

SABA Meeting  
October 4, 2006  
Star of Saugatuck  
Julie Abel, Recording Secretary  
Fred Weber, President - Chaired Meeting

Board Members Present: F. Weber, A. Holmes, B. Galligan, J. Abel, K. O'Donahue, P. Lion and Administrator, F. Schmidt, M. Starring

Board Members Absent: R. Yaksic, F. Rojek, L. Lungaro, S. Eilbes

Members Present: undocumented

Meeting called to order 5:33pm

Introductions.

F. Weber made announcements:

- Officer ballots were sent in the mail and asked that members vote and return them. November 1 is the beginning of our membership drive. It will go through February. Membership is the same as last year, \$175.
- Festive Fridays and Night Before Christmas event will take place. Everyone received an email about signing up.
- Holiday Lighting in Saugatuck is a go. Sparkle will still be in charge but the City is contracting out the installation and removal of lights. Sparkle is trying to raise the same amount as in prior years (\$25,000) but they have less time this year. Donations are welcome.
- Time and funds were spent on the SABA website last year – everyone is encouraged to use it and encourage their customers to use it (<http://saugatuckdouglas.com>). It's our primary advertising medium. A. Holmes asked members to link to our website from their websites. This will help our search engine page ranking to be higher and will help drive people to visit our cities. You can contact us via email on the site.
- A map, created by Rick Vorel, was shown to members. He created a basic design for a map that shows where SABA members are located. It's like a map you find in maps that shows where you are and where the various shops are located. We are planning on doing one for Saugatuck and Douglas and posting it around the towns and using it the brochure. It will be yet another reason for stores to join SBA – if you're not a member, you're not on the map. A. Holmes asked our existing membership to use it to encourage new members to join.

Outlying businesses will be listed in the brochure but not on the map. Service organizations, like Vorel's, will not be on the map and he suggested they should also not be listed under a city since service orgs can do business anywhere.

- A. Holmes explained that we were going to have new member packets and if anyone wants some to distribute to potential members, they can email or call for them. They should be done by the end of the month. F. Schmidt explained that all businesses with a license were sent an invitation to join SABA last year. This was not effective. We need to encourage businesses to join face-to-face and giving them these new packets.
- J. Abel encouraged members to be part of the brochure committee so their ideas are incorporated.

Adjourn for drinks and delicious snacks while paddling down the river – 6:06pm