

SAUGATUCK AREA BUSINESS ASSOCIATION

MONTHLY BOARD MEETING

Wednesday, February 11th, 2009

Saugatuck City Hall

Chaired By: Angela Holmes, Co-President

Minutes Recorded By: Marilyn Starring, Recording Secretary

BOARD MEMBERS PRESENT: Angela Holmes-Century 21, Fred Schmidt, Marilyn Starring-Star of Saugatuck, Kevin Tringali-Bella Vita Spa & Suites, Jodi White-Macatawa Bank

ABSENT: Julie Abel, Ben Barton, Lincoln Brackett, Mike Carey, John Jerome, Frank Rojek, Janet Schmidt, Bill Smith

AUDIENCE ATTENANCE: Jane VerPlank-Victorian Inn, Patrick Murphy-Patrick Murphy Builders, Durenda Walker-RubinKam Studio/Gallery, Fritz Royce-Vintage Views, Andrew Ply-Huntington Bank, Melissa Mannes-Royal Carriage Company

NO VOTING – NO QUORUM

SECRETARY’S MINUTES: No corrections or changes in the minutes.

TREASURER’S REPORT: Nothing new to share.

MARKETING COORDINATORS REPORT: (Janet was called out of town and provided the following information to board.) Winterfest is this weekend – Janet put together “Sweet Deal’ theme to promote Winterfest and publicity has gone well. Wendy Colsen and entire 6th grade entered the snow sculpture contest. Merchants will be doing specials in their store.

Calls coming in as to which merchants are open and what is being planned for upcoming months. It is felt that it would help if merchants would post their hours even if they are not open so people know when you will be open or closed. People have been complaining about this, as they come back to store several time hoping to find it open, only to find it is not. Fred feels we need to get more aggressive about this – problem we’re facing they are not open when they say they are open – from posting of hours they were given and we posted on the web site - this is creating bad press and poor customer relations. It was suggested that we add the statement “call first” on web site by store name if you’re not sure when you’re store will be open.

Meetings with Kristin Armstrong (SCA) and Bill Hess (School House) are almost complete and the material is being gathered for table cards to be displayed at local restaurants and lodging establishments – as previously report they will list all events on a quarterly basis. It will be a triangular card – events will be posted on one side and done on quarterly basis – due out on April 1st.

The offer to have one free ad quarterly to all SABA members has been very well received – this will be in the form of an e-blast which goes out the 4th week of the month – deadline for ad submission is third

Wednesday of each month. Angela Holmes – We need to work on an e-mail policy. This is just another way to help members advertising their product during this time of year and trying economy.

Kristin Armstrong and Janet are working on highway markers – more info to come.

Collaboration between the SCA, Historical Society and SABA on all advertising is going extremely well and waiting final proposals and costs from Local Observer and Holland Sentinel – should receive some great pricing for members.

OLD BUSINESS

MEMBERSHIP: Fred Schmidt: 4 New Members – Huntington Bank – Village Puppeteers, Vintage Views and Boathouse. 26 members have not renewed and it needs to be determined who we will leave in for next year – we have reached our deadline in order to be in the brochure and be on the directory maps in town. Wicks Park Bar and Grill hopes to be open by May 1st (new name for Boathouse).

DRUG STORE WALL: Fred Schmidt: Renewals are due by March 1st – 48 spots on the wall – renewal invoice are out – 13 have already paid and 2 not renewing and we do have a waiting list to get on the wall.

BROCHURE: Fred Schmidt: 16 ads total in the brochure - 4 Ads are not renewing – have 3 new ads and we have 1 opening. Cost for ad is \$250. Last year's brochure was a complete redesign – went to 4 color, tear out map and printed 60,000 – 13,000 went to Welcome Centers. Like design of current brochure but want to change the cover some for this year – same color will add umbrella with beach chair with year on it. Fred Schmidt said cost is approximately 12 to 15 cents each. Angela Holmes – maps match kiosk in Saugatuck and Douglas. Not going to do stand alone maps.

EVENTS UPDATE: Angela Holmes: WINTERFEST (discussed already) - TOWN CRIER – April 11th may need help with advertising this year – board will talk about this and we will help facilitate how we can help thru e-mail blast. SPRING FLING –Is our general membership meeting - kick off at Wild Dog on April 14th 5:30 to 7:30 p.m. LIQUOR LICENSE MEETING – will be April – Marilyn waiting to hear back from SCA in regards to date. Police – LCC representative – attorney – insurance representation was there. Next events meeting – will talk about Music in the Park – will send out a notice towards end of next week. John Jerome will be lead person for Music in the Park this year. Looking at making it dates shorter – looking at doing it on Wednesday's in July and August only this year.

HARBOR PLANNING COMMITTEE MEETING – preliminary meeting has been held should hold a meeting in the next couple of weeks.

WGVU – Jon is going to focus on culinary arts this month. WGVU – 4th Friday from 9:30 to 10 a.m. Jon does a 30 minute show called View from the Dunes 88.5 fm – live on internet as well. January show was on tasting rooms in the area.

BLOCK CAPTAINS: No update – will redo the block captain list for this spring/summer. Will plan a Block Captain meeting in April. Have a block captain tree on the web site.

COMMUNITY LEADERS LUNCH: Was January 14th – no update yet. Was at SCA.

OFF BUTLER STREET BUSINESS SIGNAGE: Marilyn Starring – no update waiting to get survey results to get business community's input. Will start working on this later this month when we get survey results back.

NEW BUSINESS:

SAUGATUCK CITY SURVEY RESULTS - Deadline is today – sent out 102 e-mails and have had 46 responses as of yesterday. Want to do a click through so membership can see results on web site. There were 10 questions for Saugatuck businesses only. Input to give to city council as they begin their budget planning process for this fiscal year. City Maintenance most import – then shuttle service and snow removal. Charge for shuttle service - 40% agrees Holiday Lighting – keep current motif. Where to keep – Butler Street – town entrance – side streets – parks. Placement was more important than décor. City Maintenance – trash pick-up with bathroom cleaning #2. Long term items – restroom south end – sidewalk lighting. There was interest in a PSD- felt that most people don't know what a PSD (Principle Shopping District) is. There were some comments at the end of survey – no real big surprises. Survey was all done via the internet – was a very easy way to do this.

BOARD WORKSHOP – will do the end of this month.

UPCOMING DATES TO REMEMBER: Wednesday, March 4th – next board meeting.

Patrick Murphy – Can he put info into information booth about parade of homes? It will be same weekend as the Film Festival. He has purchased Boathouse Restaurant – he has a family member who is going to run restaurant business that has been in restaurant industry for 15 years it will be open year around.

Bob Genetski (state representative) – doing a seminar on how to appeal your real estate taxes in Allegan.

Durenda Walker – Will there be a tour of retails store (a reciprocal of that of B&B held in December)? Is this something we wouldn't do until early season? Angela Holmes –Thinking doing this event in early April.

Calling Tree for shop lifting is online and will updated copy this year, once we have membership completed.

Jane VerPlank –Need to set up a meeting with city to discuss results of the survey soon. City hasn't set a date yet to begin budget planning. Angela Holmes – we will set up a date.

Missy from Royal Carriage Company asked if she could run the carriage during the summer without SABA jurisdiction. Angela Holmes – this is something you would have to talk to the city about. Royal Carriage purchased the extra spot in the brochure.

Meeting adjourned.