



Wednesday, April 2nd, 2008

Saugatuck City Hall

Meeting Called to Order: 8:50 a.m.

Chaired By: Lisa Lungaro, Co-President

Recording Secretary: Marilyn Starring

Upcoming event or news about your Saugatuck/Douglas business that you would like to have included in “View from the Dunes” radio program contact Fred Schmidt or Jon Helmrich: jon@ibctv.info

Board Members Present: Angela Homes, Lisa Lungaro, Kim Mannion, Kerry O’Donohue, Fred Schmidt, and Marilyn Starring

Board Members Absent: Julie Abel, Scott Eilbes, Frank Rojek, and Fred Weber

Membership in Attendance: Sandra Randolph - Good Goods; Steve Williford – Massage By Steve; Mike Carey – Del Sol; Trudi Engelbrecht – Sisters in Ink; Holly Hughes – Commercial Record

SECRETARY’S MINUTES: Kim Mannion made a motion to accept the secretary’s minutes as presented. Kerry O’Donohue seconded. Motion passed

TREASURER’S REPORT: Kerry O’Donohue reported that there is “good news and bad news” in regards to the SABA records and the fire at #10 Center Street – Bad news: SABA checkbook didn’t make it through the fire. Good new: Quick Books which has the SABA records has been sent off to the data recovery center and Kerry thinks the information can be retrieved. There were no checks waiting to be deposited. New checks have been ordered and Kerry has some temporary checks that he can use. Replacement checks should be here in a week to 10 days. Kerry had deposited quite a few entry checks for the Town Crier the day before the fire.

LOCAL OBSERVER: Kim Mannion gave this synopsis. Linda Kinnaman from the Local Observer approached the school with an idea – seems like the kids are always selling something from the school to raise money for a particular event – it was suggested to partner with merchants, during the off season where you market a particular item for sale and a predetermined percentage of the proceeds is donated by the merchant to a

specific project at the school - Uncommon Grounds is already doing this program. The Local Observer is thinking about offering discount advertising rates if a business does something like this. The idea is being to keep money in town, with local merchants during the off-season. Lisa Lungaro – Does she have anything in place? Kim Mannion– No, will follow up with her for next year.

CHERYL MEYER – DOLLY PARTON IMAGINATION LIBRARY PROGRAM: This program began in Allegan county in 2005 through the Allegan County Intermediate School District. This program was started by Dolly Parton, and developed to send books to at risk children from birth to 5 years of age – approximately 2,000 such children in Allegan County. Cheryl Meyer is just looking to spread the word about this program, and possibly some financial support from SABA. Their goal is to get books to children who are at risk from ages 1 to 5 in Allegan County. In Saugatuck township school district there are approximately 150 children receiving these books – cost is \$35 per child to be in the program. Perrigo, Haworth, education associations, banks, and private individuals are supporting this program. Would like us to partner as individual business owners or as an organization with the program – They are having a fundraiser at Fenn Valley on April 17th. The cost is \$40 per person, and there will be wine tasting and a silent auction. Anyone can sign up a child (grandchild, niece, neighbor etc.) pay the \$35 and the books will be set to the child. Marilyn Starring – Is there a web site to view additional information about this program? There is no web site available. You can call the Allegan County United Way (ask for Debby on extension 10) or go to their web site to learn more about this program with United Way and Allegan Intermediate School District. Everyone on the Dolly Parton Imagination Library Program committee is a volunteer. Fred Schmidt - Suggested making them a recipient of some of the money from the town crier. Kim Mannion – Would like to know how many are on the Saugatuck township public school waiting list? Not sure, but there are almost 2,000 on the waiting list in Allegan County. Mike Carey will contact to see how many are on the waiting list for Saugatuck/Douglas school system? Fred Schmidt will send Imagination info via e-mail for Mike to follow up with.

OLD BUSINESS:

MEMBERSHIP: Fred Schmidt - We still have six members who were put into the brochure and not paid. Fred Schmidt will e-mail Lisa Lungaro members name - Lisa will take care of follow up phone calls. Before the next membership drive we need to discuss charging non-profits a nominal fee for SABA membership – put on August agenda.

BROCHURE & MAP PACKETS: Fred Schmidt had a few copies of the new brochure – everyone was very happy with the look. Balance of the brochures will be delivered on April 14th to Marilyn at Star of Saugatuck. 60,000 copies of SABA brochure are being printed (13,400 being drop shipped directly to state of Michigan to be distributed to Welcome Centers). There were a couple businesses who got their membership dues in too late to get into the brochure; they still want to join but are concerned that they had to pay for \$200 if they didn't make the brochure. Discussion: When we did fee planning in the fall discussed that the membership fee would remain \$200 until 1 July – and if a business joined after the 1st of July they would be members for the rest of the year and the

following year. It used to be that SABA was just the brochure, but now we offer so much more. Mike Carey – Purpose that you give some kind of break this year and tell them to make the deadline next year. Fred Schmidt - 2007 dues were \$175 – fee reduced to half (\$87.50) after the brochure went to print – feel we should offer a break of some sort for being a member. Kerry O’Donohue agreed with Fred Schmidt in regards to new members. Angela Holmes – We might make an exception for this year – we put a lot of emphasis on the brochure and there is so much more that we do – web site, insurance, etc. Kim Mannion – It’s an area that wasn’t thought about – members who join after the brochure is published – feel we should offer a 25% discount to these businesses. Lisa Lungaro – We need to make an exception – this is not written in black and white – we need to put something in place \$125? Do we also want to respond with something that we’re more than just the brochure and list our accomplishments? Fred Schmidt – perception is reality; a lot of brochures go to people who are coming to visit us – we’ve talked about an e-mail marketing campaign for a long time and not taken the best advantage of using this tool. Lisa Lungaro – There are a lot of other things that are components of SABA. Angela Holmes – Are we the CVB or do we provide other services – liquor meeting, calling tree, events – believe we should do e-mail marketing, but we are handicapped with no paid staff. Need to make a decision today. Kerry O’Donohue – If someone joins in July they get this year and next year for the same price. We need to talk about a reduced fee for situations like this. MOTION: Kim Mannion made the following motion: For this term only- anyone who joins between February 1st and July 1st, the dues will be \$125 for the balance of the year and full payment for next year’s dues. Kerry O’Donohue seconded the motion. Motion passed.

DRUG STORE WALL: Fred Schmidt – We have three empty spots – Weber, Art Barn and Art Around Town came down. Steve Wiliford and JoJo’s Supper Club took two of those spots – 1 empty spot remains. We have five that have not paid. Fred sent a second invoice which stated if we have not received their payment or heard back from them by 7 April, they will be removed. Kim Mannion will do the follow up phone calls.

BROCHURE/MAP: Fred Schmidt – They will be here on 14 April. They are going to be delivered to Star of Saugatuck. Will send an e-mail blast when they arrive, or you can call Marilyn Starring 269-857-4261 to arrange a time when you may stop by and pick some up.

KIOSK: When printing the brochure Fred Schmidt was able to have a copy of each map blown up to show what it would look like when it was printed for the kiosk. We can use these copies when we go to city council and various committees, planning, history, DDA as an example of what they would look like – it is not the quality of what the map will look like, but it will give committee members (decision makers) an idea of what we are trying to accomplish.

Frank Rojek called last night about the wholesaler for possible display board out of Grand Rapids – he is still checking on this. Marilyn Starring found a company who produces message boards out of Wisconsin that are made out of recycled plastic and had

a sample sent to SABA. Kalamazoo Nature center just installed two of their display boards; possibly need to take a drive over to look at them.

EVENTS COMMITTEE: Lisa Lungaro - Town Crier is on April 12 beginning at 8 a.m. All set with volunteers in registration tent, but we still need some volunteers for the racecourse. Lisa Lungaro is meeting with city and fire department tomorrow to go over course. Registration tent volunteers need to be there before 7. Fred Schmidt will put out route maps via e-mail next week. Lisa Lungaro suggested letting businesses know what streets will be shut down, and the time period they will be shut down for.

Music in the Park – Reviewed list of sponsors and the entertainment list from last year. \$250 donation for sponsorship this year – 13 dates with two sponsors per date. Opening date is Wednesday, June 11th and last date Wednesday after Labor Day. There is an idea to do a closing amateur night with prizes. Fred Schmidt we have a lot of people who want to play this year. Lisa Lungaro – We’re not taking any bands without a demo cd. In two weeks decision will be made whom we are hiring to play. Need to pull a city permit for the event and develop a sponsorship letter. Contact John Jerome at the Butler Panty 857-4875 if you’re interested in sponsoring an evening.

Sidewalk Sale Rates – Fred Schmidt wants to know what Sidewalk Sale rates are going to be the same as last year? \$40 for members, \$70 for non-members – if they joined \$30 from the \$70 would apply to membership dues. Lisa Lungaro – Rates will probably remain the same. Allegan Democratic Club is asking about membership and participating in Sidewalk Sale. Mike Carey – Ask Marcia Burd if we have charged non-profits a fee to participate in Sidewalk Sale. Steve Williford – Are they a 501c3 non-profit? Lisa Lungaro - Are we going to let non-profits be involved in Sidewalk Sale? Angela Holmes - If they are a SABA member we allow them to participate in Sidewalk Sale. Kim Mannion - If we bring a non-profit we are bring people into town. Kerry O’Donohue – Is there a different between a non-profit service organization and a non-profit political organization? Kim Mannion made a motion to allow the Allegan Democratic Club to participate in SABA sidewalk sale for \$70. Angela Holmes seconded. Motion passed.

MARKETING POSITION UPDATE: Scheduling meetings for several interviews.

SABA BUCKS: Lisa called Doug at Holland Chamber majority HollandDollars are sold at the office - they keep a daily log sheet and report the information to Certified Check organization – the Chamber accepts cash and checks for Holland Dollars – majority are used to purchase debit and credit cards as gift cards. Left message for Ray Lynn at Certified Checks - question is out of each dollar we sell what is our cost. Lisa Lungaro is setting up a meeting for later this month. Fred Schmidt – We don’t sell SABA bucks, we give them away. We need to decide if we want to keep this concept as it is now, or if we want to evolve it - need to look into this as another option. Lisa Lungaro – SABABucks needs to be renamed to represent both towns.

HARBOR COMMITTEE: Nothing yet. There is a meeting tonight at the township – they are going to determine if they are going to become involved.

VIEW FROM THE DUNES: Last month discussed the Town Crier race and Mason Street Warehouse.

CALLING TREE: Sandra Randolph spoke to board about the Calling Tree to being the most effective it can be. Sandra was the person who first implemented the Calling Tree and categorization lead to its effectiveness. Sandra felt calls don't affect everyone and not everyone needed to be on the tree – i.e. restaurants. Lisa Lungaro said after speaking with some restaurants that were on the list they feel that it is important for them to be on the list; last year a restaurant had two \$100 bottles of wine stolen, and they can also help when looking for a potential shoplifter. The list needs to be updated and possibly change and list all restaurants in one column and all of Douglas in another. Kim Mannion – Would be nice if calling was in proximity of the store (call the neighbors). Angela Holmes – It's not a bad idea to have businesses in close proximity to each other. Lisa Lungaro – Feels that everyone should remain on the list that wants to be on it, and that the list should be set up by blocks. Fred Schmidt – I'll do whatever you want – they are all appropriate ideas. Lisa Lungaro – if a restaurant wants to be on the list they should be – the calling tree lists encompasses more than shoplifting.

SPRING KICK-OFF: Saugatuck Brewery is not an option; they are not going to be ready. Every Day People has been asked if they want to host and we should know by end of day today if will do it. If Every Day People is not available ask Jo Jo's Supper Club. Need to change date to 16th of April and we have \$500 for appetizers.

PRESEASON LIQUOR MEETING. Marilyn Starring said meeting is all set to go. Letter will go out early next week and Marilyn will get an e-mail to Fred to send to membership. Police, fire department, city and township government officials, state liquor commission have all been invited. Lisa Lungaro asked if state police were coming. Marilyn said Commander was not available had another meeting on that date. Lisa asked if Marilyn would check to see if they had another representative to send, need to establish a relationship with the state police post. Lisa also asked about a format for anonymous questions. Marilyn said in the letter being sent out there is an e-mail address or fax number they can submit questions to prior to the meeting. They can also submit questions prior to the beginning of the meeting and questions will be taken from the floor.

BOARD MEMBER: Mike Carey submitted a letter to become a board member of SABA. Kerry O'Donohue read the letter that Mike submitted. After brief discussion everyone welcomed Mike onboard.

Pat Lion submitted a letter of resignation from the SABA board. The board wishes to thank Pat for her service to SABA, and the time and energy she has given to help SABA accomplish many of its project and events.

SABA board needs additional board members. We need representation from lodging and more representation from Douglas. If anyone is interested in becoming a board member please contact Lisa Lungaro, Angela Holmes, or Fred Schmidt. We will also solicit board members at the Spring Kick-Off.

We need to address board member attendance, as some board members have not been in attendance on a regular basis. In order for SABA to function effectively it is important to have regular attendance by our board members. In the by-laws it states that if you have missed three business meetings there is a provision for removal from the board. It was discussed that if you have missed over three meeting during the year Lisa will have a discussion with you to determine if you are still interested in participating as a board member. We need to re-evaluate board members, their positions and attendance. SABA board needs representation on the board from restaurants, lodging, and Douglas. Lisa Lungaro indicated that she might not run again next year as co-president, as she has been co-president for a number of years now. Marilyn Starring said that this is an all-volunteer organization, and if we aren't able to find some more volunteers to join the board and SABA committees the organization may fail to exist – it can't be the same people doing the work over and over again. Lisa Lungaro – We need some ownership on our side as well – Kim Mannion will work on this. Kick-Off is good time to plug our cause.

Upcoming events: DDA meeting is next Tuesday and SABA is going to attend. Music in the Park committee meeting – Discussing supporting music for one of the Douglas Socials - Town Crier. Lunches with city of Saugatuck have been set up and Douglas needs to be scheduled.

Fred Schmidt said that Frank Rojek called last night and wanted to report on three points: 1) He has called the Saugatuck/Douglas police department and they will come to May board meeting do a presentation on shoplifting and bad checks. 2) Still working on block party with Commercial record and Saugatuck/Douglas Historical Society. 3) Still working with person in Grand Rapid for kiosk. Marilyn Starring said Frank said he was still working on Block Captains – put on next months agenda.

Received a letter from Sid from Saugatuck Taxi and he wanted to know if there is any interest in SABA on sponsoring a softball team in Zeeland? Lisa Lungaro – child or adult? Fred Schmidt – SABA team members? Kim Mannion – Financial support or SABA members for a team. Think we need to pass at this point without more information.

Mike Tischleder is going to start working on the survey.

Need to look at the by-laws this summer and revamp them. Kim Mannion, Kerry O'Donohue, Lisa Lungaro and Angela Holmes will work on the by laws.

Dates to Remember: May meeting will be at Saugatuck City Hall at 8:30 a.m.

Mike Carey asked about the directional signage and how to get on it. Marilyn Starring explained history, signage was put up to direct people off Butler Street – it was supposed to be self supporting and nothing has been done with them for awhile. Sign were put up with city's guidance and after they were installed were told signs were too high. She will look into it and give a report at next meeting.

MEETING ADJOURNED 10:30 A.M.