

SABA
Wednesday, 5 April 2006
Business Meeting at 8:30 A.M.
Saugatuck City Hall
Julie Abel, Recording Secretary
Lisa Lungaro, Chaired Meeting

Board Members Present: J. Abel (JabberDesign), L. Lungaro (Macatawa Bank), R. Yaksic (Array Marketing), K. O'Donohue (#10 Center Street), P. Lion (Rosemont Inn), B. Galligan (Briefly Retired), F. Rojeck (Saugatuck Flowers), and S. Eilbes (Mason Street Suites).

Members Present: S. Williford (Massage by Steve), J. Jerome (The Butler Pantry), R. VanHarn (International Home), J. Waden (Homebodies of Western Michigan), P. Washburn (Commercial Record), T. Baragas (Commercial Record), and S. Getz (Business Mastery – guest).

8:35am – Meeting called to order.

Minutes. Move to approve by F. Rojek. Second J. Abel. No discussion. Passed.

Treasurers Report. K. O'Donohue reviewed. Since last month membership dues income have gotten closer to the budget. Income is coming in for the Drug Store Wall. The brochure advertising is sold out. The Film Festival benefit income is shown – profited about \$500. Website development paid and within budget. Move to approve by G. Stoutin. Second S. Eilbes. Passed.

OLD BUSINESS

Tips and Tams Training. M. Starring not here to report. F. Rojeck thinks it's scheduled for May 22. Two sessions – will work with bartenders at SCA too. \$15/head. Only 2 people signed up. Thinking of changing it to June – Marilyn will check and see when it works best for those involved. A tentative meeting is scheduled for Monday, April 24 at 10am at Pumpnickels with liquor license holders, Chief Giles, South Haven State Police Commander and Abbie Anderson, who is the MLCC representative, regarding the situation that occurred on the weekend of Saturday, April 8.

WGVU Auction. F. Rojek reported. We raised either \$3,600 or \$5,000 depending on whether Rollie Peterson's donation of a slip goes directly to WGVU or to our package. Scheduled for April 22. There are currently twelve volunteers. We could use more. Volunteers receive a t-shirt and free dinner. There will be carpooling. Volunteers currently at the same number as last year.

Drug Store Wall. L. Lungaro read M. Starring's email. 20 paid. Balance due extended to April 15. Need to know what action to take if she doesn't get payment after April 15. There is one open space but it may be filled. Discussion ensued on what to do if the payment deadline isn't

met. Agreed to just do follow up with letters and calls. Agreed to discuss again June 1 and see where we are.

Last Call. F. Rojek talked to Steve at Uncommon Grounds where Last Call has been stationed in the past. Steve hasn't heard from them. He did hear through the grape vine that they were planning to do it. Waiting to hear back from them. Last Call is a church based charity that is stationed from May to Labor day every Friday to Saturday night. Holiday weekends they may be there on a Sunday night. Visitors to the area can walk to Uncommon Grounds until 2am and volunteers will drive them and their cars home. F. Rojek will verify when they'll be here and inform members. They don't accept money at that time but do accept donations at other times. 187 people were taken home on Labor Day weekend last year. F. Rojek will put stats and other information together and provide it to F. Schmidt to distribute to our membership. Last Call is in Holland and Grand Haven as well. Possibly Grand Rapids. It was suggested that we also include their needs in the notice to membership.

NEW BUSINESS

Proposal by Brian Pageau, Cartridge World in Holland. F. Schmidt presented. They replenish cartridges. Will collect your ink, resell and get some money back to the organization. F. Schmidt proposes we invite Brian to next meeting at 5pm at Saugatuck City Hall. L. Lungaro asked audience if they had or needed the information. No one did.

Proposal by Katie Konicek, Regent Broadcasting. Radio station in GR. WFGR. Katie called F. Schmidt and put together a proposal which he sent to members of the board. He told her she was probably a bit late for this year. The proposal covers things that are easy to more complex (sponsoring weather @ \$250 to multiple ads @ \$3,240). R. Yaksic asked if the station was in South Haven. Could be but tower is GR. Oldies station speaks to family listener. L. Lungaro suggested she come to the meeting before we decide on the budget for next year (September/October). Maybe the Van will want to do something as well since they're a SABA member. We have talked to Van about setting rates for individual merchants and to support general events. R. Yaksic, speaking for the Marketing Committee, explained that plans for marketing budget this year do not include radio so there's no need to talk to anyone about his year.

Resignation from Sharon Bauer/Board. She owns Rocking Bear. Sent F. Weber a letter of resignation. She's closing Rocking Bear. L. Lungaro read her letter. F. Schmidt replied to her. We'll receive a formal letter from her later. In the past we've sent board member a \$25 gift certificate thanking them for their time. It was agreed that K. O'Donohue will take care of a \$25 Phil's gift certificate for her.

Saugatuck/Douglas Garden Club. L. Lungaro talked to Katherine at the Garden Club. Community Pride Day is Tues, May 16 with a rain date of May 17. In the past SABA has paid for an elementary age student to water the plants. The Garden Club selects the student from school. They water and deadhead from mid-May to mid-September. They're asking for our participation again this year. We've paid the student \$10/week in the past. It comes out of the information booth budget. Motion to pay a student \$10/week for dates mentioned above to water

and deadhead pots on the street in Saugatuck by F. Rojek. Second B. Galligan. Question K. O'Donohue – are there other booth expenses? The proposed booth changes are currently on hold. G. Stoutin mentioned we'd discussed having pens printed. B. Galligan said a meeting with the booth volunteers asking for their suggestions for the information booth resulted in the suggestion of pens because people often want to take notes and they don't have one handy. No other discussion. Motion Passed. R. Yaksic has a resource for marketing items and will research the cost of printing pens with SABA information (website?) for the information booth.

General Meeting May 10 at 5:30 Saugatuck City Hall. General meetings are schedule for the evening twice a year. Any By Law changes, etc. must be voted on at general meetings. By Law Committee just had a resignation so F. Rojek is now the only member. The attorney that S. Bauer invited to the last meeting said he'd possibly re-write it but we haven't heard from him. F. Rojek will follow up.

Email Blast. There is the need for a policy regarding who can initiate an email blast from SABA to its membership. Other organizations, both businesses and non-profits, have asked about it. Some businesses will offer SABA member pricing to events, discounted tickets, or even special open houses as part of their marketing. The good news is that the email blasts are popular but the bad news is we need a policy soon. In the past, if a non-profit member of SABA wanted to promote an event then we'd use the blast to do that. If a for-profit wanted to promote themselves, we discouraged it.

One suggestion from F. Rojek was to allow each member business up to 2 email blasts per year per member. Anything over they would have to pay a fee. J. Abel reminded the board that the member calendar on the new website was created as a member to member marketing vehicle. P. Lion suggested sending email blast reminders to members at the beginning of each month to remind people to check the calendar for member to member offerings. This way, as B.Galligan explained, the blast wouldn't be overused – that's why it was established. R. Yaksic asked if non-profits have access to email blast then do we have a limit on how many reminders go out on a specific event? [no]

J. Jerome said he responds to emails that come to him but he's too busy to click through to visit a calendar. He likes F Rojek's suggestion of two emails per member. L. Lungaro agrees. S. Williford suggested allowing members to add their events to the member calendar for free but the use of the email blast would have a cost associated with it. F. Schmidt reported that we average about two blasts a week right now. We would need to limit the number of emails because otherwise it won't be valued as much. F. Schmidt liked the suggestion of offering a community email blast the first of every month with notices listed and a link to the member calendar. Another suggestion would be to have F. Schmidt send out a weekly blast with brief descriptions of all member to member events with link to calendar. K. O'Donohue suggested that the Marketing Committee and Website Committees meet along with F. Schmidt to discuss options. F. Schmidt volunteered to draft a policy for review.

May Meeting Proposal by Terry Burns, Lakeshore Counseling Service. Terry is a graduate of Douglas Elementary School. He's been to some of our annual events. He approached F. Schmidt to see about inviting him to an event – he's running for County Commissioner in

Allegan. He'd like to establish a closer relationship with SABA and explain his plans. It was suggested to invite him to the May meeting. R. Yaksic suggested inviting other candidates and giving them 3 minutes each. P. Lion disagrees – it should be opened up to everyone. F. Schmidt will follow up with an email blast to members opening it up to all candidates.

COMMITTEE REPORTS

Events.

Music in the Park. J. Jerome reported. It's moving forward. There's a meeting today at the White House. There are currently 8-9 sponsors. The concerts will take place 8-12 weeks after July 4th. There's been a positive response to it and new members are participating this year.

Town Crier. April 15. A little over 100 runners are signed up. Hoping for 400 runners. Some will register that day. Looking to do bigger exposure in future. It's on Easter Saturday – didn't realize. Working on things for next year. G. Stoutin and L. Lungaro are looking for suggestions for advertising it more next year. Guy would be great resource. J. Abel suggested MACC and the new HollandTrails.org website.

Venetian Festival. No discussion.

Marketing.

Hooked on Hospitality. R. Yaksic reported. This is "Go-Fish" phase II. It will be introduced at the kick-off on April 20th. This year we'll supply participants with a map of two communities which will show the locations of SABA member businesses and introduce new businesses whether member or not they're SABA members. To qualify for a prize, participants will fill in names of all businesses. Businesses will be asked to hang something in their windows with a word or phrase that participants must add to their answer sheet. To sweeten the pot, merchants will get \$50 in SABA bucks to use as credit against their SABA membership, brochure ad, Drug Store wall, etc. – any SABA related item. Brochures will be released at the same time. There will be descriptions of outlying businesses as well that participants can match to the business name and in the brochure. \$100 prize for the person who fills in all correctly. Second prize is \$75. Third is \$35. There's a drawing if more than one person completes it correctly. This event will culminate on May 15 at Coral Gables with appetizers and a cash bar with the drawing for winners and a pep talk by a noted local celebrity (to be named once they confirm). Distribution plan is to have them available at four member locations #10 Center Street, Macatawa Bank, River Market, and The Butler Pantry. These are also the drop locations for completed forms.

Website Marketing. 10,000 nut packages (promotional giveaways) will be distributed to members who want to give them as a complementary gift to customers. The labels will invite people to visit our website and register for our seasonal giveaway (6x per year). This is a way to build our email community for future email marketing initiatives. This initiative will launch on June 1. As we distribute these nut packages, we'll also be completing a window cling. The cling, to be hung in SABA member windows or doors, will promote the six seasons of Saugatuck/Douglas and identify that business as a SABA member. It will create an identity for

membership while the six season icons will promote the website. The nuts are from a new company in town and soon to be SABA member, the Saugatuck Nut Company. They will box and distribute the nuts. They're currently displaying their wares in display racks in businesses - working out of Fenn Valley. If merchants like the product and idea, they can re-order the product for a price by going directly to the Saugatuck Nut Company. The member will need to pay for any additional giveaways.

Logo. The Marketing Committee met with Susan Smith, a graphic designer (designsmith) who specializes in logo design. We will be getting a professional SABA logo created. First drafts will arrive later this month. The purpose of the logo is directed toward the business community – the visual focus is to focus on what we do for members. It will be used on letterhead, etc. It could also be made available to members to use on their own. L. Lungaro mentioned the idea tossed around before about using the logo for stickers for shops to use on bags. R. Yaksic explained that the cling replaced this idea.

R. VanHarn asked about the print advertising we did in Lakeshore Magazine last year. R. Yaksic explained that we don't have a large marketing budget and decided that print advertising wouldn't have impacted much through traditional media. Instead we're doing the promotional push explained above to get more bang for the buck. Getting these 10,000 impressions out there was our best bet. Merchants can certainly get together and advertise their again this year if they wish to.

By Laws. L. Lungaro will check with S. Bauer about her resignation.

Membership. F. Schmidt reported. There are three new members: Vintage Summer Apartment Suites – a rental business on spring in Saugatuck; Urban Cottage – which is moving into the old Post Office Shop location; and Bracket and Company – which is moving into the Rocking Bear space in Douglas. We could squeeze them into the brochure because S. Bauer was willing to give up her spot so it was an easy swap. 187 paid members right now. 1 currently unpaid – Urban Cottage.

Brochure. F. Schmidt will see the physical proof this afternoon. It will be delivered to Saugatuck on April 15 (50,000 copies). The design reflects new website. The color is burnt orange on buff stock. They had requested five bids from printers – received 4 back. The lowest was Howard Printing. John Schwoebel designed it again for the same cost as last year. M. Starring will receive the boxes at Star of Saugatuck. Businesses can pick them up there and F. Schmidt will have boxes at the kick-off at the Butler. All twelve advertising spaces have been paid. Fourteen businesses were interested and paid. Needed to return two.

Service.

Retail - Meet the Merchant. F. Rojek reported. 30 minutes tape – John Leben had good ideas. He quoted \$12,000 a day to shoot, though. Also talked to someone at the City of Palos Heights. He runs a TV station out of City Hall. The city gives him a stipend to run it. He'd asked for used donations of video equipment. Also have people who listen to the program for music. His wife goes out and interviews the merchants. F. Schmidt also had the suggestion to approach the

audio visual department at the school to involve students. We could use the equipment here at City Hall but can't take it out of the building. The goal is to get people to shop locally. It would be business profiles and not advertising so people get an idea of what's in the towns. We don't know what it would cost or how many volunteers would be needed or how we'd get equipment yet. John's idea was to use it for a film library and for advertising if necessary. Will distribute to board. He also said could get more public access channels. Will discuss at next meeting. F. Rojek will have tape tonight.

When B. Galligan closed shop there was the issue of the SABA phone. The phone is now forwarded to F. Schmidt's number. He gets about three calls a day with interesting questions. For instance, Purdue University called – students are coming to Saugatuck to do research on fish and they wanted to know where to buy dry ice. The number is 857-1620. J. Abel will check that the new number has been changed on the website.

UPCOMING DATES

Town Crier Race – April 15th

WGVU Auction – April 16-22. Carpool leaving from Chemical Bank parking lot.

Spring Kickoff – April 20th at 5:30pm, Butler Restaurant

Marketing Seminar – April 12th at 6pm at the SCA

Music in the Park – July through August

Adjourn. 10:15am