



**Saugatuck/Douglas Area Business Association
Wednesday, January 2, 2008
Douglas City Hall**

Meeting Called to Order: 5:25 p.m.
Chaired By: Lisa Lungaro, Co-President
Recording Secretary: Marilyn Starring

Upcoming event or news about your Saugatuck/Douglas business that you would like to have included in “View from the Dunes” radio program contact Fred Schmidt or Jon Helmrich: jon@ibctv.info

Board Members Present: Julie Abel, Scott Eilbes, Angela Holmes, Kerry O’Donohue, Pat Lion, Lisa Lungaro, Kim Mannion, Fred Schmidt, Marilyn Starring, Fred Weber

Board Members Absent: Frank Rojek

Membership in Attendance: Jon Helmrich, Bill Galligan

Meeting began at 5:25 p.m.

SECRETARY’S MINUTES: There was an e-mail decision by the board in response to a request from the Saugatuck/Douglas CVB to help sponsor the lighting/sculpture contest prize \$100 - \$150. The board decided via e-mail not to contribute this year, as we had not budgeted for this item. There was a motion by Fred Weber to approve the minutes. Scott Eilbes second. Motion passed.

TREASURERS REPORT: Kerry O’Donohue distributed profit and loss for first two months of fiscal year – nothing to point out. The Holiday Preview income came from participating merchants in Saugatuck. Music in the Park income (\$650) collected from ’07. Town Crier expense was for a couple of ads we paid for ’08.

Angela Holmes – Do the carriage ride people count how many people ride? Fred Weber – No they didn’t this year. Scott Eilbes said it is going constantly – saw it passing by his business with people riding all the time. Angela Holmes - Wondering how many people rode in both Saugatuck and Douglas. Douglas would like to have it some additional hours. Fred Weber - The driver decided on the second Saturday not to go to Douglas on his own because they hadn’t been that busy in Douglas the previous week. Lisa Lungaro – Should we have sent out a schedule of carriage rides to merchants so they

could self promote? Kerry O'Donohue – I did that. Lisa Lungaro – I would like the carriage ride to stick with Douglas to try it for another year – will have additional discussion further down on agenda. Scott Eilbes made a motion to approve treasurer's report as presented. Fred Weber seconded. Motion passed.

Jon Helmrich came to thank SABA and Fred Schmidt for their support this past year for information provided for his radio show 'A View from the Dunes' on WGVU radio. If members have any new info please pass on to Jon so he can present it on the show - WGVU – on 88.5 FM or 1480 AM – Shelly Irwin is the show's host - 4th Friday of the month, and airs at 9:30 a.m. Lisa Lungaro received a suggestion that Jon's e-mail (jon@ibctv.info) be included in our monthly minutes if anyone has some info they wish to pass on to Jon for the show. It was also suggested that an e-mail could also be sent to Fred Schmidt and he would also forward to Jon. Pat Lion – Make sure we include info on the Winter Festival. Kerry O'Donohue – Is there a way to listen to the show later if we can catch the broadcast? Jon – will check into this.

OLD BUSINESS

MEMBERSHIP-RENEWALS – February 1st is the deadline – we need to have your renewal check on or before this date. If your check isn't received by February 1st your business will not be included in the 2008 directory. Board members need to contact everyone on your list again and remind them to get their checks in before January 31st.

BROCHURE AND COMMUNITY WALKING MAP INTEGRATION - Julie Abel sent out a RFP to 5 designers – John Schwoebel, Sally Winters, Rick Vanderleek, Fiabia Creative, and Susan Smith from designsmith. Two designers declined – didn't hear back from one and received two proposals. The brochures and community map committee is meeting on January 7th at the Rosemont, and would like the board to allow the committee to proceed and make the decision on who to hire for the job. One quote had a detailed quote on printing and not design and other had detailed quote for design and not on printing. Committee members are Julie Abel, Angela Holmes, Lisa Lungaro, Pat Lion, Fred Schmidt, Marilyn Starring, and Toni Trudell from Park House – board makes up the majority of this committee. Printing quote was an option when we sent out the quote for bid. Scott Eilbes can we go back and ask if they will do a complete bid – design and print? Kim Mannion made the motion that the brochure/map committee make this decision for the board on which firm to hire to design the 2008 SABA directory– as long as it stays within the budget. Kerry O'Donohue seconded. Motion passed.

KIOSK – Fred Weber - mywhiteboards.com is company that we are looking at for sign development and Fred presented board with picture of kiosk and bid he received. Fred Weber had already sent the board info via e-mail asking for their opinions on this kiosk. The information that came back from the SABA board was they liked this particular board and design, color choice was tan, size was 36" x 48", it would be double sided,– lighted from top only, could be viewed from both sides, but didn't have a header, which the board wanted. The cost for two signs is \$4831.00. Fred Weber asked for a quote for a sign with a header but the company didn't get back to him due to the holidays. Fred Weber has gone to at least 10 different web sites and majority quotes come back from

this company. Marilyn Starring – I would like to see one of their signs and references from people who have had signs made by them. Fred Weber – I received your e-mail about this but did not pursue until we reached a decision on what company we are going to use. Scott Eilbes – Where are signs going? Installation? Electricity? Who pays for electricity? Fred Weber - We need to present to historic and city. Lisa Lungaro will check with the bank on who does their signs like this. Fred Weber asked Fred Schmidt to find out who made the SCA sign. Kerry O'Donohue – at least this gives us something to visually look at. Comment: Concern that the signs may not be taken care of after they are installed. Marilyn Starring – Since the signs are extremely expensive possibly we should ask the DDA and city of Saugatuck (business license fund) to help with this project to help defray part of the cost and so they also will take ownership and the signs won't be considered disposable. Scott Eilbes – Who is going to shovel snow from around the signs during the winter so people can get to them to see what's inside? Fred Weber – There is another single sided sign it has better doors, the size is 48" x 36", clear windows, top is illuminated, natural cork bulletin board inside and mounting posts – cost is \$3,893 for two – only comes in aluminum – no other colors. It was decided that a lighted header, free standing and two sided would be nice. We will have a meeting in a couple weeks to make this decision. Lisa Lungaro will call church, school and bank to see where they have their signs made. Fred Weber - Will to do an e-mail to board and decide when and where to meet to make this decision after he receives information from Lisa. Thank you Fred for all your hard work on this. Fred Weber – It's going to take six weeks to have a custom sign made. Kim Mannion – If we want by Memorial Day would need to be ordered before April 11.

CARRIAGE RIDES: It was suggested that we get fliers out to the merchants. Marilyn Starring said she was in the drug store on several occasions and people were coming in and asking about the rides because the carriage ride sign stayed out all the time. Felt the sign needs to be clearer on days/hours of operation and possibly sign should be removed when they aren't operating. Fred Weber said info was on the bottom of the sign already. Marilyn Starring suggested that we ask the Bushee's on what they/we could do to help make the carriage rides better - possibly something larger on the carriage ride sign that states day of week, date and time of operation for ride - a larger sign to post in the drug store window. Angela Holmes – See if Bushee's have another carriage and horse to do rides in both Saugatuck and Douglas. Fred Weber – Going to cost twice the amount of money to do that. Fred Weber– 2008 carriage rides will be weekends of December 6th, 13th and 20th. Kerry O'Donohue – Does Mr. Bushee like doing the rides when it's dark? Fred Weber - Does the rides in Saugatuck until 9 p.m. and the carriage has lights. One night when he was in Douglas he had a concern because his battery went dead and didn't want to come back across the bridge with the horse and carriage without lights. One of his family members was supposed to meet and follow him back – long story short there were several phone calls and problem was resolved.

Dinner and a Movie - Meeting on January 8th at the bank 5:30 P.M.

Winter Fest – Admission for Winter Ball goes to the pay for the cost of the band – which is \$1,000. (It is a 7 piece band) Ravines will to host the Winterfest Ball. Comment: Are

they members? No, but working on them and fairly confident they are joining. The dance is from 8 p.m. to midnight – January 26th. Also working on having a cigar bar – may be able to get a sponsorship for this from a cigar company. No charge for room, bar or bartender. Pat Lion said she would be willing to process tickets on the Rosemont's credit card machine. Lisa Lungaro – can we get design by Monday and print the tickets by Monday afternoon? Cost of the ticket \$35 - \$40 – includes heavy appetizers, dessert, and band. Scott Eilbes can design the ticket need information that needs to be included, and Lisa Lungaro said Macatawa Bank print the tickets. Lisa Lungaro said Macatawa Bank can sell tickets as well. The event committee is talking about getting a chauffeur or interurban to take persons out to the Ravines. Marilyn Starring – Make sure that event gets put on our insurance policy and that whoever limousine(s) that we use that they put us on as an additional insured on their automobile policy for the evening. Winterfest committee will meet on noon this Friday. Winterfest committee is giving each SABA board member 10 tickets and asking them to sell them for the dance.

TOWN CRIER: E-mail on sponsorship has gone out. The race will be held on April 12th, 2008. Julie Abel - web page on the SABA site has been updated, and sponsors logos are also on line.

MARKETING POSITION – Angela Holmes, Marilyn Starring, Pat Lion and Lisa Lungaro met with Fred Weber at Uncommon Grounds in December – Position Description has been reduced to one page. Advertising the position will begin with an e-mail blast and then if there is no response within 10 days, on January 11th, we will place ads in local newspapers. Fred Schmidt suggested electronic resumes/portfolios. Fred Weber should receive the responses and then he can call the meeting. Have Fred Schmidt do a lead in for the e-mail blast that is going out.

SAUGATUCK-DOUGLAS TROLLEY – UPDATE – No update.

HARBOR PLANNING COMMITTEE – Kerry O'Donohue and Marilyn Starring will be liaisons between Harbor Committee and the SABA board. They will attend committee meetings and report back to the SABA board.

COMMUNITY ISSUES FORUM – From November meeting - Topics were Saugatuck ice rink – Harbor Committee - Tri-community-looking for person to head this committee - SCA was up for an award – business license fee/ Kirk going to send info on where money is being spent/ask city to itemize it – Parking Lot is Saugatuck school only staffed – why not leave it open to others? City feels it is a good trade off because the school allows the city to use their lots during the summer at no charge. – Events Permits – There was an issue with police and fire lanes which has been resolved – Community Forum – community leaders lunch which would include cities, council members, SABA, CVB, police and school – want to include DDA and a couple other groups and come up with formal agenda to meet 3x a year. Also Tony Vettori would like to be kept informed in regards to trolley rides to Douglas during the summer. City wants to partner up with SABA survey with some questions that they would like to have asked. Mike Tischleder

will be back in town next week and Lisa will get with him to begin working on the survey.

INVESTMENT ACCOUNT – Kerry O’Donohue – Had info with Edward Jones that he had shared at last meeting. Lisa Lungaro passed out information in regards to Macatawa Bank Silver account, which is a money market account –No minimum to open, can write checks from it, pays 4.12%, and it’s liquid. Kerry O’Donohue – can it serve as an everyday checking account? Probably not a good idea. Lisa Lungaro - What is SABA’s tax liability if we do this? Are we set up for reporting income for tax purposes? Kerry O’Donohue – Is this a money market market account? Yes. Is it through an investment company? Yes it’s a very low transactional account. Gold and Platinum accounts would be a little higher interest yield and would receive a higher return. It was suggested that Kerry O’Donohue contact Stacy Honson, who is a member, about our tax liability if we do this. Lisa Lungaro– Could we have this information at our next meeting or have Stacy come and talk to us? Kerry O’Donohue – Yes. Is there someone who would oversee this account for us? Lisa Lungaro - Yes.

NEW BUSINESS

ACCOMPLISHMENTS: All board members should check on the web site to see if there is anything else that needs to be updated on this list and respond back to Fred Schmidt. Fred Schmidt only heard back from Kim Mannion, Fred Weber and Julie Abel.

SABA BUCKS – Julie Abel ordered a seal to help deter any duplication of the SABA Bucks. Lisa Lungaro - Holland Chamber has Holland Dollars and they do it by writing out a check, and there is a separate check account so merchants who redeem them can include them in their regular deposits – makes it less complicated. Lisa will check with check printing company as well. Kim Mannion – comment from merchant on how to redeem SABA Bucks wasn’t quite sure how to do it.

Fred Schmidt – Someone needs to talk to Frank Rojek and tell him about making the calls on his list for the membership drive - Marilyn will give Frank a call.

Meeting adjourned.