this – we don’t need to do so. Tabled until the fall.

OLD BUSINESS

Green Market Concerns. Addressed.

Sidewalk Sale. Side street people can put tables out. The band was approved. The DPW is difficult to contact. Looking for an electrical outlet for the band. Advertising has been phoned in. S Haven, GR press, Van and Holland Sentinel. For the same ads (some bigger) it will be less for advertising than last year. Have about 34 businesses signed up. There are a lot more non-members paying more this year. We might even come out ahead by \$500 especially with Marilyn Starring paying for the band. Think Interurban runs extra hours that day but she'll check. There was a sign on the barriers last year with direction signs to off street businesses – Chris Gorno did it last year. Rosalie Yaksic has a copy that Marilyn can use on the barricades. Everyone's concerned that people aren't funneling out to the side streets so this works well. One of the staff will call about 20 more people – those that never sign up until the last minute. Tracking same this year from last. There are a few businesses that aren't here any more. People are sending in money for advertising even if they're not on the street. So people are being great about it. There will be a diagram of who's on the streets and where. If someone requests not having anyone in front, they can accommodate. It's usually best to have someone there.

Drug Store Wall. Seven empty spaces in the current design. If we do a "Sponsored by SABA" sign then there would only be four empty. We'll put in old business.

Music in the Park. Doing great. Last week was rockin' and jammin'. Century 21 got exposure all weekend because banner was up throughout the weekend. Need to look and see if the banners are still up. Events Committee was going to schedule a new rain date. We discussed Wednesday after Labor Day so we need to discuss before our next meeting. It also depends if the bands are available. Option A is just returning the sponsorship money to the sponsors. It might rain later tonight. Need to make sure the Events Committee addresses it – perhaps next week. Fred Weber will mention it to Lisa Lungaro as well.

NEW BUSINESS

Dinner and a Movie. This is a winter event. Bill Galligan has spearheaded this for a number of years. Rosalie said they've set the date for the last Friday in January – January 26, 2007

COMMITTEE REPORTS

Marketing. Rosalie will work on clings, etc. Nut promotion went well. It's over now. Pretty well received. Not sure if it generated the traffic we hoped. 80 people signed up for the newsletter. Fred said even had some people say that they hadn't received a newsletter yet. There's not a strategy for an e-marketing committee. The E-Marketing Committee needs to meet. Execution and creating the copy. Need a template for that. Need volunteers for this committee since the Marketing Committee is already over extended.

Events. Fred Schmidt said he's gotten a call or two about service events. Service needs to meet to discuss. Marsha Burd asked if any non-profit was going to set up a booth. No one has contacted. We have a banner. The banner was reasonable. Maybe we can have one done with the new logo. Rosalie Yaksic will get a new banner with the logo and website address. Marsha Burd said that she could talk to the Red Barn about having actors walk the street handing out

information – in costume. That's a fun idea. Kerry O'Donohue said the next potential event is the Chili Fest. It should be on the agenda for the next meeting. We'll need to get together with the Cow Hill Yacht Club to discuss a collaborative event.

Interim Meeting the morning of September 6 at 8:30am in addition to the meeting on the 13th to get rid of some of the items on the agenda. We need a nominating committee – is there anyone from the audience along with a board member interested in heading it up? Also need to send out an email with the upcoming slate of officers. Do we re-elect the board? Yes. Marilyn will not be coming back to her position. Maybe ask the board. Angela volunteered to chair the nominating committee. We'll need to come up with a slate of officers for the September 13 meeting – it will need to be presented at the meeting on the 6th.

MEMBERSHIP

Two new members: Delphina at 133 Butler Street (the alley) with soaps, fragrances and lotions. Blue Sky Days owns several condos in town that they rent out. Property is managed by their grand daughter in Indiana, and promotes their vacation rentals.

We'll need to think about our membership drive that usually occurs in October. We'll also need to discuss any issues such as fee structure. Angela asked about the Fall Kick Off – It was on the Star last year - Marilyn would know the date. Fred Schmidt will check on it. Let's establish that date at the September 6 meeting.

Brochure – Service – Retail: Nothing to report at this time.

Relations with Local Governments. Fred Weber said we discussed having a workshop in the fall after things quieted down about information booth, parking, etc. We need to schedule something with them. It will probably be in September or October.

How did the Music on Friday night go? There were 6 boats in the Venetian parade, and there were 9 last year. Angela Holmes said everyone there liked it. The second band – hard rock – people didn't like that it was hard rock. Rosalie Yaksic said Friday night was successful. The first was a duo and the other a Wilco-type band from Kalamazoo. 650 people Friday night. They hoped for 400, so exceeded expectations. Beer sales went until 11:15pm. Done to raise funds for fireworks so there was decent money raised and happy with the turn out - will hopefully do again next year. Dingy poker run went well – 10 more than last year. Twice as many kids in the kid's area. The fireworks went well. Shark boat won. Singapore Yacht club won the Venetian trophy- most participation. Sunday morning community breakfast was free – disappointed with turn out. Bad weather. We had hoped for 300 but got 75. Scary under the tent Sunday morning. It was 10 to 11:30am and heard 10am was too early for a Sunday morning. The floating barge big band was also there. Kerry said it was great – a 20 piece big band. Originally tried to get that band in the Friday night event. There weren't that many boats that could hear them. They moved around then did a show at Wicks Park. There was a huge crowd at Wicks Park. Should consider this an option for SABA to have food next year for fundraising.

Adjourn at 9:48am.