



**Saugatuck/Douglas Area Business Association
Wednesday, June 6th, 2007 ~ Saugatuck City Hall**

Meeting Called to Order: 8:40 a.m.

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

Board Members Present: Julie Abel, Scott Eilbes, Angela Holmes, Pat Lion, Kerry O'Donohue, Frank Rojek, Fred Schmidt, Marilyn Starring,

Board Members Absent: Scott Eilbes, Lisa Lungaro Fred Weber

David Biro@ Bentley's Suites, Steve Williford@ Massage By Steve, Kim Mannion @ Metropolitan Title

SECRETARY'S REPORT

Pat Lion made a motion to accept. Julie Abel seconded. Motion passed.

TREASURER'S REPORT

We are currently seven (7) months into our budget. Payouts for this last month were for the Town Crier Race. Proceeds from the Town Crier were donated primarily to the high school sports (track) program, youth center, and community rec. There was a net profit (after donations were made) of \$1,500 which stays with SABA for promoting off season events – primarily in fall and winter seasons. Motion was made to approve treasurer's report by Frank Rojek. Julie Abel seconded. Motion passed

COMMENTS BY MEMBERS OR GUESTS

None

OLD BUSINESS

MEMBERSHIP

Fred Schmidt: We have added three new members in the last month - JoJo's Supper Club, Cedar Chair Company and Alexandra Winslow. Four members are still not paid – need to send out one final invoice to these businesses – if they don't pay by next month will make a decision on our next course of action. We currently have 206 or 207 paid members.

BROCHURE COMMENTS

Marilyn Starring – Received several comments – would like to see the entire brochure in alphabetical order like the Service listing – Would also like to see towns listed in alphabetical order. Pat Lion – Comment she received is two maps are too much. Fred Schmidt/Julie Abel- this was a test year for the maps to see how they would be received and would work. We will be working on incorporating the newly developed map into the brochure for the 2008 season. Marilyn Starring – The original concept for the development of the new 4-color map was to make them much larger and then put them into kiosk's that would be located around town.

COMMUNITY MAP

Have not received final shipment as of yet. We received 153 pads in our first delivery – we ordered 600 bundles. Marilyn Starring said that we are moving some of the SABA directories and that she would have room to store them. Printer's delivery fee was rather steep, that is why we didn't take delivery all at once – have worked out something now for delivery. Comment: Did everyone receive the new maps when they first came in? Fred Schmidt: I didn't have a lot of maps to begin with – distributed as many as I could. Once we receive the rest of the maps, I will distribute them. Marilyn will store the rest of the maps with the brochures. Remember – this is a test year – going to see how well it is received and make changes from comments that we receive back from membership. We will store rest maps at Macatawa (NOTE: Maps are at Macatawa Bank – directories at Star of Saugatuck) or at Star of Saugatuck. We did receive two comments from members who were not on the front or on the back and thought they should be. Fred Schmidt – The issue is whole Lake Street corridor – working on correcting this. The Beechwood Manor will be included in the next printing of map. We currently have two new members that aren't on the map.

DRUG STORE WALL

Two waiting for spots – two are not paid – two are having signs prepared. Wall is now full. Marilyn Starring said Pete the Painter stopped by said he was going to paint the sign as soon as we had a couple of nice days in a row.

CVB FOLLOW UP

Fred and Felicia talk about once a week.

EVENTS COMMITTEE

John Jerome – Music in the Park begins today – everything is ready to go. Lisa and John will work on board member assignments tonight. Need volunteers for: July 4th - Pat Lion will do this one, July 11th – August 1st – 8th – 15th – 23rd. Please contact John Jerome for opening script. John will get a check from Kerry and have a list of hosting duties the person needs to perform when it's their turn. Again, John Jerome will have this all scripted out. Julie did a direct link to Music in the Park on the SABA web site.

WATERFRONT FILM FESTIVAL WINDOW DECORATING CONTEST

Fred sent out an e-mail blast – about 12 stores participating in the contest. There will be a traveling trophy given to the winner. This year the public was not involved in the selection – there was a three person jury. Winner will be announced tomorrow.

TIPS TRAINING

Monday – There were 4 businesses that participated with 12 persons receiving training. Coral Gables was gracious enough to host the TIPS training program. Todd from the Butler loaned us a TV and VHS player, but the coax cable went MIA (later found) and All Saints loaned us their TV/VHS player to use for the training. Training lasted about 2 ½ hours. On Tuesday – Mermaid's trained their staff – approximately 16 persons took the training.

GREEN MARKET CONCERNS

Lisa Lungaro and Angela Holmes did meet with Allen and Kristen representing the SCA and expressed concerns of the membership. Our comments were well received – talked about the Green Market evolving and mission is to add to the downtown – they hope people would stay after visiting the Green Market and visit other stores downtown. They also indicated that there would be a formation of committee that would be in charge of the Green Market in the future – vendors – shoppers and merchants would be on the committee. At the meeting it was asked if they have rules on what vendors can or can not sell – 85% of items sold they must grow themselves.

Green Market started later this year because of merchants who sell outdoor products. The Green Market is not going to sell arts and crafts type items. What about changing the day Green Market is being held? They would consider moving it to a different day possibly next year – trying not to be the same day as the Holland market. Overall felt it was a positive meeting.

Frank Rojek asked why he wasn't included in the meeting, since he had requested the facilitation of the meeting in the first place. Lisa Lungaro said she had sent e-mails to both Angela Holmes and Frank Rojek listing available dates/times when SCA could meet with SABA. Lisa Lungaro did not hear back from Frank Rojek. Lisa Lungaro to Frank Rojek: Possibly e-mail is not the best way to see if you are available since there seems not all the e-mails are getting to you. Frank Rojek stated that he was supposed to be involved in this meeting and was feeling frustrated, as this is the second time he has requested to be involved in a meeting with the SCA and he has been excluded. Angela Holmes apologized to Frank Rojek for his not being involved in this meeting. She did say that she recommended that Frank Rojek be one of the committee members for the Green Market. Kristen from the SCA has spoken to Gary DeMond and Ron Wilkins directly. Green Market is trying to keep things out that are not grown by the vendor directly.

Marilyn Starring asked: The last time the SCA was in asking to put up posters for their upcoming events she asked if they would take some of her brochures – they said they

didn't have anywhere to display them. Since the SCA comes around and asks us merchants to promote their events I think it would be appropriate for the SCA to have a brochure rack to display our brochures or at least a rack to display the SABA directory. John Jerome said has spoken to Kristen about this. Angela Holmes that we need to get the rack approved to be there by SCA board. Angela Holmes will follow up with the SCA – and try to involve CVB in this endeavor as well.

INFORMATION BOOTH –

Mary Schaf is staffed right now but can use more volunteers for the info booth. Membership do you know anyone? Do you want to volunteer? Mid-mornings to late afternoon on Saturday, Sunday and holidays is when the Information Booth is staffed – could really use some more help. People that volunteer there say they have a lot of fun doing it – you don't have to stay all day – couple hours at a time would be great. Fred will send an e-mail blast in regards to this.

MARKETING CLINGS

Fred Schmidt said that they went out in the mail to everyone- task completed.

NEW MEMBER PACKETS

Pat Lion suggested that we need a new member packet for a business after they join SABA - need to talk about developing this. Angela Holmes said that she has some packets. We need to discuss this project early this fall

NEW BUSINESS

HARBOR PLANNING COMMITTEE

There is no Harbor Committee – the former committee was put together in order to come up with ideas, and they achieved their goals. The harbor project has been turned over to the cities of Douglas and Saugatuck and they have also asked the township to participate. Angela Holmes suggested that we do a fund raiser for the harbor. Marilyn Starring said a fund raiser is a good idea but when there weren't any plans in place people may be hesitant to donate to the project not knowing how their money would be used. She felt that we should be putting pressure the local governmental bodies to implement a committee and to continue with this project. Possibly an information station during Venetian Festival would help create more awareness and gather public support for the government to further pursue this project. Pat Lion – Could SABA put together this plan? Kerry O'Donohue said he felt that we should establish a statement of concern and send to the cities and township. Marilyn Starring and Pat Lion will draft a letter of concern for SABA.

BOOKKEEPER RESIGNATION

Joyce Inch resigned as the SABA bookkeeper. She stated that she was busy with other projects. We need a new bookkeeper – Kerry will put together a job description for the book keeping position. Kerry O'Donohue - If Fred Schmidt would be willing or able to take it on to be the bookkeeper – would this be acceptable? Fred Schmidt said he would

be willing to do this. The main purpose of a bookkeeper is to have another set of eyes on the books. Pat Lion - would rather see this position hired from outside. Fred Schmidt – I think that going out to someone who is a CPA a bit of an overkill – we're just talking about check statement and balancing that against the checkbook that Kerry keeps himself. Kerry would like to have someone check him for accountability. Kim Mannion said she would be willing to do this. John Jerome has someone who would be willing to do this as well. .

NEW MEMBERSHIP FEE STRUCTURE

Tabled – Pat Lion - Do we have a committee? We need to have some action before next month. Pat Lion, Marilyn Starring, Julie Abel, and Angela Holmes all said they would sit on the committee.

EMPLOYEE/OWNER PARKING

The parking shuttle is up and operating again – Saturday, Sunday and holiday's – park at the high school parking lot and catch a ride back down to either the chain ferry or the information booth. Employees can put their name in for a \$50 daily drawing every time they ride the shuttle bus. (Marilyn Starring will check to make sure this incentive program is still being offered in 2007.) The Interurban is a convenient service for employees and visitors to the area to use. SABA should send a letter to Interurban thanking them for performing the service that they do for the community. Angela Holmes will talk to Lisa Lungaro about doing this.

Question asked about the three hour parking limit on Butler Street/Culver Streets, and how visitors have to move their car – can it be changed? Fred Schmidt/Marilyn Starring – The reason that a three hour limit was implemented so that employees wouldn't park their cars on the street and leave them there all day, giving guests to the community an opportunity to park conveniently on the street. Angela Holmes – We should send a reminder letter to owners to remind their employees about using the city parking lot. It might also be nice to announce the weekly \$50 prize winners – could be an enticement for more people to use the service.

Julie Abel mentioned Matt Balmer's idea about talking to the Interurban about a regular shuttle service between Saugatuck and Douglas.

Marilyn Starring at the Star of Saugatuck is having a benefit cruise tomorrow (June 10th) for Sergeant Steve Kent. Even if you can't attend, you may donate either cash, check or a gift certificate for the family.

The Waterfront Film Festival opening film and music will be in Cook Park. The Butler will be providing brats and burgers.

The Culver Street businesses are doing a “Culver Street Day” on June 23rd. It’s the same day as the SCA’s Summer Solstice Benefit. They will have food and a jazz band that will play at Toulouse’s courtyard.

We discussed looking into having meetings in Douglas again and making at least some of them evening meetings, since membership may attend more of these meetings.

Pat Lion is putting together cooperative advertising in Midwest Living’s September issue for Fall/Winter if anyone is interested.

Frank Rojek mentioned that the passage or non-passage of the Saugatuck Human Rights ordinance is something people should follow as it affects everyone.

Meeting adjourned at 10.56 a.m.