



Wednesday, July 2nd, 2008

Saugatuck City Hall

Meeting Called to Order: 8:36 a.m.

Chaired By: Angela Holmes 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, Mike Carey, Angela Holmes, Kerry O'Donohue, Kim Mannion, Fred Schmidt, Janet Schmidt, Marilyn Starring, Fred Weber

Board Members Absent: Ben Barton, Frank Rojek, and Lisa Lungaro

Membership in Attendance: Jane Verplank–Victorian Inn/Saugatuck City Council

Meeting called to order at 8:36 a.m. by Angela Holmes.

SECRETARY'S MINUTES: Julie Abel moved to approve the minutes. Fred Weber seconded. Motion passed. Marilyn Starring ask that we include the following from Fred Weber from our board meeting on 26 June 2008 – Fred Weber stated "that that the minutes reflect that there was an unanimous approval as Janet as the Marketing Coordinator, and further that we are very appreciative of the initiative thus far, the suggestions, the proposal, and the template – contract that she has submitted to SABA. We are optimistic that she will be with SABA for an extended period; we most certainly want her to be compensated fairly and that we have a mutually beneficial relationship over a long period of time" "Further, I think we need to show thanks and tremendous appreciation to our co-presidents (Lisa and Angela) for their courage and tenacity in dealing with the Saugatuck City Council this last Monday evening (June 23rd) Without their respective diligence, we would no doubt be delayed at least another 30-days in getting the map enclosures displayed in Saugatuck and Douglas."

TREASURER'S REPORT: Kerry O'Donohue indicated that most of the income this month is from Music in the Park contributions. If we look at the bottom line of this months report we should note that this report does not include membership dues paid prior to November 1st, 2007. There is nothing else really going on. Fred Weber - What does balance sheet look like? Kerry O'Donohue didn't have a balance sheet with him but a ballpark figure for the checking account is \$25,000-30,000, and we have \$20,000 in Edward Jones account – Kerry will bring a statement next month. Marilyn Starring – Did we set aside money in the budget for a fireworks donation for this year? Kerry will look into this for us – think so. Fred Weber moved to accept treasurer's report. Julie Abel seconded. Motion passed.

CHEF CONTAINER PRESENTATION: No one from Chef came to do presentation – Lisa Lungaro had asked that they put on the agenda. Jane Verplank - The Commercial district is not in the residential contract with Chef. Details of home service are being worked out – have just gone first contract and ordinance reading with the lawyer – few changes. Hoping to have a contract in place before October 1 for residential service. Jane Verplank will let Fred Schmidt know when she gets info on commercial district – will only apply to a few businesses, mainly restaurants who have dumpsters. Will keep the membership informed via e-mail blasts.

MARKETING COORDINATORS REPORT: Janet Schmidt, our newly hired marketing coordinator, has ordered our green bags – one will be given to each SABA member, and they will be available for merchants to purchase and sell or to give away to their “special” customers. The bags are royal blue” and will have the beach ball logo with “Things Are Great Here!” – will also have our web site on it. Bags will make a nice souvenir of the area.

We have had a tent underwritten by Jim Sellman of Shoreline Realtors - Tent is a 10’x10’ and Janet is checking into having SABA information screened on the canopy. She is trying to stay within the \$200 budget Jim has allotted for this project. Looking at Venetian Festival as the kick-off for collecting names for the e-mail address. Janet has ordered 1,000 balloons to use as a give-away for e-mail address – working on helium. Janet indicated that after receiving an e-mail address within 48 hours the person would receive a letter and an invite back to the area. Template has been developed for the newsletter with Sally Winthers. Persons who give us their name for e-mail sign-up can opt out after they receive their first e-mail if they don’t want to receive SABA newsletters.

Janet would like members to send her information about their businesses to incorporate in the newsletter. First newsletter should be out after Venetian. Newsletter – would be e-mail first but need to discuss about paper newsletter and its distribution – suggested might be used to give to customers who are here already. Angela Holmes – Said we wanted to send it out for the 6 seasons of SABA. When it is sent out it should include calendar of events - would be in a PDF format. Janet wants to work on increasing membership from businesses who have not joined SABA.

OLD BUSINESS

Interurban Shuttle 11 a.m. to 5 p.m. is shuttle service hours. Will be running on 4th of July – Venetian? Art Fairs? Sidewalk Sale? Jane Verplank will get information and forward it to us.

MEMBERSHIP: One new member – Wilkens Design Studio featuring an interior and environment design studio – Nicholas Wilkens owner.

DRUG STORE WALL: Now full – have 3 businesses waiting to get on – Thistle Gallery – Wild Dog and Fresh Produce.

BROCHURE/MAP: Continue to be popular.

COMMUNITY WALKING MAP KIOSK: Fred Weber – We are ready to proceed with the kiosk - think we have all the approvals that we need. Top of kiosk will be lighted and say “Saugatuck Area Map” or “Douglas Area Map” – with Saugatuck Area Business Association along the bottom. 28” x 45” is the map size. Map will be 60” out of the ground – overall width 54” including posts. Black posts and signs. Fred Weber needs a check for \$2,034.85 as a down payment to Signs Now in Holland. Maps have been configured to fit the kiosk – Angela Holmes has coordinated this with Sally Winthers. Build time will be approximately 30-45 days for the kiosk – maybe less. Maps – looking at a cut off date of August 1st to add new members to the map, and a print date of

September 15th. Angela Holmes would like to do a grand opening and ribbon cutting ceremony for the kiosks. Fred Weber - Each kiosk will be two sided - Map will look like map in brochure – just horizontal. Maps will have to be weatherproof or plastic laminated to protect them from the elements. The board sincerely thanks Fred Weber for all his hard work and diligence in seeing this project through – it was a huge undertaking and we sincerely appreciate all his hard work on it.

EVENTS UPDATE: Mike Carey - Music In the Park – was good this last week – it was moved to Coral Gables because of the weather. Banners were printed and put up. John Jerome and Mike Carey have personally been going and thanking each sponsor for the night they sponsor.

Sidewalk Sale – had a meeting in Douglas last week. Douglas is going to charge their people \$55 across the board. Will have Taste of the Douglas again this year. We will help sponsor music for one of the Douglas Socials, – August 21st is the date we have in mind.

Food at Venetian – hamburger/brats/hot dogs on Friday night kick-off at Coughlin Park and/or pulled pork sandwiches- chips from Sam’s and pop and water. Kim Mannion has checked and 80 lbs. of pork is \$300 and will feed 300 people. Food sales at the Venetian Festival will be a fundraiser for SABA – we need volunteers to help with it all. Mike Carey, Fred Weber and Kim Mannion’s husband will be grilling.

Waterfront Film Festival – Del Sol was the winner for the Window Decorating Contest - Butler Pantry was second and American Spoon was third. There were 11 entries – 9 in total were judged as several pulled out.

SABA BUCKS – We need to be selling/using more in gift certificates before we invest in this program. Possibly Christmas might be a good time to kick this off. Marilyn Starring – How would person who receives the gift certificate know who SABA members are? Kim Mannion - Certified Check would send letter with listing of participating SABA members to the person who receives the gift certificate. Kerry O'Donohue – We will know when it’s time to move up to this, for now it’s manageable the way it is. Fred Schmidt feels that this is an untapped opportunity.

HARBOR PLANNING COMMITTEE – No update.

VIEW FROM THE DUNES: Jon talked about Music In the Park and the library on his June show. July show will focus on dunes/McClendon, Mason Street and Saugatuck Center for the Arts events. Angela Holmes asked Fred Schmidt to ask Jon to mention Venetian Festival.

BLOCK CAPTAINS – Mike Carey and Marilyn Starring will work on this – will have it done before next month. Angela Holmes would like to see that a sheet (map) is marked out and mapped on who is block captain – and what members are within their assigned area.

COMMUNITY LEADERS LUNCH – Next meeting is in September and SABA is going to host it up at Saugatuck City hall (upstairs).

OFF BUTLER STREET SIGNAGE – Have some good ideas about signs – Tony Vettori, Jane Verplank, Lisa Lungaro, Angela Holmes and Marilyn Starring met after the June SABA meeting. Discussed lowering the signs – making them black, and using our existing map to show businesses on a particular block/street. Will revisit this issue in the fall when we have more time.

SCHOOL FUND RAISERS – Kim Mannion – Doesn't seem to be a lot of interest right now in doing this. There were concerns by some of the merchants in regards to the lack of authority of school fundraisers. I.E. someone came in and obtained a gift certificate and then came back several weeks after that and used it. May readdress at a later date.

COMMERCIAL RECORD – Chamber News Advertising – Angela Holmes wrote a letter to Cheryl Kaechele and Holly Hughes from the Commercial and hasn't received anything back from them. Angela suggested that they possibly do a SABA story and sell advertising around the edge of it in the regular paper.

DINNER AND A MOVIE – Lisa Lungaro is writing a letter to Film Festival and advise them that SABA will not be running this fundraiser for them in the future. They should form their own committee and possibly SABA would be willing to have one of our board members sit on this committee in an advisory form.

READING PROGRAM – Mike Carey will give form to Kerry O'Donohue so he may make the donation that we voted to make last month.

NEW BUSINESS:

Need to set a workshop date: Thursday, July 17th @ 9 a.m. – Kim Mannion's conference room at Metropolitan Title – check your calendar, and let Angela know if you can or can't make it.

MEMBER UPDATE SURVEY – No update – planning on issuing it in September.

INFORMATION BOOTH T-SHIRTS/APRONS: Decided that aprons might be better for volunteers to wear instead of t-shirts. Sisters in Ink and have priced this out for us with 2-color ink – should run around \$12. Kim Mannion has ordered 15 aprons. Going to put a couple aprons in info booth for volunteers to wear.

NEW BUSINESS PACKETS – Julie Abel needs to connect with Lisa Lungaro on this.

Kim Mannion – We should have a welcome packet for new SABA members – we should have them call Fred Schmidt and then he can send the material they are interested in to them. Fred Schmidt said he has some old packets that he can still distribute. Marilyn Starring – We need Fred Schmidt to seal the deal – it is beneficial when a new business owner can meet face-to-face with someone. Fred can give generic information out as back up but information needs to be tailored to fit a new business' needs. Angela Holmes – We should have generic information in a packet and then have city hall contact Fred Schmidt so he can follow-up. Julie Abel – If you have any specific ideas please e-mail her with the information that you feel should be included. Fred Weber suggested that Angela Holmes put Janet Schmidt in this group when they meet – a lot of this may come under marketing (marketing our organization).

BY-LAWS: Get through our workshop on the 17th and we need to meet afterwards.

NOMINATING COMMITTEE: We need a committee – asked for volunteers - no one volunteered. Board members Fred Weber and Kerry O'Donohue will be resigning at the end of their term on October 31st. Marilyn Starring suggested that board think of possible candidates for the SABA Board, someone to fill the treasurer's position, and possibly the other vacant co-president's position for the next workshop.

Meeting adjourned 9:55 a.m.