



**Wednesday, 6 February 2008  
Saugatuck City Hall**

**Board Members Present:** Julie Abel, Angela Holmes, Pat Lion, Lisa Lungaro, Kerry O'Donohue, Fred Schmidt, Marilyn Starring, Fred Weber

**Board Members Absent:** Scott Eilbes, Kim Mannion, Frank Rojek,

**Visitors:** Jane VerPlank-Victorian Inn/Saugatuck City Council – John and Melissa-E-4 Media; Jennifer Van Hill and Heidi Yates from Harbor Humane Society; Michael Nagelvar-Macatawa Bank; Sally Winthers; Judy Maugher-Big Blue Water; Steve Wiliford

Meeting called to order at 8:40 a.m. by Angela Holmes.

#### SECRETARY'S MINUTES

Fred Weber made a motion to approve January 2008 SABA minutes. Pat Lion seconded. Motion passed

#### TREASURER'S REPORT

January income was from membership dues and drug store wall sign. Took in \$27,805 in dues so far – nothing else to report. Fred Weber moved to accept the Treasurer's Report. Julie Abel seconded. Note the date on the report should read January 2008 not October.

#### HARBOR HUMANE SOCIETY

Jennifer Van Hill made the presentation. Harbor Humane Society is a non-profit organization for pets. They would like to do a block party called "Yappy Hour" – would like to use part of Butler Street and a park, may want to block off part of the street – would have food, music etc. It would be an upscale party serving beer and wine – an outdoor party where you can bring your animal. Pet sitting will be available for those who want go shopping or to dinner. What exactly are you looking for from SABA? Permission to have a small area to have the event. We can help but you need to get permits from the city. Also mention that the fire department doesn't allow blocking off an entire street – must leave fire lanes. City can help them with questions they may have. Looking at Thursday evening, June 5<sup>th</sup> to hold the event. Price – will have single and couple rates – thinking around \$45 per couple. Blocktailparty.com – preliminary site

for Kent County's event so you may view what Kent County is doing in East Grand Rapids. 60% of sales come day of the event. Angela Holmes asked if they would come up with a bullet point list on what they wish to accomplish so we can see how we can help them and answer questions business owners may have about the event. Jennifer will get information to Fred Schmidt today. Pat Lion mentioned that first weekend in June usually isn't that busy and should consider doing it on a Saturday night – may be more people around. Fred Schmidt suggested that they look at Wick's Park as a venue as well.

#### TRASH HAULING

Jane VerPlank from Saugatuck City Council said survey has been sent out to residents and are pleased with the large return they have received on the survey. There is a public input session on February 20<sup>th</sup> at 7 p.m. at the high school. Input on the surveys has been positive so far. Negative input has been concerns mostly. Summer residents are interested in bag program. Pick up time – preferred is Monday morning. Council wants to hear from the business community. Fred Schmidt suggested that after the meeting is over if there is a press release or minutes to get him a copy and he will forward that information on. The more feedback council receives the better informed decision they can make. Surveys are online if you want to download one. Council will be doing some graphics at the meeting. Fred Weber what is time line for decision? If input is favorable would like to put together an RFP by beginning of March. Marilyn Starring asked what if you have a contract and the city goes with a different carrier than what you are contracted with? Will we have to pay a penalty for canceling earlier? City is terminating contract and only allowing one contractor to come in and pick up trash – since it is the city terminating the contract, not the person. City would like to close recycling center on Maple Street – the city spends \$17,000 for the recycling center. People use it for a dump instead of recycling and the city spends over \$5,000 annually hauling things away that can't be recycled. Marilyn Starring asked if there would be twice a week service for those who need extra pick ups. Yes

#### MICHAEL – MACATAWA BANK – INVESTMENT ACCOUNT

Simple money market – if you deposit over \$5,000 there are no fees. 7 days yield 3.42% - 30 days 3.79%. It's through a separate brokerage site, not Macatawa Bank - no FDIC insurance on money markets - it is a separate account. Cost for checks? Wouldn't write checks on this account. Lisa Lungaro - Cheapest way is to link to SABA checking account at Macatawa and transfer money when we needed it – we would transfer funds once or twice a year. Michael – you might want to consider certificate of deposits to get best yield possible – Certificate of Deposits are FDIC insured.

#### BROCHURE

Sally Winthers did a presentation on 2008 brochure/map. One more additional fold out panel will be added to accommodate the map. Map is almost 20" across – Sally printed out mini-copies for board to review – looks great. Sally is just waiting for final changes so she can complete updates. Fred Schmidt – Brochure had 12 advertisers last year – increased to 16 for this year – waiting for artwork from two advertisers. Old Hardware Shops, Mill Pond, Edward Jones and Fresh Produce are the new advertisers. The project is about ½ done - so far so good. We will be putting out two printing request bids–

Howard who has printed the brochure for the last three years and First Source who printed the maps last year. Need to make sure shipping and delivery (to Saugatuck and Welcome Centers) are included in the price.

#### OLD BUSINESS

MEMBERSHIP – Had four new members in last month - Old Hardware Shops, Olive Mill, White House Bistro and Big Blue Water. Fred Schmidt said that he is expecting a couple more to join. Still have 34 - 2007 members who have not paid. Fred Schmidt needs input from board who to include and not to include in the directory, and will worry about collecting dues later if we don't have their check. If board members want to make a final call today that would be okay, but Fred needs an answer by this Friday morning, because we are out of time with the brochure.

#### KIOSK

Fred Weber – No progress – been chasing down leads on trying to get a kiosk that meets everything that we want on it - hard to get something from someone with everything that we want. Fred Weber is going to contact Signs Now from Holland because they made the SCA sign. Do we have to have everything? Lighted header and lighted interior seems to be the obstacles. Need freestanding sign for Douglas. Options we want to have: double sided – free standing - aluminum okay vs. tan is okay - put holder for brochures on the sign – lighted maps - 3' x 4' is size we are going for - Fred Weber will keep working on the project but leaving in a couple weeks. Would wood be okay? Don't see why not. Lisa Lungaro– Is the maintenance SABA's responsibility? Consensus, yes, it would be. Need to see if city is willing to pay electricity to light sign.

#### EVENTS COMMITTEE

Update on Winterfest – Film Festival Benefit had about 115 people – highest attendance ever – but a lot of work. Lisa Lungaro - A huge thanks goes to Bill Galligan for doing and organizing this event again – the night was hectic and crazy. Another huge thanks to the business community for the donations that were received – 31 packages were put together – was a tremendous response and businesses were extremely generous – overwhelming. Strategic planning meeting with film festival committee will be this Sunday. Want to include Douglas in a bigger scope than last year of the film festival. Saturday had hot chocolate at ice skating rink - had 6 skaters in Saugatuck – need better coordination with rink in Douglas, this may have been our fault didn't communicate properly. Also gave out hot chocolate to shoppers. Snow castle competition – gave out one \$50 and three \$25's SABA Bucks for prizes. Judy Maugher shared some things they did for Winterfest during the late 70's and early 80's - snow baseball. Lisa Lungaro suggested that we send out an e-mail blast for someone to head/co-ordinate the event – we need to get info out now to start planning for next year. The snow ball was very pretty, food was great, but not a good turn out. Stew and Brew – 125 people – had 7 people do the stews. SCA brought in the magician – over 200 people attended the show – they would be willing to participate next year. Steve Wiliford mentioned that he heard that the SCA charged a per person surcharge on top of the ticket price that customers hadn't been informed of in advance. We will check into this. Angela Holmes - Don't want to compete with other events (i.e. Rainforest Poker Tournament). Marilyn Starring

– when we decide to do an event need to let school know about this so they can put it on their calendar too.

Angela Holmes – would like to go back to block captains to share the information with businesses and their employees –that seems to work a lot better. Kerry O’Donohue – Block captains the only way we have to communicate with non-SABA members.

Tow Crier is up and rolling – fliers will be out soon, artwork is done. Our web site has a page about event. CVB set out something in regards to accommodations.

#### MARKETING POSITION UPDATE

Fred Weber drafted an ad and sent it to Kim Mannion – she will get it out. We did receive two resumes from the e-mail blast that we did to the membership. Angela Holmes - Marketing Committee met and felt that we needed to have a couple more resumes to choose from. Hopefully an ad will be in paper this weekend.

#### TROLLEY (Between Douglas and Saugatuck)

Cherie from Interurban needs a decision by mid-February about the Trolley. Decided that this would be tabled for 2008 because needed more input from both communities, and will pursue in 2009. Biggest question was how to fund the trolley service.

#### HARBOR PLANNING COMMITTEE UPDATE

Meeting with two attorneys to devise committee’s role – will take to both councils and then committee will be formed. There is nothing SABA can do at this point.

#### MONEY MARKET/CERTIFICATE OF DEPOSIT

Kerry O’Donohue – We would just have to file Form 990 for Income Tax for dividends and distribution for organizations – very easy to file. Rates will be very competitive. Pat Lion – concern that money market is not FDIC insured. Lisa Lungaro suggested that we do tiered certificate of deposits. Fred Weber – how much are we looking at putting aside? Kerry O’Donohue – about \$20,000 is what we’d invest. Fred Weber – suggested that we use Edward Jones for the investment. Fred Weber made a motion that we put money into a combination money market and certificate of deposit account at Edward Jones. (\$5,000 in a money market and the balance in 3 certificate of deposits at \$5,000 each.) Kerry O’Donohue seconded. Motion passed. Lisa Lungaro abstained. Kerry O’Donohue will be in touch with George Stouten at Edward Jones.

#### NEW BUSINESS

SABA Bucks Reimbursement – Kerry O’Donohue is reimbursing SABA bucks on a frequent basis. Lisa Lungaro is going to check out how the Holland Bucks is done and report back at the next meeting. It would be more efficient for merchants to deposit the SABA Bucks with their regular deposit and we set up a separate account for processing – would make it easier for accounting and redeeming purposes. Lisa Lungaro – What is a SABA Buck? Maybe we could come up with something different to call it? Also heard that there were merchants not wanting to give the money back if the consumer purchases a \$5 item and has a \$20 SABA Buck. Steve Wiliford – Holland dollars work well –

contact Clearbrook if you would like additional information on it. Lisa Lungaro will report at next meeting on this.

#### COMMUNITY LEADERSHIP MEETING

Lisa Lungaro – Saugatuck has received a matching grant for the stairway at Mt. Baldhead; they also received a matching grant for Spear Street boat launch; are doing a bond this spring for repairing five streets. Laketown Township has a new trustee; continuation of bike path down 64<sup>th</sup> etc.; doing a water contract with city of Holland. Douglas has a new intersection at Water and Center Streets; working on Bayou Park

**SPECIAL NOTE** – Douglas merchants should attend some future council meetings the city is looking at closing down Center Street for 2 weeks in spring or summer to repair it (beginning to crack and heave). Police – crime rate has increased 25%; going to bring Team DARE back to the elementary school and looking at high school program. School Board is holding an open forum in March for school of choice; all day kindergarten; no more trailers on site; new track will be lit until 10 p.m. for walking; elementary school is going to have a new wing; new baseball field going in 2009. Saugatuck Township – Dennison property; State Police added 8 more officers. Lisa Lungaro – Chief Giles would like to organize a meeting in mid-April, (and would like to make this an annual meeting) with bar owners, event planners – anyone/where alcoholic beverages are being served, extra patrolling is going to occur and stricter enforcement of open containers in public, and a big concern is over serving customers. There are eight state troopers being added at the township and we need to build a relationship with them, like we have with the Saugatuck/Douglas police department. Also need to include the fire department in this meeting as well. Comment: Some bar owners might not feel comfortable asking questions – would rather do it anonymously. We can e-mail agenda prior to meeting so questions can be presented confidentially. We may have to facilitate questions so it remains confidential. Marilyn Starring said that she would help Lisa Lungaro organize this. Marilyn Starring also mentioned that there had been concerns raised about drinking alcohol at Music in the Park concerts. Comment: We don't advocate drinking at the event and discourage it. Fred Weber suggested putting something on the Music in the Park fliers in regards to not consuming alcohol on public property. Over-serving is one of the main concerns of Chief Giles. Marilyn Starring to check with Last Call to see if they are coming back this summer.

#### SABA INSURANCE POLICY BIDS

Policy is not due to later in summer - felt we should take a look at policies in April or May when we have a little more time before season begins.

#### SURVEY MEMBERSHIP

Tabled

#### VIEW FROM THE DUNES

Any tidbits for the next radio show? Angela Holmes asked if they could do pod casts of the show? Not available right now. In March can talk about the Pub Party (Jim Gowan). Jon would also like to highlight a business each month. Ask membership to send Jon information and let him pick who he wants to highlight – gets too complicated if we try to make that decision. Pat Lion – What about highlighting new members for the month? Have Fred Schmidt e-mail Jon with new members to the organization and let him choose who to highlight. Fred Schmidt will take care of it.

#### SPRING KICK OFF

Marilyn Starring will find a facility for the event - 5:30 – 7:30 p.m. April 16 or 17<sup>th</sup>.

We received a thank you letter from the Lakeshore Military Support Group for the donations we collected at Christmas for the troops. Suggested that we do another collection at the Spring Kick-Off.

Meeting adjourned at 10:55 a.m.