



June 4th, 2008

Village of the City of Douglas City Hall

Angela Holmes, Co-President

Marilyn Starring, Recording Secretary

BOARD PRESENT: Julie Abel, Mike Carey, Angela Holmes, Lisa Lungaro, Kerry O'Donohue, Kim Mannion, Fred Schmidt, Marilyn Starring, Fred Weber

BOARD ABSENT: Frank Rojek

AUDIENCE MEMBERS PRESENT: Jane Verplank-Victorian Inn/City of Saugatuck Council Member; Marsha Burd-Saugatuck Traders; Larry Botz-Pumpnickels; Bill Galligan-Galligan's Glenn; Janet Schmidt-SABA Marketing Coordinator; Ben Barton-White House Bistro; Holly Hughes-Commercial Record; Tony Vettori-Saugatuck City Council; Barry Johnson-Saugatuck Brewery/Saugatuck City Council; John Jerome-Butler Pantry; Kristen Armstrong-SCA; Allen McPhail-Saugatuck Douglas Green Market; Steve Williford-Massage by Steve

Meeting called to order by Fred Weber 8:37 a.m.

SECRETARY'S MINUTES: Kim Mannion made a motion to approve the secretary's minutes. Kerry O'Donohue seconded. Motion passed.

TREASURERS REPORT: Treasury activity for last month was disbursement of profits from Town Crier event - \$4,500 - Saugatuck Cross Country, Community Rec, were recipients from the school and \$1,000 donated to SABA for future events. Income for drug store wall and brochure has been collected. Fred Weber made a motion to approve the Treasurer's report. Kim Mannion seconded. Motion passed.

SAUGATUCK CITY BUDGET - Jane Verplank brought a copy of business license fund budget. Business license fund fees generated are \$32,000 - revenue from Culver Street parking lot \$14,000.00 (1/2 split with school) and \$250.00 in interest - total revenue is \$46,250. Expenses: Department of public works staff \$7,500.00 (Department of Public Works staff expenditures are charged for services related to the various special events that city Council approves each year.) - Event Services \$4,300.00 (Event services expenditures represent on-employee costs associated with the various special events that

City Council approves each year.) - Contractual Services – Officer Bob - \$6,000.00 – Contractual Services (Undesignated) \$6,000.00 (The undesignated contractual services expenditures of \$6,000 were originally budgeted for the Interurban parking shuttle and City Council may choose to use these funds for Interurban parking services in 08/09.) – Holiday Lighting \$18,288.00 – Printing/Publishing/Capital Outlay \$1,395.00 (Printing publishing/capital outlay expenditures represents the cost of producing the business licenses and new business license software to manage the licensing program more efficiently.)– Parking Lot Debt/Interest \$48,850.00 (The City purchased the parking lot in 2001 and the debt will be retired in 2011. City Council has designated \$24,425 from the city’s General Fund revenues to cover a portion of the cost associated to the Culver Street Parking Lot debt as they feel the entire cost of the parking lot should not be the responsibility of the Business License Fund.) – Total Expenses \$92,333.00

Holiday lighting cost is \$37,000.00 annually. Council has asked city manager to cut lighting costs back this year – not sure if it can be cut back or not, as a three year contract was entered into.

Marilyn Starring asked why city doesn’t charge for events charges for department of public works staff instead of taking out of business license fund. Jane Verplank – City hasn’t in the past. Tony Vettori – City charges for use of gazebo - \$100. Parking shuttle service is now \$9,000. Marilyn Starring – Business community was not made aware that this was going to happen, (shuttle not operating). Have been sending people up for several weeks to park at the school and to ride the shuttle - been telling large groups about using it summer when they come to town and sending boaters from street end up to use the parking shuttle. Marsha Burd – Were the banners put up? No. Angela Holmes – There seems to be a disconnect in communication between city and business community (SABA). Larry Botz – The shuttle service has been cancelled by the city to the Interurban last week. Tony Vettori - This issue is going too revisited by city council at their workshop this Thursday. Larry Botz - Interurban has cancelled their employees for this service and all advertising for this service has been pulled. Tony Vettori – During budget discussion this was one of several line items that Kirk proposed to eliminate. It was determined parking would be greatly reduced at the high school this summer because of the building, and felt perhaps it was too much money for only ½ the spaces that are normally available. Jane Verplank suggested that a small fee could be charged for shuttle service – \$0.50 per person. Marilyn Starring – hate to see the public charged any fee to use the shuttle service. Perhaps if the business community has been advised we would have pooled funds to help keep the shuttle operating. Lisa Lungaro – seems that a decision is made by council and then there is reactive reaction to the decisions that are made by council. Barry Johnson – It doesn’t just happen. There were several public meetings in regards to budget planning that could have been attended by business community. Angela Holmes – It shouldn’t be a surprise like this. Fred Weber – There are several business members on city council that could get info to us to get out to SABA membership. Fred Schmidt can get an e-mail blast out to our membership for their input – why couldn’t it have waited for the city to get some business community feedback and then move forward. There are 15,000 people coming in to town for film festival next weekend. Kim Mannion – Can the Interurban even help us this summer?

How can we pay for this? Merchants pay? It is pointless to argue we need to move forward. Mike Carey – Feels it should be built into business license fee, possibly it (fee) needs to be increased so the shuttle can be up and running for the summer. There are several things that brought them back to Saugatuck – Officer Bob – shuttle service – we need to find a way to make this work. Would have been willing to pay more for business license it that's what it takes to make this work. Things like this make the community what it is. These are a lot of common sense items – something has to be offered to public. Lisa Lungaro - How do we go from our organization to close this gap between us and council? We don't want to have to go to every meeting to see if there is something going on that we need to make input on. We need to improve this process. Tony Vettori - Sometimes council doesn't know in advance – this was presented at a meeting and council reacted to it. Angela Holmes – Prioritization needs to be worked on between council and business community. Culver Street parking lot fees – of the \$14,000 – ½ of the money goes to school – I don't think that it should. Why should the businesses be paying for this and having ½ go to the school? Barry Johnson – Who owns the parking lot at the high school? Angela Holmes – Who pays the school taxes? Business owners and city residents. There is \$6,000 still in the budget for contractual services – can this be used for the shuttle? Barry Johnson – You should talk to Sherrie Giller at the Interurban to see what details you can work out, and come to the City workshop at 4 p.m. tomorrow at city hall and bring us the information for consideration. Lisa Lungaro is going to talk to Sherrie Giller. Fred Weber - \$48,000 parking lot debt and interest - does this includes principal and interest? Tony Vettori - City will retire the debt in 3 years – it was a 10 year loan. Kim Mannion –Wanted to go on record in regards to the high school parking lot – she doesn't agree with Angela. The school provides workers to man the lot which brings in the funds for the lot – and it is a good relationship builder between community and the school. Give city council a chance to revisit this issue and see what happens. Fred Weber – We (SABA) may have to have an emergency workshop if council doesn't take responsibility and we will have to visit this issue. Barry Johnson – There may be a decision Monday from city council – we need some creative ideas from SABA with a proposal. Lisa Lungaro – SABA would like a workshop with city when they are considering how to spend the business license fund before you do the budgeting next year.

OLD BUSINESS

NEW MEMBERS - No new members.

DRUG STORE WALL – No empty spaces – just waiting for two signs to be made so they can be put up from two businesses that have already paid.

BROCHURE & MAP PACKETS - Maps on SABA web site have been updated.

COMMUNITY WALKING MAP KIOSK – At the last SABA workshop we talked about a fee for non-members in order for them to be on the map – would also be an enticement for them to join SABA to take advantage of our many benefits. Fred Weber – We presented the kiosk to city council and they asked us to take this project to historic district commission for feedback. Historic offered several suggestions about the type (font) and

location. Historic also requested that we present a mock up of the kiosk this coming Friday at City Hall. Fred Weber has made the mock up and we will get further feedback and approval from historical. Then we can go back to city council, and get council to approve it and its location. Originally, we wanted two kiosks in Saugatuck – we have asked the city of Saugatuck to pay for the second kiosk, but the request was denied. We will do one kiosk that SABA will pay for, and then when we can budget the money we will put up the second kiosk. Angela Holmes - Historic wants maps (size) to fill entire space on kiosk. At this point we are not sure if we are going to have a vertical or horizontal map. Fred Weber. - Vertical presentation will affect the cost of the kiosk. Angela Holmes – Our designer is making prototypes of each map. Lisa Lungaro – it was suggested that the header say Saugatuck Business district for heading instead of SABA. Comment: Felt that since SABA is paying for the kiosk that we should have our name on it.

Since the map is a SABA map, and SABA members only are listed on the walking map should we offer consideration to non-members to be on this map? It should be a one time deal for this year only – should try to represent the entire community. Marilyn Starring – map will be updated quarterly and will include new SABA members. Marsha Burd – how many businesses are not members? Approximately 20% of the business communities are not members of SABA. Fred Schmidt– The reason that this subject came up, because the city said everyone needs to be included, but since money isn't coming out of city budget (business license fund) – don't need to visit this. Fred Weber - Feels that we (SABA) deserve the credit as a SABA member to be on the kiosk map, its part of the privilege of being a SABA member - it's a disservice to our members to let non-members on. It was agreed that for this year only it would be okay to put non-members on the kiosk map for a fee, but we shouldn't offer this privilege next year. Fred Schmidt – Participants on the drug store wall pay \$100 to be there annually, and they must be a paid SABA member. Kim Mannion – this display will help create value in the organization – their inclusion could entice other businesses to become a SABA members and a receive some of the privileges of being a member of the organization. Fred Weber – How much will it cost to have new maps made? Fred Schmidt – guessing around \$500.

Mike Carey made a motion that for any non-SABA member to be included on the kiosk map the cost would be \$125 till July 1st. This \$125 for non-members will allow them to be included on the map and they will become a SABA member for the duration of our business year. Fred Weber seconded the motion. Discussion: We need a way to get the word out to non-SABA members. Fred Schmidt will get copy of business license fee payers from the city and send a letter to those who are not on our data base. Block captains? Mike Carey – We should tell everyone about this. John Jerome - Letters should go out to owners and not leave at the store with employees. Angela Holmes – We may have to follow up with block captains. Motion passed.

EVENTS UPDATE – **Music In the Park** is all set and ready to go. Permit has been submitted and received permits back from city. In case of rain, Music in the Park will be held at Coral Gables. John Jerome has fliers and posters to pass out. Mike Carey

thanked John Jerome for the fabulous job he has done on this project, and we appreciate all his hard work. Kim Mannion has press releases and ads going out in local papers for Music in the Park. Music will go through September 3rd at the gazebo, and on September 10 there will be an amateur night karaoke at the White House. Please tell the sponsors of Music in the Park that we appreciate their supporting this event. Attachment: Schedule of Music in the Park and weekly sponsors.

Green Market – Allen McPhail is the Green Market manager again this summer. This is the fourth summer of the Green Market. SCA web site has a list of vendors currently participating in the market. The market is open Friday 8 a.m. to 2 p.m. and they are adding Monday's from 3 to 7 p.m. – in July and August. It will be a smaller market on Mondays – only 5 people have committed to come. They are offering classes in July, August and September – floral arranging (from your home and yard), landscape plants and design, children's programs on Friday's has expanded – 6 week series on cooking with children – will use market items to cook with. Fresh Art and Fresh Food will begin in June. They have also developed a Green Market committee and developed a mission statement – Neil Atherton will be on this committee representing the business community. Go to SCA website and click on Green Market button to get information. Tony Vettori – The city is working on the sign issue for the Green Market still.

Waterfront Film Festival Window Decorating Contest – Getting harder and harder to get people to sign up for the window contest – there are 10 or 12 participants this year. Marsha Burd has the judges lined up. Waterfront Film Festival will give two free tickets to each of the judges. Deadline was Tuesday but if participants tell Marsha before Monday they can still be in the contest so she can tell the judges which windows they are supposed to judge. Marsha Burd – Should try to promote the businesses who are participating in the decorating contest in a press release. Kim Mannion – If she is given the information she would be happy to put a press release together, but someone has to provide the information to her so what she puts out is accurate.

Sidewalk Sale – The committee has just begun to talk about it. Sent an e-mail to Parrot in the Square but haven't heard back from Douglas yet. Lisa Lungaro suggested that Marsha Burd talk to David Kowal about Sidewalk Sale in Douglas. Marsha Burd – Events committee really needs a representative from Douglas there at the Sidewalk Sale meeting next week. Looking for the banners that were made last year – anyone know where they are at?

Lisa Lungaro – Are we going to have a band? Marsha Burd - Yes – same group as last year.

Kerry O'Donohue – Let Bill Smith collect the fees for Douglas merchants participating in Sidewalk Sale.

MARKETING POSITION – Janet Schmidt was hired as our marketing coordinator. Marilyn Starring thanked Bonnie Wilkins for interviewing for the marketing position.

Angela Holmes– We need to take a look at our budget to determine where we stand financially and to see if there is more money that we can appropriate towards our marketing endeavor. Lisa Lungaro – Remember that we have an advertising allocation in this years budget we can use. Fred Weber – We need a list of priorities from the board on what we want Janet to do. Janet is working on a plan to present to the board – a newsletter, building e-mail addresses base, and e-mail marketing campaign and press release contacts are some of the items that Janet will be addressing.

SABA BOARD WORK SHOP – We will figure this out via e-mail -17th or 18th of June? There are some items we need to prioritize between now and next month

SABA BUCKS REIMBURSEMENT: Kim Mannion – This is the same program that Holland and South Haven are doing – working with a company called Certified Checks – we order gift certificates from them – either on-line or on a 24/7 on-call line. Certified Checks puts posters in the windows promoting program. The set up cost is \$500 first year (negotiable) and \$500 next two years, members only can participate. (Split the cost and it equals \$2.50 per year per member). Lisa Lungaro – We talked about plastic but think paper is the best route at this time. If you want to check it out on the web go to - Certicheck.com. Fred Schmidt – How have SABA bucks been used so far? Last fall three people from e-mail data base had SABA bucks sent to them for a total of \$200 as contest winners – a few have been sent as a thank you. Amount of SABA bucks issued is probably less than \$500. How are we going to use SABA bucks going forward? If history is predictor of the future should continue doing as we are now. Lisa Lungaro – They have not been used as a promotional piece. Angela Holmes– need to discuss at the workshop – possibly we should turn this over to a person to implement details. Fred Weber this could be a great resource.

HARBOR PLANNING COMMITTEE – Jane Verplank – legal person putting information together - in the process of getting township to join. Hope to have something within a month or two.

WGVU - Last month Waterfront Film Festival and museum exhibit were featured. On June 27th – John Jerome and Music in the Park.

BLOCK CAPTAINS – Frank Rojek has to step down from this project for the time being due to illness – Mike Carey will help take over on this. Marilyn Starring will help Mike with this and put a block captain list together. Angela Holmes– need to let Janet Schmidt know who does what. Lisa Lungaro will do downtown Douglas - Kim Mannion will do Blue Star corridor.

COMMUNITY LEADERS LUNCH - Lisa Lungaro - Felt Mansion was the last meeting; it is interesting on how this group is evolving. Nice peer group of local leaders. Lisa suggested that we should have co-president rotate with a board member to attend this lunch every quarter.

OFF BUTLER STREET BUSINEES SIGNAGE – Angela Holmes, Lisa Lungaro, Marilyn Starring, Tony Vettori, Kirk Harrier and Jane Verplank are meeting at 11 a.m. today to discuss this.

DOLLY PARTON IMAGINATION PROGRAM – Mike Cary – This is at its last phase – there are currently 8 children on the wait list within the Saugatuck school system. Lisa Lungaro – would be nice to start somewhere to see how the results of how this works out through a partnership. Kim Mannion – should we send this information to the membership to see if any members want to contribute to this program? Kerry O’Donohue – Waiting list is it a financial issue? Program is for children from birth to age 5. Lisa Lungaro – are we going to participate as a board? Kim Mannion – would like to see SABA sponsor 1 child for 5 years. Fred Schmidt – we have no budget for this. Lisa Lungaro – Need the program to stay local. Fred Weber - Made a motion that SABA sponsor 1 child for 1 year for \$36, and develop a program to issue a membership challenge to get more business sponsorship for this program. Mike Carey second. Motion passed.

NEW BUSINESS

BOARD MEMBERS: We need more members for the board. Ben Barton gave the board a letter of interest in joining the board. Lisa Lungaro thanked Ben for submitting his letter. Kim Mannion made a motion to accept Ben’s letter. Fred Weber second. Motion passed. Welcome aboard Ben!

Lisa Lungaro – we need to be forming a nominating committee. A commitment needs to be made by board members by June on who is staying and who is leaving the board? How many board members do we need? Lodging? Douglas? Marilyn Starring – who is going to help support Angela Holmes as another co-president? Lisa Lungaro - If each of us would get one person involved it would help. Look at June 15th deadline for committal. Board members need to report back to Angela Holmes and Fred Schmidt what your intentions are for the following year. John Jerome – Would you consider part time board members? Angela Holmes – We need to look at the by-laws. Kim Mannion and Mike Carey are staying.

MEMBERSHIP FEE FOR NON-PROFITS – Allegan County charges the same amount for membership for both profit and non-profit businesses. Fennville chamber charges \$80 – Holland Chamber charge for non-profits but don’t know the \$ amount. Angela Holmes and Lisa Lungaro went through list of non-profits to decide who should and should not pay - churches and municipalities would not pay. If we develop a partnership agreement we might possibly waive fees. Lisa Lungaro feels that there should be a charge for non-profits. Mike Carey feels that we should keep the fees the same. We have 44 non-profit members which includes churches.

Fred Weber moved at our next membership drive that our membership fee remain \$200, and nonprofits, excluding churches and municipalities be \$100, and pending partnerships with non-profits that meet pre-established guidelines, the fees will be waived (need to be developed). Mike Carey second. Motion passed

MEMBER SURVEY UPDATE – Mike Tischleder will meet with Lisa Lungaro when he gets back in town the last week in June so survey can go out in fall. Kim Mannion – Can board review the survey before it's sent out to the membership? Yes.

INFORMATION BOOTH SHIRTS – Angela Holmes– only one volunteer wanted a shirt. If there had been more options or choices there may have been a better response. Kim Mannion suggested that an apron might be a good idea instead of a shirt – board thought this might be a good idea - Kim will check on apron pricing.

NEW BUSINESS PACKETS - Julie Abel and Lisa Lungaro will work on this.

COMMERCIAL RECORD - Holly Hughes from Allegan County Chamber and Business News. Cheryl Kaechele is going to revamp this publication, and wants to know why no one from SABA is advertising in it? What can we (ACC&BN) do on their end that would entice businesses to advertise in it? 2x a year a SABA member receives a cover story. Macatawa Bank was last regular advertiser. Would SABA include a letter in new member packets? This publication goes out to 8,000 people. Cheryl is going to remove Saugatuck/Douglas SABA section if there isn't any advertising participation from our membership. Fred Weber – Is the news in this publication in any other publication? No. Lisa Lungaro – Maybe the SABA news should be in a regular paper because this publication tends to get lost in the shuffle. Kim Mannion – Lets have Janet look at this to see if it's a viable issue. Janet will talk to Cheryl.

SCHOOL FUND RAISERS – Kim Mannion sent info to board on this. Are our merchants interested in participating in this in any way shape or form? Need to let schools know if they are interested so they can decide if they want to pursue this or not. Marilyn Starring – need to make Commercial Record aware of this issue so if they want to participate they can, since they are a SABA member. Linda Kinnaman brought the idea to the school and Kim Mannion and Sandy Brooks formulated the concept. Need to table this discussion for a workshop. Kim Mannion wants feedback from merchants on this issue. Discussed when we need to have more feedback from merchants. School will take care of printing and distributing.

BY LAWS – Form a small group to update by-laws. Lisa Lungaro, Angela Holmes, Fred Weber, Kim Mannion. Lisa Lungaro will e-mail everyone in regards to a meeting date.

DINNER AND A MOVIE – Lisa Lungaro is constructing the letter to send to Waterfront Film Festival - needs feedback from board and will send to WFF.

Adjourned 11:10 a.m.