

SABA
Wednesday, 4 October 2006
Business Meeting – 8:30 A.M.
Saugatuck City Hall
Marilyn Starring, Recording Secretary
Fred Weber, President - Chaired Meeting

Board Members Present: Julie Abel, Scott Eilbes, Bill Galligan, Angela Holmes, Pat Lyon, Lisa Lungaro, Kerry O'Donahue, Fred Schmidt, Marilyn Starring, Fred Weber

Board Members Absent: Bill Galligan, Frank Rojek, Rosalie Yaksic

SABA Members and Guests Present: Catherine ? and Tanya Sheridan from Saugatuck/Douglas Garden Club; Rick Vorel – Turning Point Realty – Jeff Mead – DDA Chair – Steve Wiliford/Massage by Steve

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

Introductions of board members present and audience.-

September's secretary's minutes – any additions or corrections? Lisa Lungaro made a motion to approve September's minutes. – Julie Abel second. Motion passed.

Treasurer's Report – Report shows where we stand in fiscal year – our expenses vs. budget – 11 months through fiscal year. There are not a lot of changes since last month – most notable is Sidewalk Sale. Revenue was \$2,465 – Expenses \$1,100 (slightly less). Nothing else to share since last month. Balance in checking \$48,000. Lisa Lungaro made a motion to approve Treasurer's Report. Scott Eilbes seconded. – Motion passed.

COMMENTS BY GUESTS:

None

SAUGATUCK/DOUGLAS GARDEN CLUB – Presentation to talk to us about the pots that are placed in downtown Saugatuck and a few pots in Douglas. Pots are why Catherine and Tanya are here today – do business owners want Garden Club to continue doing the pots? The Garden Club has been doing pots for the last 10 years. The pots of flowers need to be watered – feel that watering one a week isn't enough. Garden Club is willing to pay for someone to water pots once a week as well (in addition to the 1x a week SABA pays someone to do it). Need a commitment from business owners that they will help water the plants – 1 to 2 times a week in hot weather isn't enough for them to be watered. Garden Club wants to place pots where they will be appreciated. They are also willing to put pots in other areas if business owners would like them. Garden Club gave business owners who had a pot in front of their business this year a flyer to help remind them that they needed to do additional watering flowers during hot weather. Lisa

Lungaro - does SABA want to pay someone to water flowers 2x a week – if Garden Club does 1x – then flowers would be watered 3x a week?

Pat Lyons – Do we need to take this to the membership and ask if they want a pot of flowers in front of their business?

Fred Schmidt suggests take the Garden Club's list and communicate with those business owners and get commitment from them if they are willing to help care for pots.

Steve Wiliford - other problem other than watering – dogs are marking them.

Fred Schmidt - Issue is getting business owners to help make a commitment for their care.

Angela Holmes – Need an 'Adopt a Pot Drive'.

Fred Schmidt will be the liaison between SABA and Garden Club. Will initiate –

Pat Lyon - Need to encourage businesses owner to keep eye on the flower pots, but also let them know a paid person will be watering them 2x a week.

Where does water supply come from to water the pots? It is city water and Wilkins supplies the watering jugs, and person is trained by garden club member on what to do. Flowers are tended from June through August – pots are put out mid-May.

Lisa Lungaro – How are we going to work paying person if SABA and Garden Club both going to pay them?

Marilyn Starring – Take a look at our budget see if we can afford to pay for 2x per week for watering – otherwise, we pay the person and invoice Garden Club once a month for their portion (1x a week) watering.

Fred Weber - The business community appreciates the pots and we will try to build in responsibility through the merchants. Suggestions of an E-mail blast – water your flowers reminder – especially during hot weather.

NOMINATING COMMITTEE REPORT

The slate of officers is:

Lisa Lungaro and Angela Holmes – Co-President's

Kerry O'Donahue – Treasurer

Marilyn Starring – Recording Secretary with limited responsibilities on other committees.

Rosalie Yaksic – Corresponding Secretary.

Fred Weber – He approached the person who is taking the City of Saugatuck's monthly council minutes after the last city council meeting. She charges \$75 per meeting to this.

For SABA it would probably be around \$60 for a 2 hour meeting. Can research and put in budget line if Marilyn isn't available to do Recording Secretary.

Marilyn Starring stated that she is willing to take minutes and send to Fred Schmidt for distribution – that is not the problem. The problem comes when she volunteered to do Drug Store Wall, WGVU Auction, brochure advertising and sit on the Marketing Committee and work I needed to do for my own business didn't get done. I am willing to be recording secretary but have to back off on other commitments. Julie Abel is willing to be back up secretary if Marilyn's can't make it.

OLD BUSINESS

SIDEWALK SALE – Fred Schmidt compiled survey results. M. Burd handed out 12 surveys to non SABA members – all retail people. Sidewalk Sale is a winner – Music and 1 day vs. 2 day event – receive a mixed message. Retail – strong participation Non-Retail – Do gain from shoppers coming to town. There are detailed comments from survey participants to read. Copy of survey circulated by Neil Atherton – Hoopdee Scootee and business who signed it was attached to survey. Events Committee needs to look at this and come back to board. How many of the businesses who signed Neil's survey are SABA members? About half. Info from surveys given to 12 non SABA members' surveys is similar to retail page results.

Fred Weber Another message is if we run it as a two days event a business doesn't have to participate in the second day. Second point – look at it as an event that draws people to Saugatuck and it is working.

Angela Holmes – It is sad that we only had 30 responses from our membership.

Fred Schmidt - Night Before Christmas Event - only has received 2 responses so far. Fred will bring copies of letter for Night Before Christmas to hand out on boat tonight.

JABBERDESIGN WEB SITE BID

Fred Schmidt apologized for sending Julie's proposal out when doing quotes. 4 inquiries – no other bids submitted. Julie excused herself. Board reviewed JabberDesign's maintenance contract – 12 hours per year and is billed in 15 minute increments at \$65 per hour for a total of \$780.

Kerry O Donohue – Since Julie built the site, she is the one most familiar with it.

Scott Eilbes moved to award JabberDesign the Web Site Maintenance contract. Angela Homes seconded.

Pat Lyon – Does prepaid amount reflect discount? Prepaid discount that reflects discount.

Marilyn Starring – seeing that the contract expired earlier this summer do we want to do the contract for one year from when it expired or do we want to extend the contract so it expires in the fall. It will coincide with end of our fiscal year and expire in the fall when

we usually tend to have a quorum of board members at the meetings. Motion amended to read as follow: Scott Eilbes: Motion to award a one time 15 month contract to JabberDesign for web site maintenance – this will increase billing of 4 extra hours at \$65 per hour, and next year go to 12 month contract (contract runs on our fiscal year). Angela Holmes seconded. Motion passed.

MEMBERS LOCATION MAP

This concept was presented by Rick Vorel. Thanked Rick for being to patient because we were not able to give this project the attention we needed to at the September meeting. The concept is to give visitors something to show where businesses are located in town. Need one in Douglas one in Saugatuck. Would only be included if you are a SABA member. Place on Drug Store Wall? Could be done on a flyer? Fred Schmidt said it has good merit – it is interesting the number of calls he received asking where is such and such business.

Lisa Lungaro - This needs to be looked at right away. Cost? Reprint annually? Will this replace what is on the drug store wall?

Fred Weber - How do we want to proceed?

Steve Wiliford - Would it be possible to support both what is on the drug store wall now and this concept?

Fred Weber - Would like to see it portable.

Marilyn Starring – Spoke with Pete the Painter (SABA member) and he is interested in bidding on doing the Drug Store wall project.

Lisa Lungaro has Pete's e-mail address/phone number.

Fred Schmidt - Need to see what it would cost it to do something like this.

Julie Abel - Biggest cost will be the design not so much the printing of it.

Rick needs to send Fred Schmidt the file via e-mail. No action taken at this time – Fred Schmidt will investigate possibilities and will also show members onboard the boat tonight at the annual meeting this proposal and get their feed back.

WILD KITTIES REPORT

Steve Wiliford – When Barry Johnson left after the last meeting he said he was going to take it to the city council. Talked with Barry after the fact and he had talked with Kurt Harrier, City Manager. Kurt is checking with what other cities to see what they are doing. Kurt wanted Steve to keep him posted as to what he was doing with wild kitties. Steve went around and spoke with people – Pumpernickels has caught 6 cats so far this summer. Heidi from Wild Dog if you catch any kittens let her know and she would try to place – has some wild life traps. Canvas vets to see if they would do a couple neutering

for free. Growing possum and raccoon problem as well. Is Steve supposed to get back to the city? Not sure. Lisa Lungaro – if Barry was here – feels should work with council and if needed get SABA support. Steve - SABA members who are feeding are helping keeping cats by feeding them – they would also have a better chance of catching them if they are feeding. Lisa – doesn't see any of us having time to help. Fred Weber would it be appropriate to let Steve use e-mail blast to notify SABA members of what is going on and get info out as to what Steve is trying to accomplish and his number if you wish to contact him. Fred Weber - also need city's input on this. Angela Holmes – if membership is really concerned about this need to contact city council. When Steve is ready to get info out you may contact Fred Schmidt to get e-mail blast off.

NEW BUSINESS

SABA ADMINISTRATO AGREEMENT RENEWAL

Lisa Lungaro and Angela Holmes wish to discuss this with Fred – review past accomplishments - what we want Fred Schmidt to do and what additional responsibilities we would like him to do. Fred has written down what he does. Take up Fred's contract at next meeting.

Kerry O'Donahue – would like to discuss this now and not push back for a couple weeks. Fred Schmidt excused himself.

Lisa Lungaro sent out initial job description and received a reply from Fred on what he has done and accomplished in his contract and his agreement as well. Need board to review – current contract expires this month – need contract renewal by end of October. Wages need to be discussed. Thinking about adding some other duties along with his contract if Fred is willing to take it on. Felt is should be discussed at another meeting. A budget meeting needs to be held in next two weeks – 5:30 p.m. Thursday October 12th workshop meeting and contract. Who wants to do what this coming year will be discussed at this meeting. Board agrees Fred is doing a great job. Bonus for Fred? Need to discuss this at workshop.

E-MAIL BLAST CONTRACT

Contract with Bravenet is coming up – cost is \$100. Can we look for another service that doesn't print funny figures and some people can't get pictures to print. Julie Abel there is other choices. Fred Schmidt said that for some other clients he uses Constant Contact – think it runs about \$15 per month. Julie Abel will check on other options.

2007 MEMBERSHIP DRIVE

Membership Fee & Late Fee Schedule - Fred Schmidt - last two years have been conduct driving during second half of October. Fee was \$175 and reduced to \$87.50 after brochure is produced. Board keeps changing mind on how long we were going to let people slide in. Brochure deadline is the first of March. Did \$200 late fee after first of year then kept stretching deadline out. Membership drive runs with fiscal year.

Fred Weber – we need a list of selling points and that it is published and a slight discount up to a certain point.

Lisa Lungaro – For multiple listing there was a discount.

Angela Holmes - Had 8 new businesses that came into town in May so they missed the brochure. We need to re-educate members on what we do for them.

Julie Abel– January too soon – February 1st - \$175 – mid-year \$87.50.

Fred Schmidt will draft something. Need to reach non-SABA members – last year Fred got the business tax listing from Saugatuck and compared to member list – sent a snail member to non-SABA members – only received 2 responses. Need to do a face to face with the non-members to see them and sell them on the organization.

Status of clings – it is designed. Printing tabled at present time.

NIGHT BEFORE CHRISTMAS

Update – letters were sent out and Scott Eilbes will help Sherrie from Caribbean Colors put program together.

Pat Lyon - Can this be put on the web site?

Julie Abel – Could go on Events page.

Pat Lyon – need to utilize web site more because this is what marketing committee is pushing.

Angela Holmes – each event should have its own page and what is happening during the event.

Julie Abel – big edition if we want to do a page of each event.

Fred Schmidt - different message on web site – SCA is event driven web site – ours is more a member driven.

Angela Holmes – SABA sponsored event should be more prevalent. Events that SABA does sponsor we should have a page for it.

Fred Weber - Web Site - on going for marketing committee.

Fred Schmidt - info for Night Before Christmas went out before ballot – info sheet was long – will need to do a reminder.

Angela Holmes – How do we draw people into town? It is such a lovely place to be.

HOLIDAY LIGHTING

Lisa Lungaro – there will be lighting this year. It is in the works at the present time – outside vendor coming in and doing the work. Vendor needs to put lights up and take them down in 90 days – looking for fund raising. Need \$23,000 - \$25,000 to do this.

Does SABA want to make a contribution to Sparkle? \$500? \$1,000?

Scott Eilbes made motion to give \$1,000 or less as to be determined by the budget for Sparkle from the SABA Budget. Angela Holmes second. Motion passed.

Went over Dates to Remember

Chili Cook Off – Lisa Lungaro – Cowhill Yacht Club is formally taking over Chili Cook Off next year and may be interested in working with SABA. We need to formally approach Cowhill Yacht Club with a letter to see if they are interested in working with us next year.

Next meeting 1 November @8:30 a.m.

ADDITION TO THE MINUTES:

9 October 2006

Lisa Lungaro made a motion to convert from Bravenet to Constant Contact as the e-mail Management software provider to SABA. Kerry O'Donahue second. Motion passed via e-mail vote.