



Wednesday, 7 February 2007

Business Meeting – 8:30 A.M. ~ Saugatuck City Hall

Marilyn Starring, Recording Secretary

Lisa Lungaro, Co-President - Chaired Meeting

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

Board Members Absent: Julie Abel, Scott Eilbes, Angela Holmes, Rosalie Yaksic

SABA Members and Guests Present: RJ Peterson-Tower Marine, Barry Johnson-Saugatuck Brewing Company, Patrick Murphy – Patrick Murphy Company

Secretary's Minutes: Motion made by Fred Weber to approve January minutes. Kerry O'Donohue seconded. Motion passed.

Treasurer's Report: Given by Kerry O'Donohue. Report is reflective of our fiscal year – beginning on November 1st through today – not much unusual to report. \$500 under marketing was for gift certificates for web site give away - \$500 under miscellaneous was for lighting for both Saugatuck and Douglas. \$182 info booth – flowers for volunteers at Christmas. Only spent \$373 for Holiday Get Together – which was under budget. Pat Lion made a motion to accept the Treasurer's report. Fred Weber seconded the motion. Motion passed.

COMMENTS FROM PUBLIC:

RJ PETERSON – There is a lot of competition up and down the shoreline for tourist business. We have the harbor and Mt. Baldhead and beach – we have stores and restaurants within walking distance from the water, which a lot of other harbor communities do not have. Harbor Committee is going to write a report this week – in regards to a harbor plan for the area. At the current time there is no money going towards harbor maintenance/improvements. There was a meeting on Monday with Pete Hoekstra and he made it very clear that there is no federal funding for harbor dredging/maintenance. The governments (Douglas/Saugatuck) have to add expense line items for harbor maintenance – it will take about \$100,000 to \$150,000 every year for

dredging. If the harbor is not navigable (not safe) the Coast Guard will shut the harbor down. They (Harbor Committee) will see what state help is available – since state considers tourism one of our top industries. Should have a person (specialist) within the government whose only job is the harbor and the beach – they could meet with private individuals, go to various meetings and try to organize/coordinate funding/issues. Problem lies on how to address the problem – seems to be no interest and little organization – no administrative organization. It is difficult when community isn't set up to address this particular problem. Local government has to take charge and add to their budget line items. Harbor Committee will write a report with questions and answers to be studied and what plan for 2007 and future will be. Once this report is completed it will be circulated to all councils so they can take the appropriate action with it. It's a challenge. What is status of harbor? Did historical study of harbor – in 1936 whole harbor was dredged to build Blue Star Hwy.; this is the last time the harbor was dredged. There are 36,000 cubic yards per year being dumped into harbor (material being carried down river) Doubt if Lake Kalamazoo can be saved other than access to docks. Need a harbor master plan before we can ask for Federal funding. Harbor Committee had a meeting last night and only three people showed up. Harbor Committee is trying to create a sense of urgency for funding. Did have a discussion on how to get the township involved at last night's meeting. End of presentation and RJ Peterson left. Lisa Lungaro – There is a need to make people aware of this within the community. Possibly we can do an e-mail blast once study/report has been completed to make people more aware of what we are up against. Marilyn Starring - There is no funding for recreational harbors at the present time, which Saugatuck is, funding is for commercial harbors only. This has been an issue for a long time – well over 20 years. Saugatuck is usually scheduled every three years or so for dredging (by Corp of Engineers) at the mouth of the piers – should be within next couple years when we come due for dredging. Fred Weber – How are other towns organized? Marilyn Starring - Some communities are assessing each dock a fee that goes into a special fund. There was an article in the paper this last week that talked about this (don't remember city) they are charging \$100 per slip, and then this money went into a special fund for harbor maintenance so there was money available when needed, or money there for matching fund grants, etc. Saugatuck/Douglas each threw \$10,000 into a fund and received a matching grant to do a study on the harbor. A firm was hired and they are developing a report, they have had two public meetings, and the final report should be completed by late February or early March, with another public meeting at that time. Marilyn asked Barry Johnson, I understand initially talking to Hoekstra since he is our area's representative but why aren't we talking to Senators Stabenow and Levin since they are now in the majority party? Barry Johnson stated that will come in the future, but before anything can be done we have to have a Master Harbor Plan, which we don't have yet, but Harbor Committee is working on.

MEMBERSHIP DRIVE

Fred Schmidt said that we have about 160 renewals at the present time. On sheet he gave each board member the gray shaded are promises – couple days before the end of the membership drive (February 8th) - then a decision will have to be made if we will put a business in the directory without payment. \$27,800 in membership dues to date has been received. A lot who have not renewed to date were first time members last year. Lisa

will check with board members to make sure they have contacted all their businesses. Fred Schmidt will check with Lisa next week and make decision as to who will or will not be in the brochure. Lisa Lungaro felt it would be important to involve board member who made contact to see how they feel. Fred Schmidt stated that original membership letters were mailed out November 1st and no letters were returned due to wrong address.

BROCHURE

Is going fine. John Schwoebel will design it for us again. In terms of color going to blue (littler lighter than logo). There are 12 ads that have been sold – only missing one ad copy from Roxie's Motel. Couple of items the brochure committee wishes to readdress with board. First is the layout of the listings – for every business category each business is separated/listed by town name – for services category it wasn't as critical and decided to list Services alphabetically with listing of town after name, not a difference that they be listed under a particular town heading. At the last meeting we voted to list every category alphabetically, placing the name of each town after the businesses street addresses – we are not sure that this is the best way to do this. Fred Schmidt talked to John Schwoebel about changing the brochure back to this style – John Schwoebel felt that this wasn't a good way to go. Would be easier for someone using the brochure to find the business when looking for things in a particular town, and leaving it the way it is will take more room in the brochure Bill Galligan – We need to look at it from a visitors point of view to make it easier for them to use Kerry O'Donohue – thought we discussed this at our last meeting. Doesn't like it listed with businesses broken down under individual town headings because it appears to be misleading that there are not so many businesses in Douglas. Frank Rojek made a motion to keep brochure as is except for services listing - Bill Galligan second. Yes – 4 (Galligan, Rojek, Weber, Starring) Nay – 2 (Lion, O'Donohue). Motion passed.

Steve Williford suggested at last meeting that a legend category be put on the first page for all business categories to see what categories are in the directory. Frank Rojek stated that a motion had just been passed to keep directory as is – leave it at that. Agreed.

DRUG STORE WALL – 5 spaces are empty – Woodland decided not to renew – 9 signs holders are not paid – Fred Schmidt will deal with it after brochure goes to bed. Empty spaces for signs being made. Once wall stabilizes – want to make signs for empty spaces that stay: Join SABA and advertise here". Pete The Painter will do in April painting in April.

COMMUNITY MAP – Presented second bid for map – now have two bids – from Design Smith and Sally Winthers. Went back to each bidder and asked for clarification – we have asked them to make a prototype of what map would look like for one square block in Saugatuck – block of Griffith – Culver and Mason Streets. We would pay them up to \$200 for creating the prototype and asked for response by 19 February – will need finalized cost and hourly rate at that time as well. The purpose of doing this is to get apples to apples comparison by each bidder. Both agreed to do it. Will be in a PDF format and will distribute electronically to board to review when completed.

BUSINESS CARD – Events committee (Fred Weber) decided to split themselves up as Block Captains because they have to do a lot of solicitations with individual businesses – have all of Saugatuck and Douglas covered. Fred Schmidt said he would make up cards for committee – Lisa Lungaro/ Blue Star Hwy. – Fred Weber/Water Street – John Jerome/100 Butler and Culver Street – Marsha Burd/ Mason and 200 Butler Street – Scott Eilbes/Hoffman and Griffith and 300 Butler and up Street – Kerry O’Donohue/ Douglas. Music in the park will be one of the first events to be talked about – need to get musicians, sponsors and possibly do a couple more than last year (10 in 2006 hopefully 12 in 2007). Events that committee will focus on are: Dinner and a Movie – Town Crier – Film Festival – Music in the Park – Sidewalk Sale – Night Before Christmas and Festive Friday’s – going to focus on these and doing them right. John Jerome and Scott Eilbes are the Music in the Park committee members.

GREEN MARKET CONCERNS – Frank Rojek and Lisa Lungaro will set a date to meet for next week.

DINNER AND A MOVIE – Went well Angela Holmes did great job with donations. Coral Gables did phenomenal job with supplying facility, great price for dinner and Theresa Lee, manager at Coral Gables did an outstanding job working with us.

(NOTE: Rest of minutes taken by Pat Lion.)

WEBSITE GIVEAWAY-One returned undeliverable – all mailings were insured. There are three giveaways before the summer giveaway.

CLINGS- Rosalie still away. Will have for Spring Kick-off

TIPS AND TAMS-Setting Dates and not going to try to customize for everyone’s schedule – looking at first week in June – will have serving in-house and take out training classes available Jim Permesang from Mervenne Beverage will provide training. When detailed information goes out will have Jim’s business contact information on it if businesses want to set up their own training sessions. Looks like cost will be \$15/person. Marilyn Starring will be send letter to liquor license holders around April 1, 2007.

NEW BUSINESS

BILL GILLIGAN'S RESIGNATION FROM BOARD - Bill Galligan officially resigned as a SABA board member – Bill has been an active board member with SABA for over 20 years. Bills added so much to SABA, an icon of volunteering. Built great friendship through all this. Thank you. Bill will still remain a member with Galligan’s Glenn.

SABA/CVB MEETING

Fred Schmidt will formally send a request letter to CVB board members and Felicia Fairchild, Executive Director of Saugatuck/Douglas CVB to meet with them to see if there are areas that we might work together. Would like each organization to come up with three topics of concern and that we would like to discuss. Would like to have each organization send three members to collaborate. Fred Schmidt and two board members.

Fred Schmidt will have three topics to discuss. Input was: Lighting, community map and third to be determined. Suggest we meet at Saugatuck Township hall. Invitation will be sent by mail before next CVB board meeting on the 19th of February. Lisa Lungaro will email all SABA board members to see if they are interested in being part of this group – will ask them to email back.

ADVERTISING – Marilyn Starring gave information from GVSU-Public broadcasting and Midwest Living. Marketing committee will meet to discuss next week.

Lisa Lungaro read a letter from Sandy Brooks – Saugatuck Public Schools. Sandy would like SABA to compile a list of school groups soliciting for funds from merchants. Sandy needs to be aware of all groups that are making solicitations. Frank Rojek -Rain Forrest, Kerry O'Donohue – Football, Wreaths, Poinsettias, Prom Party/graduation party Elementary school fundraiser. Lisa Lungaro will e-mail board members for other solicitations they may know of.

NEW BUSINESS

SPRING KICK-OFF April 18 or 19th at 5:30. Frank Rojek voted for Thursday. Fred Schmidt has had the Blue Moon state that they want to be considered as host for event. April 19 was date set.

February 22nd, 2007 - Del Sol Open house for all SABA members from 5-7 – they will be open for business the next day. No promo materials on blast.
Las Vegas Night on Saturday, February 17? - Community Recreation at Coral Gables
Mardi Gras call Julie Abel for organizing person.

March meeting neither Fred's will be available for the meeting. March meeting date has been changed to the 14th. Both Fred's will be available electronically.

Lisa Lungaro - setting up meetings with DDA, Cities of Saugatuck and Douglas. No dates yet.

Meeting adjourned 9:45 a.m.