

SABA

4 January 2006 Business Meeting - 8:30 A.M.
Saugatuck City Hall

Marilyn Starring, Recording Secretary

Board Members Present: Julie Abel, Bill Galligan, Pat Lyon, Kerry O'Donahue, Frank Rojek, Fred Schmidt, Marilyn Starring, Fred Weber, Lisa Lungaro Board Members Absent: Sharon Bauer, Scott Eilbes, George Stoutin, Sharon Weber, Rosalie Yaksic

SABA Members and Guests Present: None

Meeting called to order at 8:38 a.m.

Secretary Minutes: December 7th, 2005 minutes Frank Rojek made a motion to approve the minutes. Bill Galligan seconded. Motion Approved.

Treasurer's Report: Kerry Income Other: should be under Carriage Rides and there is more than that needs to be updated. We did not get out \$1,050 back yet about \$325 short. No check from Macatawa Bank for \$350 yet. Miscellaneous was a \$50 gift certificate for Mike Tischleder for dinner at Phil's as thank you for out-going president gift.

Music in the Park - Put \$2,700 in budget this is what we spent last year.

Kerry would like to do year-to-date in expense report, and will try to have that beginning next month.

Bill Galligan made a motion to approve Treasurer's Report... Frank Rojek seconded. Motion passed.

OLD BUSINESS

Carriage Rides Insurance request came from Lisa Lungaro for carriage rides. Insurance policy is for events - Fred Schmidt said that he thought George Stoutin was taking care of this.

Music in the Park - Bill Galligan was the money allocated for Concert in the Park our expenses or what was collected? Fred Weber - Proposal that came from Don Middlebrook to broker this event was for \$3,200 to cover expenses.

Frank Rojek Carriage Rides what is plan for 2006? Fred Weber and Lisa Lungaro will pursue with Saugatuck city council liaison. Fred Weber is willing to talk to Mr. Bushee, CVB and city municipalities to work out agreement for this event.

Fred Weber - Events committee is working on Festive Friday's for next year-s Holiday Season.

Kerry O'Donohue Carriage Rides, what if we charged \$2 instead of \$1 Have driver sell the tickets and then there would be some accountability so we can track to see how many riders there are. He would receive \$1 and we receive \$1.

Fred Weber - would like Events Committee to kick around ideas fro Carriage Rides.

Frank Rojek - Sell advertising for the back of the carriage to generate additional income.

Bill Galligan - We should possibly just do one/two sponsors for a day/weekend for advertising sponsorship - names would be larger and more visible.

Board would like Events Committee to pick up on Festive Friday - Wassail Dinner - Progressive Dinners - lodging open houses/walk through - add more things for the Christmas season.

Fred Schmidt spoke with Felicia Fairchild. CVB did a big Christmas ad on TV late fall and felt that it didn-t pay off but the ad they did for fall did work. She felt we received bad press in regards to lighting of city - Saugatuck merchants also didn-t receive good press - slow business. Heard rumors about additional businesses closing in town -

Also asked when we were going to make our website more user friendly.

Kerry O'Donohue - On a positive note summer and fall was good for merchants.

Frank Rojek - We need to decide what market we want and go after it.

Fred Schmidt - Felicia said advertising for Visitors Guide is better this year than last year and they will add an additional page to the directory.

NEW BUSINESS

Dinner and Movie - The Film Festival is already planning the event and SABA will not be as actively involved as we were last year, but will meet after the event this year to discuss SABA-s participation level for -07.

Film Festival will need SABA volunteers to serve, kitchen help and serve alcohol. Bill Galligan suggested in the future a possibility might be we (SABA) receive part of the take for the door and they (Film Festival) keep the silent auction. Event is: 27 of January at Laketown Golf beginning at 6:30 p.m. - \$60 per person (3 course dinner and 3 short films). Need volunteers to pour wine - wait staff - kitchen help - 15 persons will be needed to cover this event. Marilyn Starring asked what type of liquor liability coverage there was for those who were serving alcohol. Said Tom from Wine Sellers was handling and he should have it covered. Marilyn Starring stated nothing should be assumed and it this is something that

should definitely be checked on to make sure there is adequate coverage.

Fred Weber - Troubled by Dinner and a Movie and Chili Cook-Off slipping away from SABA - not sure it-s all bad, the more we-re involved to more exposure we receive. Dinner and a Movie is largely a Holland event and moved to Saugatuck to take advantage of our venues -feels we don-t receive the credit we deserve or are due. Bill Galligan - He handles Dinner and a Movie promotion and we (SABA) are mentioned and do receive credit for our participation. Maybe events committee should look at what we can do to get more out of the film festival. Bill Galligan said SABA and Film Festival will meet after the event and SABA will become more involved next year. Fred Weber to Fred Schmidt will you do the red carpet photography? Fred Schmidt - yes.

Need to place on the calendar of events.

RECYCLING PROGRAM

Marilyn Starring said senior parents are still looking at ways to raise funds for the All Night After Graduation Party - will be placing recycling containers in the community to recycle used cartridges - computer printers, fax and personal copying machines. More details will follow in next several weeks.

FEBRUARY BUSINESS MEETING AT PUMPERNICKELS

Yes, we want to do a breakfast meeting at Pumpernickels for our February meeting. Possibly we should move meeting to a day that he-s open - Tuesday instead of Wednesday. Lisa Lungaro was handling for January meeting - not sure what happened. Frank Rojek made motion to have SABA February meeting on first Tuesday, February 7th, at 9:00 a.m. at Pumpernickels and SABA will pay for coffee. Bill Galligan second. Motion passed. Fred Schmidt will contact Pumpernickel-s to set it up. He will also contact Saugatuck and Douglas mayor-s to come in and talk about what-s going on for the upcoming year. Marilyn Starring will call Kristi and Tom Van Howe to see if they can speak at the meeting. We should E-mail all the members and do press releases for the change in date, time and location - let Fred Schmidt know if it-s going to work.

Fred Weber. - Ask Kristi Van Howe to speak about marketing and promoting smaller community.

Fred Schmidt - What about asking Felicia to speak about the CVB and their projects for the upcoming year? Maybe if Van Howe-s and mayors are not available.

What about Student Services from Grand Valley or Hope for marketing internships available for businesses - Bill Galligan will find out.

Frank Rojek - Would like to hear about what-s going on with Saugatuck, Douglas and township - get two mayors to speak and someone from township.

Marilyn Starring - What about having someone talking about how to protect our computers against viruses and anti-virus product available for novices - free programs and paid programs. Felt that this would topic should be a separate topic for a meeting.

SPRING KICKOFF

Held the event 20 April last year. It tends to be a social event and our brochures are available for the membership. New businesses and board is introduced. More of a pep rally for the upcoming season. Where could we have it? Billie-s, Coral Gables, Copper Grill are current members - Butler too. Pat Lyon - Can we see who-s interested in holding it? Haven-t done anything in awhile at the Butler - Fred Schmidt will check with the Butler and see if they are available Thursday night April - 20th or 27th for kick off.

COMMITTEE REPORTS (This portion taken by Julie Abel)

RELATIONS WITH LOCAL GOVERNMENTS - Lisa Lungaro and Fred Weber will begin pursuing this at the next meeting.

EVENTS - The first meeting is tomorrow. January 5th at 4 p.m. at Uncommon Grounds.

MARKETING - A meeting of this committee will be scheduled when Rosalie Yaksic returns on January 10th. Monica Van Harn told Marilyn Starring that she will help with the review of this committee-s goals and objectives.

ELECTRONIC COMMUNICATIONS There was discussion about the calendar the criteria for entries. A calendar, as conceptualized by the marking committee, is a key part of the new website design. The website cannot be launched without it. Julie Abel explained her understanding of what the marketing committee wanted the calendar to do. She had received a quote to create a custom calendar to do all that the committee required. Frank Rojek made a motion to approve up to \$500 from the website enhancement budget to have a calendar created for the website. Pat Lyon seconded. Motion carried.

Fred Schmidt has gathered general calendar contents and added to a free Bravenet calendar. There was discussion over the difference between the free calendar on which members can add any entries they wish, and the public calendar which is the custom one just approved. The marketing committee must meet to determine the criteria for members to add entries.

BY-LAWS Nothing to report.

MEMBERSHIP - Fred Schmidt provided a late renewal list for board members to review. Frank Rojek will make the calls on his call list. He did not receive any information about it before this. Fred Schmidt reviewed businesses that were closing and those that hadn-t renewed. We are currently \$7,200 under budget. Lisa Lungaro will follow up with some of the businesses that George Stoutin was going to call. There was discussion about pursuing new members. Lisa Lungaro pointed out that we-d need the business

license lists to do that. There were few volunteers to contact several businesses we haven-t heard from yet this year. The board agreed to extend the late fee waiver to February 7th which also the last day for businesses to join and still gets listed in the print brochure.

BROCHURE - Marilyn Starring and Fred Schmidt are waiting for any additional input from the marketing committee on the design of the brochure. The committee had discussed redesigning it based on the new website design. Bill Galligan will draw up a draft design to send to the designer in Mexico. The board had agreed to charge member businesses \$200 to advertise in the brochure at a prior meeting. Discussion ensued on how to solicit advertisers. It was agreed that an e-mail would alert members to this advertising opportunity. Members will get in the brochure on a first-come first-serve basis by bringing a check to the February 7th, 2006 meeting. The brochure design will be further discussed at the marketing committee meeting to be scheduled when Rosalie Yaksic returns on January 10th.

SERVICE - The next education seminar is in February. The speaker has been chosen. The committee will receive the seminar handout from the speaker this week. Fred Schmidt will download the logo from the speaker-s website at www.otsobasictraining.com. Julie Abel will schedule a committee meeting for next week.

RETAIL - The committee needs to set a meeting date.

NOMINATING - There is currently no nominating taking place.

COMMENTS BY MEMBERSHIP/PUBLIC - No one was in attendance.

UPCOMING DATES TO REMEMBER:

A. Katrina Relief Weekend Event - February 24-28, 2006

B. SABA Monthly Business Meeting - Tuesday, February 7 at 9:00 a.m. at Pumpnickels - **NEW DATE AND LOCATION!**

Frank Rojek moved to adjourn. Julie Abel seconded. Motion passed. Meeting adjourned.