

SABA
2 March 2006 Business Meeting - 8:30 A.M.
Saugatuck City Hall

Marilyn Starring, Recording Secretary
Lisa Lungaro, Chaired Meeting

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

Board Members Absent: Julie Abel, Sharon Bauer, Bill Galligan, George Stoutin and Fred and Sharon Weber

SABA Members and Guests Present: Jean Waden – Homebodies of Western Michigan, Roma VanHarn - International Home, Seth Getz - Business Mastery (Small Business Coach), and Steve Williford –
Massage by Steve

Meeting called to order at 8:358 a.m.

Secretary Minutes: February 2006 minutes Frank Rojek made a motion to approve the minutes. Scott Eilbes seconded. Motion passed.

Treasurer's Report: Kerry – Report is a compilation of where we stand income vs. expenses to our budget. November 1 through October is fiscal year. Not much activity this past month. Balance in bank account is a little over \$57,000. Frank Rojek made a motion to accept. Scott Eilbes seconded. Motion passed.

OLD BUSINESS

WEB SITE Rosalie - Officially launched site on Monday please visit it. E-mail blast and media release to go out sometime this week to promote new site.

ADMINISTRATOR CONTRACT: Fred has signed the contract.

SWITCHING VENUE FOR MEETINGS: Any thoughts about this? Frank Rojek said he would like to see the meeting location switch once and awhile, but would like to keep majority of business meetings at city hall. Agreed it might be nice to change location three times per year (once a quarter). Time? Do we want to change start time to 9:00 a.m. vs. 8:30 a.m. – will consider this. Kerry suggested that we try to have meetings finished by 10 a.m.

Frank asked if we have any board meetings and they are held in the afternoon that we hold them at 5 instead of 4 so we don't have to close our business to attend a meeting.

NEW BUSINESS

TIPS/TAMS TRAINING: Letter is ready to go just needs to be sent out. This is being sent to all businesses that hold liquor licenses in Saugatuck, Douglas and Saugatuck Twp. Frank Rojek – Is Last Call going to be here this year? Frank will check on this and let us know.

SPRING KICK OFF: – At The Butler, April 20th at 5:30 p.m. Need: Name Tags – 2006 Brochures – Committee Sign Up – Marketing – Go Fish – Web Site – Do a CD demo (not live) – New Member introduction. Frank will provide flowers for it.

WGVU AUCTION: – Still soliciting donations for packages (need by March 10th) and volunteers for the live auction to man the phones Saturday, April 22nd, 2006 – leaving about 4 p.m. Lisa Lungaro, Pat Lion, Steve Williford, Jean Waden, Julie Abel and Terry Burns have volunteered – need some more volunteers please! Contact Marilyn at 857-4261 or mstarring@wmol.com

CREATING E-MAIL LIST FOR SABA: Can we have people drop their e-mail address in a bowl (?) to create an e-mail list for SABA to use (permission to send them info via e-mail)? Possibly should have a form made/printed for businesses to collect. SABA would send a newsletter out to the e-mail list on upcoming events/specials/packages that we create. Rosalie – The web site was created to be able to go back to visitors and promote Saugatuck/Douglas for all 6 seasons. Develop a marketing or e-mail data base. Fred - First newsletter may need to be a hard copy that people can pick up at stores and inside would be info if you want to receive send an e-mail to.....

Steve Williford - his e-mail is catching SABA e-mails and filters as spam. Fred S. we would have to go through a service where their business is making e-mail successful – not very expensive. For 500 e-mail addresses it's \$15.00 per month – know it works.

Lisa – Fred – Frank (distribute) – Scott - Marilyn and Rosalie volunteered to help sit on a committee to figure out the logistics setting up e-mail newsletter.

Fred needs guidance from board in regards to printing mailing labels and e-mailing info and what we should charge for set a of labels. Fred S. suggests \$20 that would cover labor and label cost. Should we put a dummy e-mail address to see who uses or abuses the list – Fred S. we don't give out e-mail addresses. \$20 is not a fund raiser for SABA labels but gets the cost (labor and material) for providing the labels back to membership. Motion by Marilyn Starring that SABA charges \$20 per request for mailing address labels either physically or electronically. Frank Rojek seconded. Motion passed. Seth suggested that we let persons know that the use of the labels is for one time use only. We can't keep people from using the list more than once, but can let them know that we are asking this it is for a one time use only.

COMMITTEE REPORTS

EVENTS COMMITTEE: Working on Town Crier – is April 15th. Saugatuck High School is providing 20 volunteers for route – Macatawa Bank is providing volunteers for the tent. Need about 10 SABA volunteers for the route – let Lisa or Kerry know if you can help – time needed 7:00 to 11:00 a.m. Lisa - We need give-aways for the race – anyone have any items? Gift certificates? Pat Lion would like info for lodging so they can promote. Rosalie will volunteer to help at the race.

Next event is Venetian Festival. Meeting with Don Middlebrook for Music in the Park – still need to do this.

MARKETING: Rosalie - Go Fish is on the agenda. Web site is done. Assisting brochure committee. Pat Lion - At our meeting last month there was discussion about developing a decal for "The Best Things In Life..... Saugatuck and Douglas" for spring kick off are we working on this? Fred Weber wanted to pursue a new logo design. Marilyn suggested using the high school – Rosalie felt wouldn't receive the professional level we are looking for if we use the high school.

BY-LAWS: Frank - Met on March 21st and the next meeting going to be the 21st of March. Could use more people on the committee – Frank Rojek, Sharon Bauer, Attorney from Cunningham and Dalman, and Bill Kujawa. Exploring what is motivation to change by-laws. Can organization be political? Rewrite purpose. Condensing mission statement and purpose. 5:00 p.m. at Rocking Bear on March 21st.

Fred S. suggested that we consider pro-ration of membership fees. If someone joins late in the year do we want to keep the same fee? Fred suggested that if anyone join before July 1 its \$175 after July 1 \$87.50. After discussion it was felt that May 1st would be a better date to change to since it would be ½ way in the calendar year. October 1 through April 30th membership fee would be (full price) \$175 and (half price) May 1st through September 30th would be \$87.50. Frank Rojek made a motion to reduce membership fee to \$87.50 on May 1st until October 1st (when we begin the following year's membership drive). Kerry O'Donohue second. Motion passed.

MEMBERSHIP REPORT: Fred S. - Still getting new members. 185 paid members now. 20 under what we were last year. Close to \$33,000 for membership budget line.

BROCHURE: Marilyn –There are two ways to contact us listed on the brochure – our phone number and e-mail address. Phone is going to be disconnected. Fred S. suggests that we cancel the phone or we use Fred's phone number instead. E-mail who receives these? Could change to saba@wmol.com – this will go to Fred S. Marilyn do we need a phone? 3133 phone number do we need to cancel or move it to someplace else. Decided to cancel and use Fred S. phone number. info@saugatuckdouglas.com – Fred S. doesn't have access to this account on his e-mail server. Ask Julie to see how we can make this work so Fred S. would get e-mail inquiries. Frank made motion to eliminate 3133 phone number and to use Fred Schmidt's phone number on the brochure and to put info@saugatuckdouglas.com as our e-mail address and connect it to Fred S. e-mail box. Pat Lion seconded. Motion passed.

Going with 60,000 brochures – 10,000 of these going to Michigan Welcome Centers. Map and ads will be on the last page. 12 ads available – have received 11 ads as of yesterday's mail. We hope to be sold out when we receive today's mail. If we receive more ads then what we have space we will draw a lottery to see who receives the last ad space.

We need a design about promoting web site that we can place inside the brochure – Rosalie can provide us copy for this.

SERVICE AND SEMINARS: Most Bang for Your Buck - Part 1 and 2 – April 12th and May 3rd at the SCA 6 p.m. Rosalie will be providing the training for both of these sessions. Lisa L. - need to get info out on what is going to be presented during these sessions fairly soon. Rosalie needs to talk to Julie about contents of meeting. Pat Lion last meetings speaker was very good.

FRANK – MEET THE MERCHANT: Spoke to central office at Saugatuck Public School about submitting a tape on 'Meet the Merchant' and they (school) would run the tape on public access channel. Frank will explore with the city if we can use their equipment. Would like to see usage of the public accesses channel expanded. School said program could not be an advertisement in order to be used on the access channel. Pat Lion was asked to follow up with film maker (who is a neighbor of hers) and see what he would charge or ideas that he might have to do this. Frank thinks it is done in 15 minute increments – Frank will get a copy of this program so we can watch it at our next meeting. Make New Business topic at next meeting – we are going to have to discuss this further.

COMMENTS: Pat Lion why is Drug Store Wall \$100 if your sign is already up there and we don't have to have our sign redone. \$100 goes to SABA budget towards advertising/promotion - it is a way to make some extra money for the organization. Also provides 24/7 year round advertising opportunity for your business in a prominent location in downtown Saugatuck.

UPCOMING DATES

SABA Monthly Business Meeting – April 5th

Educational Series Seminar: More Bang for Your Buck – April 12th and May 3rd

Town Crier Race – April 15th

WGVU Auction – April 16 through 22nd; Deadline for Item Donation – March 10th; Volunteers for manning the phones - Evening - April 22nd

Spring Kick-Off – April 20th at 5:30 p.m. at The Butler