



Wednesday, August 6, 2008
Saugatuck City Hall
Meeting Called to Order: 8:36 a.m.
Chaired By: Angela Holmes Co-President
Recording Secretary: Marilyn Starring

BOARD MEMBERS PRESENT: Julie Abel/Jabberdesign - Mike Carey/Del Sol – Fred Weber/Michigan – Angela Holmes/Century 21 – Lisa Lungaro/Macatawa Bank - Kerry O’Donohue/Saugatuck Brewery – Fred Schmidt/SABA Administrator – Marilyn Starring/Star of Saugatuck **ABSENT:** Ben Barton, Kim Mannion and Frank Rojek

AUDIENCE MEMBERS PRESENT: Les Korsos/ Chef Container – Jane Verplank/Saugatuck City Council and Victorian Inn – Jim Wiley/Laundry Time – Marsha Burd/Saugatuck Traders – Janet Schmidt/SABA Marketing – Brent Birkholz/Harbor Duck

Secretary’s Minutes: Julie Abel moved to approve and Fred Weber second. Motion passed.

Kerry O’Donohue – Treasurer’s Report - Not much to report a few new memberships and miscellaneous regular expenses had a computer glitch. Kerry will e-mail report to board.

Les Korsos from Chef Container made a brief presentation. Jane Verplank stated city is about to start negotiations on the contract within the next week with Chef. Chef Container has been narrowed down as the company city is negotiating with for the residential single service provider for the city. Yellow bags will be for recycling services – aluminum, plastic, paper magazines etc. The yellow bags are recyclable also. Don’t have to sort the items before you put them in the yellow bags. Talked about extra containers at events – Taste of Saugatuck – Venetian etc. Chef is receptive and will work with us. Price list is what is given to the city – will honor this price for curbside tote for businesses. Will do once a week on Monday’s for pick-up and commercial pick-up will be on Monday's and Friday’s.

MARKETING COORDINATOR REPORT: Janet is adding new e-mails daily. Delivered banners to DPW and they were up by the weekend. We have 8 new members. WGUV is going to tape a 2-hour segment on August 27th at Wicks Park – permit has been applied for. Janet has been working with WMTA and will be kicking off with editorial about Harvest Fest (September 1 deadline for info to be submitted for this article.) Michigan.org running a contest for best state website – Michigan is in finals vs

Virginia – will send an e-mail about sending a vote for this contest to our membership. Board members need to give an extra plug to prospective members in regards to joining SABA. Deadline for adding business names to kiosk is August 9th, 2008. Angela Holmes is working on a press release and ribbon cutting for the new kiosk, and kiosk will be in place for sidewalk sale. Janet has handed out 2/3 of the bags, and has sold 90 bags to various businesses. Merchants are using the bags as incentives – being sold at \$2.50 to merchants. Janet will be at Taste of Saugatuck and Sidewalk Sale to collect names. (Sidewalk Sale will be in front of Pumpernickels for 2/3 of the day and balance of the day moving to Douglas for the social (corner of Berry Field) to collect names.) At this point of time she has close to 400 e-mail addresses collected. Good success on Venetian Saturday. Angela Holmes said that the White House staff is getting six “Things are Great Here” aprons, and their staff is going to wear them. Harvest month is going to be celebrated every weekend for the whole month of October - 1st weekend – Oktoberfest in Douglas – 2nd weekend Chili Cook-off – 3rd weekend – Open (need a suggestion) - 4th weekend Halloween. First SABA newsletter should be going out the end of August. Jane Verplank stated if you want to receive info on city meetings you should contact Kirk to have your e-mail address added to their list.

Fred Schmidt said that Sandy Brooks from Saugatuck Public Schools is converting SABA e-mail blasts to files that can be put up on the public TV station and is proving to be quite the task. Fred is going to help her with the conversion. Fred is trying to get a copy of the file of the poster that was made for the Taste of Saugatuck - told Fred that she could get a copy for him; said artwork was created by high school student not sure it was converted to electronic file.

OLD BUSINESS:

MEMBERSHIP: We have added the following new members – Cookies On Call, WayPoint Restaurant, Chef Container, The Elbo Room, Dogs By Design, The Olde Farmhouse Antiques & Gifts, Laundry Tyme, Rubinkam-Rubinkam. Fred Schmidt sent out 150 letters to non-SABA members for new membership – only 4 letters were returned. Map deadline is August 9th.

DRUG STORE WALL: All spaces are full. Still have 3 on the wait list.

BROCHURE AND MAP PACKETS: Stand-alone maps there are 2 packets left – Lisa Lungaro has them. There are approximately 40 boxes of brochures.

COMMUNITY WALKING MAP/KIOSK. Fred Weber - On Friday, August 8th kiosks should be complete. Signs Now said that they would send an e-mail when it goes into paint area – Fred will contact tomorrow if he hasn't heard from them. Signs Now will deliver kiosks to Saugatuck/Douglas. Fred Weber asked if we want to have brochure boxes on each side of the signs? Plastic boxes are \$20 each or stainless steel \$125 each. Angela Holmes – We have to go back and look at what historic had to say. Saugatuck said they didn't want us to have brochure boxes since it is next to the info booth and a bit of overkill. Douglas is the most logical area that would need brochure boxes – concerned

about the financial aspect. Let's get kiosk up and look at budget before we decide to put brochure boxes on for Douglas. Working with concrete person about pouring concrete and electrical source for the sign. Janet Schmidt is hoping by the 15th kiosks would be ready – Angela Holmes thinking it might be the next week.

EVENTS UPDATE: MIP – is going well.

Venetian Food Tent – had 943 tickets made \$943 – double of last year. Venetian would like SABA to do the food again in 2009. There were 800 people at the Friday night event – in 2007 there were 575 people. Marilyn Starring asked what the expenses for food were - around \$600. Prices were reasonable - \$5 chips/pork/beverage or hot dog/chips/beverage \$3. Lisa Lungaro – might consider raising meals a \$1 – just stay with hot dogs, brats, and burgers and skip the pulled pork. Event started at 6 p.m. and ended by 11 p.m. There were a lot of kids – around 100. Fred Weber - We owe Mike Carey a huge thank you for getting the grill – was awesome.

Marcia Burd made a comment about a member that is displeased about SABA putting up a food tent. SABA was asked to do food for this event by the Venetian committee. Angela Holmes will go talk to this person directly and discuss the issue with them. Sidewalk Sale – Deadline is August 7th for participation. Marcia said they have 30 people this year – registrations are slow and last minute in sending in participation forms. Might be down some for the total participants. She also thought that Sidewalk sale had about \$500 left last from last year for advertising. Expecting more \$ from Douglas this year. Angela Holmes said she would help Marcia do some follow up – there are a lot are non-members that need to be contacted.

Harvest Fest – will discuss tomorrow at Events Committee meeting.

HARBOR PLANNING COMMITTEE: Mark Bekken and Harold Thieda are the Saugatuck appointed persons for this committee and looking for one other member at large. Marcia Burd asked about the Chamber and the letter that was sent out.

WGVU – View from the Dunes - August show – Taste of Saugatuck – Fred Schmidt mentioned that Harvest Fest representative should be prepared to do Jon's September show. 88.5 on your FM dial.

BLOCK CAPTAINS: Marilyn handed out updated map with block captains it. Julie needs phone numbers and e-mail addresses.

COMMUNITY LEADERS LUNCH: Will be in September at City Hall –

OFF BUTLER STREET SIGNAGE – Will do it in the fall.

NEW BUSINESS PACKET UPDATE – Julie Abel is working on getting it together – it is almost set.

BOARD MEMBER WORKSHOP DATE – Will be set for September 2008.

MEMBER SURVEY – Lisa Lungaro reported, Mike Tischleder is willing to assist on updating the member’s survey. However, he would like the board to meet to discuss goals and objectives of the survey. After the board has provided some guidance, he would be willing to assist with the project. Angela will follow up with Mike this fall.

BY LAWS UPDATES – Updates have been submitted to the By Law Committee (Julie Abel, Marilyn Starring, Kim Mannion, Angela Holmes, and Lisa Lungaro). Suggested the following sections for changes/updates:

Article I – The name of the organization should be Saugatuck/Douglas Area Business Association. Currently filed with the State of Michigan/Non Profit as Saugatuck Area Business Association. Articles of Incorporation are titled Saugatuck Retail Association. The Federal Identification number needs to be updated with the correct title of the organization.

Article II – Reduce the Mission Statement to one paragraph.

Article IV – Updated section 1.b stating the geographical boundaries.

Article V – Small change to wording in section 2.a, 2.c, and section 3.b.

Article VI – Small change to wording in section 2.a.

Article VI – The Board discussed removing the Corresponding Secretary position from the By Laws. Currently the Co Presidents, the part-time Administrator and Marketing person facilitate the listed responsibilities. Motion by Fred Weber and second by Julie Abel. Motion passed. Motion: Suggested by the board to remove the Corresponding Secretary position from the By Laws; in which the changes/updates will be voted on by the general membership in an upcoming meeting in September 2008.

Article VI – Small change to wording in section 6.

Article VII – Wording change to section 1.b and section 3.

Article VIII – Wording change to section 1.

Article IX – Change to section 1.a fiscal year will commence on October 31st and end on November 1st.

Suggested by Fred Schmidt - the Articles of Incorporation should include a clause stating in case the organization dissolves, need to define instructions concerning the assets of the organization.

NOMINATION COMMITTEE – Mike Carey and Angela Holmes will be working together for this committee. Angela has asked Jodi White (Macatawa Bank) to run for the office of Treasurer and she is willing to do so. Angela and Mike will report at the next meeting of their progress.

UPCOMING DATES TO REMEMBER WERE REVIEWED.

Meeting Adjourned at 10:15AM