

SABA
Wednesday, 6 September 2006
Business Meeting – 8:30 A.M.
Saugatuck City Hall
Marilyn Starring, Recording Secretary
Fred Weber, President - Chaired Meeting

Board Members Present: Julie Abel, Bill Galligan, Lisa Lungaro, Kerry O'Donohue, Frank Rojek, Fred Schmidt, Marilyn Starring, Fred Weber

Board Members Absent: Scott Eilbes, Angela Holmes, Pat Lyon, George Stoutin, Rosalie Yaksic

SABA Members and Guests Present: Barry Johnson-Saugatuck Brewing - Rick Vorel -Turning Point Buyers Realty – Ann Wiley and Steve Hutchins – Saugatuck Public Schools – Steve Williford – Massage By Steve – Tara Walston-Pump House/Chase Bank – John Slater – Douglas Downtown Development Authority – Bonnie Lowe – Saugatuck Area Cottages – Marsha Burd – Saugatuck Traders – Sherrie Santos – Caribbean Colors

Meeting called to order at 8:37 a.m.

Introductions -

July and August secretary's minutes – any additions or corrections? Bill Galligan moved to accept. Frank Rojek seconded. Motion passed.

Treasurer's Report – July and August reports need to be voted on. Are there any changes or items that need to be brought to the board's attention? Kerry O'Donohue – There are a couple of items shown in August's report. The budget shown begins November 1st, 2005 and runs through Sept. 5th, 2006 – which is $\frac{3}{4}$'s of the way through the fiscal year. Drug Store Wall income meets budget. Music in the Park \$2,803 budgeted - expenses are just over \$3,000. Overage is due to posters/flyers that we had made up. Saugatuck Sidewalk Sale - \$2,465 in revenue – Expenses: cost of band (paid for) and advertising to come in. Frank Rojek made a motion to approve the July and August treasurer's report. Lisa Lungaro seconded. Motion passed.

COMMENTS FROM MEMBERS AND GUESTS:

Anne Wiley, trustee from Saugatuck Public School board. We came in July to discuss liaison between school and business community. Sandy Brooks (Saugatuck Public School central office) is now the official co-coordinator for fund raising at the school also the contact for volunteering opportunities both ways – students in community or businesses for the school. School is also beginning to track where funds are going that are received from community. On school web site there is a link to a volunteer contact screen. This site gives the business owner an opportunity to ask for volunteers if they are planning or coordinating an event, and asks information who, what, when, where, type of

event etc. Web Site for the school is: saugatuckpublicschools.com and then go to Click here for feedback form – this wording is going to be changed. The school is looking for a student(s) to be liaison with SABA board but it is early in the school year. Steve Hutchins, school board president: Merchants should consider a job posting board for summer jobs. Marilyn Starring suggested that this be on the school web site, as students are more apt to look at that than the SABA web site. Ann Wiley: School board is doing a telephone general survey of the community – 1 out of 15 registered voters are being selected to do a 10 minute phone interview – also going to be having forums within the community – several hundred people have been randomly selected to attend these forums. Sandy Brooks does receive e-mail info on SABA. Parking lot revenue – will receive report at their next school board meeting.

Steve Williford – Is SABA interested in taking on the “wild kitty program”? Trap the strays and take to Humane Society, or to be neutered and turned loose again. Would SABA be interested in donating some funds to this project? Discussion by several board members has contact been made with human society? Could Wild Ideas help as they do an adoption program? Could shop owners adopt a cat for the winter? What sort of funds are we talking about? Cats are being fed – they are eating out of garbage/trash receptacles from local restaurants. Steve Williford - Not sure what type of funding would be needed from SABA for this type of project.

Bonnie Lowe – Her niece started a non-profit organization in Grand Rapids for just this type of thing – trap cats and a couple vets neuter them and then put them back where they came from.

Frank Rojek said Humane Society would help trap the cats, but we need some idea of how much money we are talking about.

Bill Galligan - This has been an ongoing issue in the community – also pose a health issue. Sandra Randolph was bitten by a stray and the cat couldn't be found and she had to go through a series or rabies shots. Isn't this a city issue as well?

Marilyn Starring – If SABA undertakes or financially endorses this project do we become liable if someone is bitten by a stray?

Marsha Burd – Does city council ever talk about this?

Barry Johnson – This is the first time that he had heard of it.

Steve Williford – We are also developing a rat problem.

Frank Rojek – Would like to look at every aspect of this program. Steve could you bring a proposal to next meeting on how you would like SABA to do to help? Steve Williford said that he could.

John Slater – Douglas Downtown Development Authority – reason why he is here they are a tax increment authority and doing a marketing study and promotion. Was felt we (Douglas/Saugatuck) need to do a consorted effort and dovetail and planning and marketing - to co-operate our advertising efforts and get more bang for our buck. If in any way we (SABA) would like to co-operate and do some co-op work the DDA would like to meet with us. DDA met with CVB and working on a couple things with them. Marilyn Starring – Possibly the marketing committee should contact and coordinate with DDA. DDA meets the second Tuesday of each month 6 p.m. at Douglas City Hall. DDA would like an official SABA representative to come to their meetings – Sharon Bauer last person to do this. Weber asked if Kerry O’Donohue was attending meetings – he had but hasn’t for awhile now.

Nice logos and banners promoting the “New Douglas” – seems like a very positive effort.

Lisa Lungaro – DDA (Douglas) SABA and CVB need to get together to do marketing strategy. John CVB is planning a joint meeting to do that in October.

NOMINATING COMMITTEE:

Still looking for a co-president and recording secretary. The Co-Presidents shall consult with the board to define and maintain a set direction of SABA while adhering to the purpose and goals of the association. Further duties of the co-presidency shall include, but not be limited to:

1. Setting the agenda for each meeting.
2. Presiding over all meetings.
3. Appointing committee heads as the need arises with recommendations from the board of directors.
4. Acting as an ex-officer member of any SABA committee as the need arises.

Recording Secretary: The Recording Secretary, or his or her designee, shall act as secretary of all members, of all meetings of the board of directors and the members, and shall keep minutes of all such meetings in books designated for that purpose. The recording secretary shall also keep the archives of the association.

If you’re interested in serving in either position please contact Lisa Lungaro at Macatawa Bank 269-857-7239 if you’re interested. Need a letter of interest from the person who would like to take over the job.

OLD BUSINESS

School Board – Already covered under general comments.

GREEN MARKET CONCERNS: Frank Rojek - Discussion of where people were coming from to participate in Green Market – not from surrounding communities. Frank Rojek gave each board member a copy of business license fee schedule – if we (SCA) bring in businesses every weekend to operate as a business for \$15 – as a business owner and tax payer (Frank) finds it very disturbing that they are able to do this. Green Market cost the community \$50,000 - \$65,000 in lost revenue annually. Would like to

see focus sessions between Green Market and business community and city. Geographic where vendors are coming from? Bill Galligan - Do you have concrete evidence that the Green Market is taking the business from you? Frank yes – knows customers are no longer coming in his shop and they still have flowers in their shops. Bill Galligan - you need a survey that former customers are buying from the Green Market instead of what you feel to substantiate what you think or feel. Lisa agrees there are some issues that need to be addressed – need some validation though.

Same subjective effort that there may be x number of \$'s coming into the community that may not have come in because of the Green Market – but there is no validation to this theory either – a survey would be needed from those persons attending market to see if they are shopping/eating etc.. Frank Rojek – I don't see a major amount of revenue coming into the community from the Green Market. Bill Galligan - We do not have concrete evidence to back up our claims – hearsay/personal opinion. Frank Rojek – If you are a business why shouldn't you be able to go to the business organization for help? Why are they allowed to come into town and do business for \$15? Barry Johnson – Why don't you go down and rent a space? Frank Rojek – I can't compete with them – they are selling flowers for less than I can buy it from my wholesaler. I also made a commitment purchased a building and pay property taxes in order to do business here. Lisa Lungaro – There are two points being combined here – we need an open dialogue with SCA and discussion should go from there. There is not an easy solution. There are two points – rent and geographical local (where vendors are coming from). Rick Vorel – We do have some vacant store fronts and it doesn't seem fair to be able to come in and do business for just \$15. Bill Galligan – Where are the vacant store fronts? Mutual comments – Lighthouse Keeper – Loaf and Mug. These businesses are for sale. Lisa Lungaro will volunteer to coordinate with SCA – this needs to be resolved by discussion. Steve Williford – Douglas had farmers market and discontinued when SCA began their Green Market. Marsha Burd - Not sure farmers are making that big of a killing down there. Fred Weber –I have seen Gary DeMond's letter – he hasn't been to a meeting to talk with us about this issue – Weber also went to SCA and spoke with them. SCA feels that they are providing something for the community as well as, productive and good use of the space – there is a lot of support for the Green Market. Board needs to rise above and look objectively as possible at this subject. SCA is a member of SABA. Doesn't feel it is a bad thing for a community. Frank Rojek volunteered to help with Lisa. Lisa asked Frank if he could remain objective and not emotional about issues – Frank said he could. Motion: Frank Rojek made a motion to continue open dialogue with SCA regarding issue of Green Market. Julie Abel seconded. Tara asked if there was any licensing required by the city for the green market participants. No licensing through the city is required. Motion passed.

SIDEWALK SALE

Marsha - Pot been stirred – there is a petition that was started by Hooptee Scootee to take Sidewalk Sale back to one day vs. a two day event with 26 signatures. Marsha has not seen the actual petition though but does understand that merchants who did not participate or contribute to Sidewalk Sale signed it. A survey needs to be done of businesses that participated. Lisa Lungaro – this should be a topic for events committee

they are meeting next Tuesday at 4 p.m. at White House. Also, city/fire department has an issue with a street issue. Comment – there were fire lanes left that were required by fire department. Band left because it started to sprinkle – need a tent for band next year. Complaint that stores in 100 block were selling merchandise that they didn't even carry. Need to stress next year that Sidewalk Sale is open to businesses that hold a Saugatuck business license. Marilyn Starring – if you decide to just make it a one day event I need to know because I have motorcoach companies who are interested in coming in for the second day for '07. Steve Williford– Feels we need to survey everyone – need a box did you participate to check if they participated.

DRUG STORE WALL – Nothing has been done Marilyn has been too busy with Star. Knows we need to have background walls repainted. Some signs need to be cleaned. Need to explore having a “Sponsored by Saugatuck Area Business Association” sign made to put across the top. Six open spaces. Called couple local sign makers but didn't get a response from them. Will follow up with a couple of them again in next week or so. Signs need to have same dimensions and a quicker turn around time.

MUSIC IN THE PARK – Final music tonight from 7 to 9 – positive feedback about this year's program. Reggae band did a great job and a lot of interaction with the public. Deep Blue Underground sent their own e-mail out for tonight.

BROCHURES – About 20 boxes left. Need to do an e-mail blast letting people know that we have some left, and they can call Marilyn 857-4261 and pick them up from her.

JABBER DESIGN CONTRACT RENEWAL. Lisa Lungaro – Feels we should handle same way we have done in the past – Need to offer it to anyone in the membership for bid proposal. Marilyn Starring – Julie's contract has expired can temporarily extend her contract to pay her for work she has done? Julie Abel – I could bill for hours already used or if I get the contract just back the hours out of that. Just want to make sure I get paid for work done the last couple of months in case I don't get the contract. Frank Rojek made a motion to pay for hours outside the contract and pay for interim services before next contract. Bill G. seconded. Fred will send an e-mail blast to welcome bids. Julie has saved us several critical periods this year- 07 calendar - WMOL went down. Motion passed.

DINNER AND A MOVIE – January 26, 2007 - Bill will work and let us know what is happening at a later day – on the same page now.

NIGHT BEFORE CHRISTMAS – Changing date from 11/17 to 12/1. Sherrie Events Tuesday 4 p.m. at the White House. Issue came through table through Fred through Gary Kott – a lot of people come back to town for this date several lodging have reservations for the weekend with expectations event is going on and it is now not going to happen on that said date. Dovetail with Douglas Open House on Saturday – full weekend of directed activity. Festive Friday's being planned – kick-off for holiday season. Kick off Fridays in December with this date. Bill G. Events Committee needs to firm this up Sherrie need to send out a mailing now that the date has been changed.

General membership meeting on the 13th - General Meeting October 4th at boat

Rick Vorel – map enable where businesses are How many people aren't SABA members enable know where things are and also be able to identify who SABA members and force people to participate.

Meeting adjourned 10:00 am