



**Saugatuck/Douglas Area Business Association
Wednesday, December 5, 2007 - Saugatuck City Hall**

Meeting Called to Order: 8:35 a.m.

Chaired By: Angela Holmes, Co-President - Recording Secretary: Marilyn Starring

Board Members Present: Julie Abel, Scott Eilbes, Kerry O'Donohue, Pat Lion, Frank Rojek, Kim Mannion, Fred Schmidt, Marilyn Starring, Fred Weber, Angela Holmes (arrived late)

Board Members Absent: Lisa Lungaro,

Membership in Attendance: Jim Lytle – Fennville Chamber of Commerce; Kristin Armstrong – SCA; Jane Verplank – City of Saugatuck

Fred Schmidt began the meeting at 8:37 a.m. (Lisa wasn't able to make it - Angela was detained by road conditions.)

SECRETARY'S MINUTES:

Frank Rojek made a motion to accept the minutes. Marilyn Starring seconded. Discussion: Kim Mannion was at the November meeting and her name was not included as a board member being present. Also, there was an e-mail vote taken – Fred Weber made a motion to issue the Web Site Maintenance contract to JabberDesign. Marilyn Starring seconded. Motion passed. Motion to accept November minutes with additions passed.

TREASURERS REPORT:

Kerry O'Donohue discussed Profit and Loss statement for our first fiscal month (November) – there were minimal transactions. In November we received \$4,700.00 in 2008 membership dues. Frank Rojek made a motion to accept the Treasurer's Report as presented. Fred Weber seconded. Motion passed.

OLD BUSINESS

MEMBERSHIP RENEWALS

Fred Schmidt – Nothing much has happened since the last meeting. Letter went out the end of September for the renewal of membership dues – if you paid by October 25th fee was \$175 after that date was \$200 – dues must be paid in full by the first of February to be in brochure. There are approximately 70 who have not renewed their membership. All board members were given a list of businesses that have not paid their dues to make

follow up phone calls with - once a business's payment is received Fred Schmidt will send them a SABA data update form.

Marilyn Starring – Two of the businesses on her list said they did not receive the information – one may have come to the right address but went to wrong person and lost in the shuffle, the second business partnership dissolved and never received the information – wondering as an incentive if we should extend the deadline for membership for everyone until December 20th? Comments: Julie Abel – The budget has already been done and reflected the higher membership fees being paid by those 70 businesses. Kim Mannion – Possibly we could assess a late fee for those paying after February. Comment – Late fee already assessed by paying the \$200 and if they pay after February will not be included in the directory. Kerry O'Donohue - Is all in favor with sticking with a policy we adopted. Fred Schmidt - None of the membership letters were returned, and we already have 10 people who have paid the \$200. Fred Weber – We should stick with it. It was decided that majority of board felt we should leave the membership fees as they were presented, and anyone paying dues after October 25th dues will be \$200, and if membership fee isn't received by February 1st they won't be included in the brochure.

GARBAGE PICK – CITY OF SAUGATUCK by Jane Verplank Council Member Council is looking for input and wondering if downtown area would be interested in consolidating garbage efforts. City has stopped the curbside recycling – only 50 persons were participating at a cost of \$17,000 annually to the city. City has talked with Fennville Recycling about cardboard, plastic, tin, and junk mail recycling – the city has not received price quote from Fennville Recycling yet - they are going to put a proposal together. Jane did speak with some businesses downtown and they are somewhat hesitant in going to one carrier. One of the reasons is there are a few businesses that are paying residential rates for their pick up, and they feel it will cost them more by doing this. Frank Rojek – Would this eliminate the recycling site on Maple Street? Jane Verplank – Yes it would eventually. Cost was \$34,000 for curb side recycling and Maple Street recycling site last year (\$17,000 for each site service) and an additional \$5,000 to have things hauled away that weren't recyclable i.e. couches etc. that were left at Maple Street.

The city is at the beginning stages of this and would like input from downtown business owners – would like to hear from the SABA membership. Angela Holmes stated SABA could send out an e-mail blast to get memberships input. Jane Verplank – Would like to see one day a week, by one garbage hauler - possibly two days during the summer to come in during uniform hours (6 to 9 a.m.) and pick up all the garbage. Frank Rojek – Has been his experience in another city where they did this when they locked into a single garbage hauler the prices escalated. Jane Verplank – Want to do a 2 to 3 year contract to get best contract/price for our citizens. Fred Weber - Any plan to include Douglas in this? Jane Verplank – Douglas has opted out at this time – have more important things than garbage to deal with at the present time. City will make recycling part of the garbage package. Angela Holmes asked Jane Verplank to get Fred Schmidt information on this subject so we can poll our membership for the city.

KRISTIN ARMSTRONG – SCA SPONSORSHIP

There is an exhibition being hosted at Art Center the end of January for six weeks by local gallery owners. The gallery owner participants are all SABA members – Water Street Gallery, The Timmel Collection, Button Gallery, Constance Petter Gallery, Amazwi Contemporary Art and Good Goods. Each gallery will choose three pieces of work from their gallery and they will be displayed at the SCA for this exhibition – there will be a plaque that talks about each work and where it's from. It is hoped to give galleries a boost since it is a slow time of year.

The SCA is looking for sponsor(s) for this exhibition. Sponsorship would allow SABA to be part of this promotional art experience. Sponsor receives: inclusion in press releases, printed material, opening reception, and allows the sponsorship do something within the space (exhibition area) with their sponsorship. Sponsorship amount is \$1,000. This fee covers all costs of the exhibit insurance, promotional materials, cost involved with setting up exhibition, etc. Angela Holmes and Lisa Lungaro spoke about this last night and will talk about it with board. Question: If pieces are sold where do proceeds go? Kristin Armstrong - Proceeds of all sales go directly back to the galleries. Question: Do the galleries have to pay to participate in this exhibit? Kristin Armstrong - The galleries are not paying anything to be in this exhibition. Pat Lion - This exhibit will be up during Winterfest, and it is one of the things we said that we would have.

Comment: Concern that we have is for us to sponsor something that isn't a fundraiser and for a gallery to receive direct profit – we have a number of other art galleries who are in our membership and are not included in this exhibition. Comment: Felt we should let membership know and if they wish to sponsor the exhibit - they make their own sponsorship donation. Kristin Armstrong – Exhibition hall is free and there are no guarantees that these pieces of art will be sold. Fred Weber - How were these galleries chosen? Kristin Armstrong - Krista Reuter was in the decision making process and not sure how it was determined, and they were determined to be the fine art galleries of the area. Kerry O'Donohue/Fred Weber – There is a conflict with other gallery members who belong to SABA who were not asked to participate. Kim Mannion – How many sponsors are you looking for? Kristin Armstrong - typically one sponsor. Fred Weber - What is your deadline? Kristin Armstrong – Next Wednesday. Told Kristin we would get back to her early next week.

BROCHURE AND COMMUNITY WALKING MAP INTEGRATION

Julie Abel – At the board recommendation the brochure and map committees were combined. The joint committee put together an RFP for a bid for design or bid for design and print. On November 29th the bid went out to 4 local designers and John Schwoebel (John has done the work for us for a number of years and currently lives in Mexico). John Schwoebel has decided that he is not going to submit a proposal. Bids are due back by December 13th. Going to let the designers run with it and get their input. Directory and map will be 4-color.

COMMUNITY WALKING MAP KIOSKS

Fred Weber did research and got some prices and e-mailed board. Kiosk can be built \$275-\$500 each. We need to get this as an agenda for the January City council meeting to get it approved. After Lisa Lungaro and Angela Holmes met with Kirk Harrier, Tony Vettori and Jane Verplank last week, the city feels we should go to council first and get permission to put up the kiosk, and then go to historic commission. Julie Abel – Should we approach Douglas and Saugatuck at the same time? Fred Weber – There is a Historic Committee meeting scheduled for next Thursday - he will run this by Historic to get their feedback on it. Angela Holmes asked that Fred Weber send out picture of kiosk and pricing again so board can look at it and provide input prior to the Historical meeting. Pat Lion told Fred Weber she would help him with this project if he needed help with it. Size we are looking for the kiosk is a 3' x 4' (this is a standard size) black and white printing \$10/ color \$100 for walking directory that we would want to put in it. Fred Weber said there were a number of different models – single door or two doors. Julie Abel – Would not like two doors on the kiosk. Angela Holmes asked Fred Weber please e-mail info with photos to board again - would like to go to Saugatuck city council for kiosk placement at a January meeting.

EVENTS COMMITTEE

Scott Eilbes – The preliminary agenda for the Winterfest is falling together: Dinner and Movie will be Friday, January 25th at 6:30 at Coral Gables. Decided to add a dessert auction this year – each table bids on the desserts provided by local restaurants/bakeries. Snow Castle Contest – Friday thru Saturday with judging on Sunday morning. Saturday – snow golf tournament. Going to ask Cow Hill Yacht Club to consider doing some sort of a luncheon fundraiser as part of the event. (Fundraiser would be for the Yacht Club) - Parade at 2 p.m. – Magician at SCA at 3 or 3:30 – Snow Ball around 8 p.m. till 11 p.m. maybe midnight – looking at a 40's theme – Sunday – ice carving demonstration and in the afternoon Stew and Brew – possibly get Saugatuck Brewery to provide some type of winter ale. Marilyn Starring asked who is assuming the liquor liability on the alcohol served. Would it be Saugatuck Brewery? Julie Abel would like to get the events listed on the website calendar even if it's preliminary. Merchants need to be involved in this weekend possibly a treasure hunt like the Candy Cane game, and try to get both towns available.

Marilyn Starring again brought up serving alcohol at SABA sponsored events. A restaurant member recently approached her and said that during the Holiday Preview some ladies came in their restaurant who had been downtown shopping and drinking at different stores - when they asked to be served some wine when ordering their dinner they were not served because they appeared to already have had enough to drink. It was pointed out that it is against the state liquor license laws to give away alcohol. Marilyn also stated that she felt it was important that SABA put something in writing that SABA does not condone giving away free alcohol at SABA sponsored events such as the Holiday Preview etc. by persons not holding a liquor license. If the merchants wish to give alcohol away that is their prerogative, but SABA board does approve of it. If there were to ever be an accident where someone is hurt or killed by drinking it exposes the organization and board members to lawsuit. Fred Weber – We need to look up how board is covered with out liability insurance. Do we have a rider that lists our events?

Fred Schmidt - Festive Fridays or Holiday Preview were not covered as an event on our policy. Fred Weber – We should tighten this up and look into this. Angela Holmes - Will check into this – should review insurance policy and make sure we are sufficiently covered. Frank Rojek – Can we get copy of insurance policy and review it? Frank Rojek will do this for board by our next meeting.

Scott Eilbes – Don't believe that Winterfest event has a budget at this point. Board did budget \$1,000 for expenses for this event. Fred Weber - Shouldn't we try to get some sponsorship money from those who are participating in the event?

WEB SITE MAINTENANCE CONTRACT RENEWAL

Voted on-line – see addition to November minutes above.

MARKETING POSITION JOB DESCRIPTION

Look over draft and e-mail any comments and/or input to either Fred Weber or Kim Mannion. The person hired will facilitate marketing, advertising and public relations of SABA. Pat Lion – We took information gathered at our workshop to come up with the position description that Fred Weber developed. Angela Holmes suggested any additions for this position be received by December 15th. Julie Abel – Do we need that long? Fred Weber will send this out as an e-mail to board and ask for response by December 15th. Kerry O'Donohue - Questioned breaking out duties and responsibilities of the position. Kim Mannion's document needs to be a little more definitive. Fred Weber – We will try to solicit for this position from within. Pat Lion – Would like person hired and onboard as soon as we possibly can. Julie Abel - Should post as soon as we can after the 15th. Kim Mannion- Would like candidate by January so we can get someone onboard. Fred Weber – Would like someone onboard by January 15 and up and running by February 15th. Fred Weber – Lets try to finalize this by the 10th of December. Fred Schmidt – Should do a simple ad and direct to web site for details. Ask for electronic submissions of portfolio and qualifications. What is different between what this person does and what the CVB does? Discussion followed about day trippers vs. overnights, and part of the new marketing person's responsibilities will be to co-ordinate with CVB to make sure we don't duplicate efforts. Fred Schmidt will share this info with Fred Weber on how to score applications and determine how to break it down to select those we want to interview. (Committee will break down applications by a score sheet.) The process can be done rather efficiently. Focus on day tripper, shops and merchants. Scott Eilbes – (lodging member of SABA) wants SABA to promote lodging as well – Pat Lion agreed. Fred Weber - There is some overlap. Julie Abel – There are different geographic areas. Fred Weber - Feels it is important that we hire a professional to promote the organization. Marilyn Starring – Can see both viewpoints. Feels there are a lot of people who come from short distances Grand Rapids, Kalamazoo, South Bend etc. for quick overnight getaways. Feels there is area of compromise that can be reached and can make a win-win for both organizations. Angela Holmes - Stated again that this person would coordinate with CVB to make sure there weren't overlaps. Frank Rojek made a motion that any comments to this position by made to Fred Weber no later than December 10th, 2007. Julie Abel second. Motion passed.

Frank Rojek asked if SABA wanted to give poinsettia's to the Information Booth volunteers for Christmas as we have done the past several years. How many volunteers? 10 – 12 volunteers. Kim Mannion has a list of volunteers will share with Frank Rojek and Fred Schmidt. Frank Rojek will take care of the plants at a cost of \$20 each. Fred Schmidt would like list so volunteers may be invited to Holiday Party at Clearbrook next week.

HARBOR PLANNING COMMITTEE

Angela Holmes asked if anyone attended the Harbor Planning Committee meeting. Marilyn Starring did. There was a large turn out, standing room only at the high school media room. JJR gave a presentation to both the Saugatuck and Douglas city councils. Discussion followed afterward. RJ Peterson gave synopsis from Chamber of Commerce standpoint – Dayle Harrison gave a statement and suggested that the cities not remove themselves from the Superfund because these are the only people who have any substantial amount of money for clean-up. There were several other people who were on other committees who made comment. Read in the paper that Saugatuck City Council passed a resolution to move forward and to form a Harbor committee. There was a statement further down in the article quoting Douglas's city manager that Douglas didn't think a committee would be formed anytime soon. Angela Holmes has spoken with Matt Balmer and Douglas is very interested in keeping this process moving forward. Fred Weber – Kerry brought up a good point – we (SABA) need keep pressure on the councils to move forward. Fred Schmidt asked that we tell the city council that we want one of the committee members be a SABA board member. Marilyn Starring said maybe we should just have someone sit in on the meetings and be a liaison between the Harbor Committee and SABA. Discussion: Felt it is important that a SABA board member be part of the committee. Angela Holmes will handle asking city councils for a SABA board member representation. Marilyn Starring was asked to be the SABA representative on the committee. She said she would have to think about it and would let board know by soon.

COMMUNITY ISSUES FORUM

Still working on it. Had lunch with Tony Vettori (Saugatuck's Mayor), Kirk Harrier (Saugatuck City Manager) and Jane Verplank (Saugatuck council member) and talked about having another forum. Also had lunch with Felicia Fairchild and she said she was in charge of arranging the forum but no date had been set for next meeting. Table to next month.

NEW BUSINESS

ACCOMPLISHMENT UPDATE

Fred Schmidt waiting for input from people regarding 2007 accomplishments. Julie Abel gave Fred Schmidt her updates. Fred Weber – Didn't respond because he thought it was okay. Fred Schmidt will e-mail accomplishments list to board members again and needs input by end of the year.

SABA BUCKS

They were a great hit for winners of the Holiday Preview weekend. Received an e-mail from John Jerome in regards to people who want to buy them and use as gift certificates. Need to invest in a seal so we can do this so there is less chance of SABA Bucks being illegally reproduced. Julie Abel will take care of getting the seal to use on the SABA Bucks. Should also put information on the web site – where they can buy – how they may be redeemed. Comment: What happens if a non-SABA member wishes to redeem a coupon? They will be reimbursed.

FINAL 2008 BUDGET

Reserved funds – was added as a line item in balancing this year's budget. Fred Weber – Our budget is \$20,000 higher than our budget last year. Harvest Fest was not put in under events as a line item. Not sure this event is going to take place. This budget is as we discussed at our workshop earlier in November. Fred Weber moved to accept the 2008 budget as presented. Julie Abel seconded. Motion passed.

SAUGATUCK-DOUGLAS TROLLEY

Julie Abel – great meeting between Cheri Giller (Interurban), Matt and Esther Balmer (Douglas mayor and his wife). If there were a trolley between Saugatuck and Douglas what would the cost be? \$13,500 for Saturday's and Sunday's for three months. Funding? Would approach CVB, DDA and cities for funding. Advertising space on the trolley is available. This is a quick synopsis of the meeting Julie had. Cheri talked to the Interurban drivers after the meeting and they were very excited about this proposed idea. Julie asked Cheri to check numbers for sidewalk sale – the shuttle carried 290 people that day, and ran between 10:15 a.m. and 4:15 p.m. –it was a great success. The talk was making this trolley a free service. Cheri said she couldn't sell the advertising. Fred Weber - Would riders be willing to pay a small fee? \$1.00? Kerry O'Donohue – Should survey membership to see if merchants want this? Angela Holmes has already spoken to the DUCK about this proposal and assured him it would not be competition, it would just be transportation back and forth between the two cities. Julie Abel will work at getting the information discussed at this meeting out to the board. Spoke about picking up people at the elementary school in Douglas so as not to increase parking in downtown Douglas.

SURVEY MEMBERSHIP

Lisa Lungaro has talked to Mike Tischleder about this - no further update at this time. Table until next meeting.

ICE RINK – DOWNTOWN SAUGATUCK

Special order – waiting for the shipment of the rink. The rink will be on the basketball courts in downtown Saugatuck.

UPCOMING DATES

Festive Fridays – been fantastic so far. There are still a few complaints about shops closing early.

Carriage Rides – six dates left. New sign got broken – Fred Weber rebuilt it on Monday.

SABA Holiday Party – Marilyn Starring will get information to Fred Schmidt on items that our troops can use so he can e-mail blast it for collection at the Holiday Party. Marilyn will deliver items to Lakeshore Military Support Group. Pat Lion wondered why we would send some of the items listed because the soldiers could buy them at the local PX. Angela Holmes also wants to remind everyone that Clearbrook will not be closed the night of our Get Together and remains open for dinner.

Next meeting is January 2nd, 2008 in Douglas at 5:30 p.m. Angela Holmes will check to make sure City Hall will be unlocked for our meeting.

Meeting adjourned at 11:00 a.m.