

SABA

7 February 2006 Business Meeting - 9:00 A.M.
Pumpnickel's

Marilyn Starring, Recording Secretary

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

Board Members Absent: Scott Eilbes, Sharon Weber

SABA Members and Guests Present: Laura Durham (Mill Pond Realty), Sandra Randolph (Good Goods), Jean Waden (Homebodies), Brett Toppen (Section 8 Design), Sue Koeman (La Fleur Real Estate), Barry Johnson (Saugatuck Brewery), Jacki Williams (The Van), Steve Williford (Massage By-Steve)

Meeting called to order at 9:10 a.m.

Secretary Minutes: January 4, 2006 minutes Frank Rojek made a motion to approve the minutes. Lisa Lungaro seconded. Motion passed.

Treasurer's Report: Kerry – Year to date report – this is where we stand for first three months of the fiscal year. Top 1/3 page shows income. Short fall of approximately \$5,000 vs. budgeted. Carriage Rides broke even – plus a few dollars over. George Stoutin moved to approve. Bill Galligan seconded. Motion passed.

OLD BUSINESS

Dinner and Three Short Movies – Bill Galligan. Event was very successful. 49 paid with a total of 52 attending the event. Auction went well. Had a great set of volunteers to make function happen – 20 - 25 volunteers. Feels event went well and has potential to grow. Had to pay for venue this year which we didn't have to do in previous years. Need to discuss with Film Festival how SABA can make some \$ from this event as well. Bill will set up a post meeting in the next couple of weeks. Would like to pick a date for next year's event so it can be posted on our web site and promoted during the film festival this year. Also, need to make sure movies shown are movies that have not already been seen.

NEW BUSINESS

SABA Web Site Presentation – Rosalie Y. – We're showing the work that has been done thus far to reach the point that we are currently now at. Bill G. tried to make it as user friendly as possible. Want persons to go to where they want and to go as fast as possible. Debated tag line for a long time –

The tag line is "The Best Things in Life are.....Saugatuck/Douglas. Sandra Randolph suggested it should read "The Best Thing in Life are in Saugatuck/Douglas.

Rosalie – wanted a platform that people would think of Saugatuck/Douglas all year long.

Went with six season approach. Seasons are: Summer, Spring, Autumn, Winter, Holidays, and Harvest. We need to gather more images than what we currently have. Asking that our members take photos and submit – need photos with persons in them. If your photo is used your name and business will receive a photo credit on the web site.

Bill – Create a web site that people will come back to visit over and over again.

Calendar of Events – working on making it interactive with consumer and our membership being able to use it. Ease of accessibility and accountability is essential – want to make sure that everyone will go to calendar of events site and use. Still working on information submissions for the calendar of events and how it will be implemented.

Fred S. Opportunity to SABA to coordinate events with all organizations for a general calendar within the community that will allow us the opportunity inform persons of what is happening with organizations within the community.

Need to add something that we will not share e-mail address with anyone when persons opt in to sign up for the SABA mailing list.

Target date for completion - Everything is ready to go except for calendar which should be completed within the next two weeks.

Rosalie – Marketing committee has decided that web site will be what we market.

Fred S. – Everyone who has a web site should link back to SABA as well.

Mechanics and budget are two things pending to see when the additional phases of the web site will continue – what is planned and when it will happen. May have some additional information by the Spring Kick-Off.

Frank R. what about a kiosk that would allow the web site information on site i.e. information booth or restrooms? Budget is main hindrance – very expensive to do.

Steve W. is there a possibility to put search function on the page? Fred S. yes it can be done. It can be done rather easily. Julie before search feature possibly add a site map.

Administrator's Contract Renewal Bill

Galligan moved to renew Fred Schmidt's current contract. Frank Rojek seconded. Marilyn Starring - Can we pay Fred more? Budget won't allow us at the present time. Bill Galligan possibly a bonus before the

end of the fiscal year if our budget allows.

Bill Galligan rephrased his motion to: Motion to reissue contract as stated for the fiscal year and that we look into a bonus at the end of the fiscal year depending on SABA budget. Frank Rojek seconded. Motion passed.

COMMITTEE REPORTS

Events – 10 Events are being proposed: Film Festival (Bill G.) – Town Crier (April 15th – Lisa) - Venetian Festival (Lisa) – Chili Cook-Off (Lisa and Scott) - Night Before Christmas (December 1 and 2- John Jerome) - Sidewalk Sale (August 17 and 18 - Marsha Burd) – Festive Friday's (Lisa – Fred W. and Rosalie) (November 24 to December 23) – Music in the Park (July and August) – Moonlight Madness (March 24 & 25, 2007) – Winter Festival (Scott & Lisa) – WGVU Auction (Frank and Marilyn) – Spring Kick-Off (April 20th)

Don Middlebrook with Living Soul is still willing to coordinate Music in the Park and will do it within our budget - \$2,700. Lisa and Fred Weber will meet with Don to discuss issues with him. Marilyn Starring asked if a motion was needed to give Lisa and Fred W. permission to sign a contract with Don if they reached an agreement after meeting with him. Lisa Lungaro said she rather wait for feedback from board and make a decision in March as to making a motion on whether to use his services.

Lisa Lungaro will close deal with the Butler on the Spring Kick-Off.

Carriage Rides – going to talk to city of Saugatuck and CVB as a joint monetary effort towards this endeavor. SABA doesn't have budget to pay for this.

Town Crier Race - Looking for volunteers for Town Crier Race.

Marketing - Bill Galligan - Web site has been the focus for awhile. Thinking of venues to promote web site. Committee is also looking at some ideas for fall print campaign. Tackle Go Fish again – customer service concept. Would also like to do an anonymous survey to see where membership advertises and how much \$ is spent on advertising - Initiative for better advertising rates for membership.

Saugatuck/Douglas Dollars – generic gift dollars to spend within the communities.

Fred Weber - Do we need to look at someone to coordinate our advertising?

Frank – Could we use Talk of the Town to promote our new and updated web site? Also, when VAN (WHTC) van comes to town what is criteria for having it at a remote location to broadcast? Use the local access channel to do a meet the merchant.

Barry Johnson city is purchasing some equipment that this could be done in the future.

Jacki Williams from the VAN would like to put something together for SABA to focus Saugatuck/Douglas.

TIPS Training – Marilyn is coordinating. Letter going out to liquor license holders for both take out and serving in-house training. SCA is will to hold the training for us. Looking at week of May 22, 2006 to hold the training session(s). Jim Permesang (Mervenne Beverage) will conduct the training – cost \$15 per person. Survey letter to determine best day and time will be going out in next couple of weeks.

By-Laws - Sharon Bauer said the committee is meeting this month – hope to have revisions by general membership meeting in May. Cleaning up mission statement – it's currently 3 pages long.

Membership (Renewals) Fred Schmidt - 24 businesses still has not renewed and would like closure to either include/exclude them from the brochure.

205 paid members in 2005 – 20 members not renewing for various reasons this year. 24 members still in question. 16 new members this year. 5 members paid late in 2005. Net paid of 171. One week from today close of business they are gone. February 14

Can still be in the brochure. Drop dead date.

Brochure - Looking at redesign of the front cover – using six season icons used on web site. Possibly making front page a different color so it will stand out more. Advertising for brochure – letter going out snail mail soon – in 2005 when we announced advertising concept filled all the ads at the monthly meeting it was announced. Some members felt it wasn't fair because they were not given an ample opportunity to participate. It will be done on a first come-first serve basis – need to include your check for \$200. Slots will be filled as application/checks are received via snail mail. If we have more requests than advertising space available – will do a lottery from applications received for slots available. Cost \$200 – this will include development of your ad. You will be notified if you are in the brochure and where you need to send your material to have your ad produced. There is a remote possibility more spaces may be available if the additional 24 members do not renew their memberships. Will use some of the available space to promote the web site.

A GRAND EVENT – MID WINTER CONCERT – AT PETTER GALLERY – DURING WINTER GALLERY STROLL – Sat Feb 18th at 7;30 p.m. \$10 per/person

EDUCATION SEMINAR Wednesday, 8 February, at the SCA – Not So Basic Training – be there at 6 p.m. – following seminar April 12th – getting the Most Bang from Your Bucks – ½ hour of networking prior to seminar. 35-36 RSVP's for tomorrow's seminar.

OTHER COMMITTEES

WGVU – Frank Rojek and Marilyn Starring are working on this. Great way to promote

Saugatuck/Douglas via PBS – have been asked to man the phones on Saturday, April 22nd – which is being sponsored by WMTA. Look for information to be coming via e-mail/snail mail soon.

COMMENTS BY MEMBERSHIP:

No comments.

UPCOMING DATES TO REMEMBER.

Poster for Mardi Gras.

Planning for Success Seminar

Katrina Relief Weekend B

usiness Meeting – 1 March 8:30 a.m. SCH – Lisa will be chairing March meeting for Fred Weber, who will be out of town.

Meeting Adjourned. Sharon Bauer motion to adjourn. – Kerry O'Donohue second. Motion passed.