



Wednesday, December 3rd, 2008

Saugatuck City Hall – 8:30 a.m.

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

BOARD MEMBERS PRESENT: Julie Abel-Jabber Design, Lincoln Brackett-Brackett & Company, Mike Carey-Del Sol; Angela Holmes-Century 21, John Jerome-Butler Pantry, Fred and Janet Schmidt, Marilyn Starring-Star of Saugatuck, Kevin Tringali-Bella Vita Spa and Suites, Jodi White-Macatawa Bank

BOARD MEMBERS ABSENT: Ben Barton-The White House, Frank Rojek-Saugatuck Flowers

AUDIENCE: Tony Vettori-City of Saugatuck (Liaison) – Bill Smith-Parrot in the Square

Secretary's Minutes – November minutes – Julie Abel noted the correct spelling of Amanda Chocko (name change). Motion made by Julie Abel to approve minutes with changes. Mike Carey second. Motion passed.

Treasurer's Report – Jodi White provided year to date profit and loss statement – is still getting used to QuickBooks system. Carriage Ride Sales – made some money last weekend – hoping that we will break even- there are still a few weekends to go. We have had a couple sponsors for carriage rides. Angela Holmes suggested that we send another e-mail out to remind membership how they can purchase tickets for the carriage ride. Janet Schmidt said she was talking to several B&B members (Grand Escape Weekend this weekend) about sponsoring the carriage rides. Janet said she will follow up with a couple B&B's who expressed interest in sponsorship. Fred Schmidt – December 1, 2007 to December 2, 2008 on the treasurer's report should be changed, as our budget year runs from November 1 to October 31. Fred can also give Jodi a detailed listing of dues that have been paid so far. Angela Holmes – She will work with Jodi to help her with any questions that she has with the finances.

Janet Schmidt - We have two new members pending – 64th Street Bakery and Bright World – one other new members Village Puppeteers has put their check in the mail.

Had 21 B&B's participate in the Open House yesterday prior to the social at the Round Barn Winery. Janet Schmidt suggests that we do it again in the spring rather than a redo next week – can include new members and some others that were not in town.

Carriage Rides – continue on alternating days in Saugatuck and Douglas – Friday's 5-9 and Saturday's 12-4. Janet Schmidt and Mike Carey are working with carriage handler. We are getting a lot of local press from the carriage being in both towns. Rides will continue through the 20th of December. Saugatuck Traders and Brackett and Company have been terrific at ride sales. Have had very positive feedback from most riders and well pleased. Mike Carey – this is the type of carriage that we need to have in town – very beautiful and is working out great. Mike Carey noted that Janet and Fred Schmidt are out there all the time taking pictures and handling any areas of concern that are arising.

Advertising – Continuing for all the holiday activities including both communities – Festive Friday’s on December 5th and 12th, carriage rides and Moonlight Madness on December 19th. VAN Radio spots ran December 3, 4 and 5 and again on December 10, 11 and 12, and an additional ten spots starting December 15 and ending on the 19th for Moonlight Madness. They are 60 second spots and run between 6 and 9 a.m. and as late as 11 p.m. Week leading up to Moonlight Madness there will be 10 spots. Advertising has been in GR Lakeshore Press, Local Observer and Commercial Record.

Bag Stuffers – have been reprinted and have more color – re-printing is being done based on need.

Jr. Welfare League Baskets were assembled with the assistance of Michelle VanStedum from VS Flowers and Lisa Lungaro from Macatawa Bank delivered them. Both baskets were valued in excess of \$555 and businesses were very generous.

2009 Events – 2009 Events are now being sent to area publications. In addition Janet Schmidt has been in touch with out of area publications and working with their cutoff dates and personnel. Long range advertising plans are being developed for the up-coming year to create the biggest bang for our buck. Janet will be proofing event dates to make sure everything is correct. Julie Abel – We have SABA bucks link on our website now.

OLD BUSINESS

Membership Renewals – Fred Schmidt - About 90 renewals that are outstanding. It is time for board members to make follow up phone calls. Fred will break up list into groups of 10 with names and phone numbers and board will make the personal follow up calls. Mike Carey asked about block captains doing this. Fred Schmidt/Angela Holmes - felt it would be better to have the board to the follow up call. John Jerome – felt that this might be a little too much to ask block captains to do and felt a board member might be better to do this. Fred Schmidt said if the business has lost their form please let him know and he will send a personalized form to the business. Julie Abel – Remind renewing members that we have another printing of the kiosk map coming up. Fred Schmidt – Suggested if they can’t pay all \$200 due to the economic times we are in now that they pay \$100 now and he will collect other \$100 later as an option. Angela Holmes - Would really like to receive the dues by December 31st so we can complete our budget for 2009.

Drug Store Wall – Fred Schmidt will start the renewal process soon – the fee was raised to \$150 and there are three (3) people on wait list.

Brochure – Stick with 16 ads at \$250 – businesses currently in brochure will get first right of refusal – two businesses are on waiting list. Marilyn Starring said she would help with the brochure - Julie Abel and Angela Holmes volunteered to help too. Angela Holmes – did we receive information on printing additional quantities. Fred Schmidt still feels it will be 20 cents per piece to print. Angela Holmes – We should set up something for the first of the year for the brochure meeting? Also, should we put this out to bid? Julie Abel – we own the source material. We need a bid for designer and we need a bid for printing. Fred Schmidt suggests that since we have been using Sally for quite a few other things other than the brochure we might want a bid for a graphic designer and present a proposal for things that they do on an hourly rate. Angela Holmes – Do we want to do a yearly contract? Yes. Angela Holmes – Will you (Fred/Janet) make a list of things that Sally actually did for us this last year so we can prepare a bid. Janet Schmidt – Need to look into Sally’s availability – she did posters, rework on SABA events, SABA bucks as well as the brochure. Fred Schmidt – Felt cost of doing next year’s brochure since look and feel will be similar to current brochure - cost may be less. Asked if Sally was a SABA member? No.

Suggested that we could work out something where we trade \$200 in dues for work performed if we hire her – was felt by board that she should become a member of SABA.

EVENTS UPDATE – John Jerome – Preview – Saugatuck night was soft felt we were impacted by Holland preview the same night. Douglas on Saturday went very well, town looked great and a good show. Lincoln Brackett – felt most shops did comparable to last year. Angela Holmes - Discussed at recent workshop about next year's Preview Night - considering doing it on Saturday in both town, longer hours (1 to 9 p.m.) and having a trolley operating between both towns - will have a date for next year's Holiday Preview after the next events committee meeting. Janet Schmidt – Spoke with merchants and there were a lot of positive comments about going longer and to one day.

Festive Fridays – John not as well as last year but was okay – felt economy may have a lot to do with it. Lincoln Brackett felt that Douglas did very well – seemed to be a lot of people around/it was hopping in Douglas. Angela Holmes – suggest giving SABA Bucks as gift of choice. Janet Schmidt - we selling a lot of SABA bucks and quite a few inquiries as well - SABA Bucks will be tracked as well - Discussed laminating the flier that merchants put in their window so they don't fade from sun. Lincoln Brackett – should put out step-by-step directions on how to use and redeem SABA Bucks – still a lot of people who don't know how this works.

MOONLIGHT MADNESS – suggestion that merchants offer some sort of a sale.

John Jerome needs to collect name and game pieces from the Candy Cane game to determine a winner. John Jerome, Janet Schmidt and Mike Carey will meet at 11 a.m. on Thursday to figure out the winner of contest at Del Sol. Winners for Holiday Decoration Contest – Douglas winners were: 1st - Brackett and Company 2nd - French Cottage (Tarue Pullen and Mark Bekken were Douglas judges). Saugatuck winners were: 1st – Wickwood Inn and 2nd – Good Goods (Didi Vickers -Wild Dog and Ann Gudith -Water Street Gallery were Saugatuck judges.)

WINTERFEST – February 14th weekend – Valentine's Day and President's Day (long weekend) SABA will do Stew and Brew and snow sculpture contest again for Winterfest. Events committee is looking at incorporating events that are already being done that can be packaged with event. Events committee meeting will be 9th of December at Century 21 at 4 p.m.

TOWN CRIER – Jodi White and John Jerome attended the Town Crier meeting and April 11th is date for the race. John Jerome– they pretty much have everything in place. Talked about Fred Schmidt and Kerry O'Donohue working together and Janet Schmidt working with Rick for advertising. Julie Abel said there is a web page that we link to from our web site. John Jerome – runners don't like to run same race for both Mt. Baldhead and Town Crier. They want help in getting sponsors for the race and volunteers for the race. SABA Bucks will be given instead of cash to the winners. Going to try to do a party afterwards to keep people in town afterwards. Next meeting January 6th.

HARBOR PLANNING COMMITTEE UPDATE – Tony Vettori – Harold Thieda, Mark Bekken, and Felicia Fairchild from Saugatuck - Diane Bailey and John St. Andree and one at large from Douglas and nothing from the township. Saugatuck is ready to go. Tony Vettori will check with the township to see what's going on with them and their appointments for this committee.

WGVU TIDBITS – November was a 45 minute show done at the Wickwood – December show is being taped today at tasting rooms in Saugatuck. Need to pursue Corkscrew in Douglas to get them to join. Ask Jon to mention Winterfest in his January show. Angela Holmes – can we keep snowflakes up thru Winterfest? Tony Vettori said that he would check. The biggest problem with the decorations this year is the ground fault interrupters are

causing the trees not to light once they get moisture in them. Light-tastic is supposed to come in every Friday to check the lights and make sure they are operating.

Mike Carey talked about if Saugatuck has a sidewalk ordinance. Are business owners responsible for the walks in front of their stores? Angela Holmes – who is going to get sued when someone falls and gets hurt? Douglas outsourced the sidewalk cleaning – GMS is the name of the business - Bill Berry owner.

NEW BUSINESS

BLOCK CAPTAINS – No update

COMMUNITY LEADERS LUNCH – quarterly event.

OFF BUTLER BUSINESS SIGNAGE – Table until mid-January and discuss at this time. Bill Parrot includes Douglas in this as well. Comprehensive parking issue in Douglas. Marilyn Starring will put together info on past parking committee and get out to board.

NEW BUSINESS

WORKSHOP – In January.

NEW BOARD MEMBER – Bill Smith, Parrot in the Square, Douglas, is interested in joining the SABA board. Mike Carey made a motion that we accept Bill Smith from Parrot in the Square as a SABA board member. Julie Abel seconded. Motion passed.

Reverse invite lodging to visit the merchants. Spring Preview – first weekend in May.

MEMBER SURVEY UPDATE – Mike Tischleder and Marilyn Starring will meet first and bring to the workshop. Get survey out in the spring and back to membership before spring kick-off.

LIQUOR MEETING – Marilyn Starring to get with Abby Anderson from MLCC to set up a date. Overall group of people involved were liquor license holders – discussed insurance, training – bar/restaurant concerns with local police.

Janet Schmidt – Going to update hours for Jan/Feb/March – can we have block captains do this? Decided to do post cards again.

WEB SITE – Tweak a few things to look similar to brochure.

DATES TO REMEMBER:

Festive Fridays – December 5 and 12th

Carriage Rides

Saugatuck – December 5th 5 to 9 p.m. – December 13th Noon to 4 p.m. – December 19th 5 to 9 p.m. Douglas – December 6th Noon to 4 p.m. – December 12th 5 to 9 p.m. and December 20th Noon to 4 p.m.

Moonlight Madness Sale – December 19th 6 to 11 p.m.

Next SABA Business Meeting – Wednesday, January 7th 8:30 a.m. – Saugatuck City Hall