



**SABA BUSINESS MEETING**  
**Wednesday, March 4, 2009**  
**Saugatuck City Hall – 8:30 a.m.**  
**Angela Holmes – Co-President**  
**Marilyn Starring – Recording Secretary**

**BOARD MEMBERS PRESENT:** Julie Abel-Jabberdesign, Ben Barton – White House Bistro, Lincoln Brackett-Brackett and Company, Angela Holmes-Century 21, Mike Carey-Del Sol, Fred and Janet Schmidt, Marilyn Starring-Star of Saugatuck, Jodi White-Macatawa Bank

**ABSENT:** John Jerome, Frank Rojek, Bill Smith, Kevin Tringali

**AUDIENCE IN ATTENDANCE:** Jane VerPlank-Victorian Inn/City of Saugatuck, Jennifer Stoddard – Monteverde, Sally Winthers-Graphic Design, Lisa Lungaro-Macatawa Bank, Durenda Walker-Rubinkam Studio/Gallery

Jane VerPlank – The city of Saugatuck’s fiscal years begins July 1st and ends June 30th annually. The City Council is required by Charter to adopt by resolution a budget for the ensuing fiscal year not later than the second regular meeting in May. Per City charter the City Manager is responsible for preparing and administering the annual budget under policies formulated by the City Manager. The following is a schedule that was put together of the budget procedure by Kirk Harrier, City Manager:

Budget Timeline

March 9th – City officers submit itemized estimate of expected income/expenditures for departments (Budget Request)

April 13th – City Manager compiles and reviews request and prepares budgetary recommendations and submits them to City Council (Preliminary Budget).

April 13th thru May 7th - City council reviews preliminary budget and makes adjustment based on policy formulation (Budget Workshops).

May 11th - City council sets public hearing at regular meeting for May 26th.

May 15th - Public notice for public hearing is published in local newspaper.

May 26th – City Council holds public hearing as required by Charter and votes to adopt final budget (Budget Adoption).

July 1st - Budget implemented for new fiscal year.

Mason Street road construction will begin in the fall – possibly late September. All of the street’s infra-structure, street structure and sidewalks are to be improved. Holland Street construction will start in spring, stop for summer and then finish in fall.

Survey – Angela Holmes asked where we stand with Douglas survey. Lisa Lungaro/Marilyn Starring stated that Lisa has talked to David Kowal, City Manager, and Matt Balmer, mayor, and they indicated that felt there weren’t any “issues” with the Douglas merchants that needed to be addressed at this time. We will send the standard 6 questions that were at the end of Saugatuck survey out to Douglas merchants to get their input for historical purposes.

**SECRETARY’S MINUTES:** Minutes for February and March needed to be reviewed and voted on. Jodi White made a motion to approve both sets of minutes. Ben Barton seconded the motion. Motion passed.

**TREASURER’S REPORT:** Jodi White said the income activity was due to a lot of membership dues, drug store wall renewals, and brochure ad money coming in. She also mentioned that there are a few Town Crier entries beginning to come in as well.

Angela Holmes asked if a lot of SABA bucks have been redeemed. Janet Schmidt said that not a lot have been redeemed. SABA Bucks are very tightly controlled, and we wouldn’t see problems that Holland recently saw with their HollandDollars.

Fred Schmidt provided the following information on SABA Bucks: To date the following:

SABA Bucks Gifted	\$1,500.00
SABA Bucks Purchased	\$355.00
SABA Bucks In Circulation	\$1,855.00
SABA Bucks Redeemed	\$330.00
SABA Remaining to Be Redeemed	\$1,525.00


Julie Abel made a motion to approve Treasurer’s report. Ben Barton moved to second. Motion passed.

Angela Holmes– Would like to see us push SABA Bucks some more. Marilyn Starring – Are we doing bag stuffers with Calendar of Events? Could we put SABA Buck info on bag stuffers that are given out? Janet Schmidt – Going to redo SABA Buck posters and laminate them. Janet is also going to talk with block captains so they can talk to merchants on their blocks about accepting SABA Bucks – need to educate employees about taking SABA Bucks – she heard back from several people that several stores had refused to accept them. Angela Holmes – Would like to attach an informational page to minutes in regards to SABA Buck that member can add to their packet on how SABA Bucks may be used and how to redeem them. Janet will have a handout at the April Spring-Kick-Off for businesses and their employees on the procedure for redeeming SABA Bucks. It will look like the following.

**Redeeming SABA Bucks**

- Merchants accept SABA Bucks
- No change is given
- Merchants mail redeemed Bucks to SABA Administrator, Fred Schmidt at SABA, Box 221, Saugatuck, MI 49453
- Fred will login redeemed Bucks and request Treasurer to reimburse merchant

For questions or further information, contact Fred or Janet Schmidt at 857-1620.



**MARKETING REPORT:** Janet Schmidt

Advertising – Free advertising campaign has been exciting and is being very well received. Deadline for submission for ads is Wednesday, March 18th - ads will run in e-mail going out on March 21st. Janet thanked Julie Abel for “creating” ads for members who are looking for that “special” touch.

Telephone traffic remains strong with a combination of who is open, complaints for those who “said they would be open and were not” and inquiries for future visits. There have been a lot of calls for this upcoming summer. Still need to address information that is and isn’t being put in windows if you are closed. If merchants are closed for day, week, month it is very important that they put a sign in their door, window etc. Also if you leave a note that says back in 15 minutes – put day and time you left and expect to be back.

Table card project is in final draft stage for the advertising collaboration with the SCA and the Historical Society, and cards will be in establishments (local restaurants, galleries, and lodging) on or before April 1st, although cards will be available for anyone who has a "place to put one".

First proofs are back from Robert Frieling, Media Marketing consultant for the Holland Sentinel and are being tweaked by Bill Hess (Historical Society), Kristin Armstrong (SCA) and Janet. Janet feels we are going to be pleased with the final outcome.

People continue to report to me how pleased they were with the Valentine's Day Weekend in regards to people that were in town and revenue wise.

Talked to Welcome Centers about the SABA brochures that are sent to the state for distribution to them - what they request vs. what is sent to them. When a Welcome Center runs out of the SABA brochures they barter for additional brochures from the other travel centers – went through 12,000 brochures in New Buffalo last year. Marilyn Starring suggested coming up with a postcard that could be sent to Welcome Center directors, so when they run out of brochures all they have to do is drop us a postcard and we will send more directories out to them.

Janet also discussed highway advertising signs: I-196 qualifies for the "Interstate Logo Program" which is open to information on FOOD, LODGING, GAS, and PHARMACIES. Non-profits/entertainment destinations are NOT eligible for these signs. If you are interested in further information on the Interstate Logo program contact Mike Kovalchick @ 517-337-2267. The TODS Program, for which recreational organizations ARE eligible, could be posted on M-89 or M-40 only. Blue Star is county highway there are no programs for this, you would have to privately rent property. The TODS program or the Interstate programs are only for STATE roads.

Concierge's desk will be established at the SCA this summer, and it should be very beneficial for SABA.

Town Crier – Sherrie and Jose Santos sent information to Janet – Commercial Record is offering special for advertising for this event. Angela Holmes asked Janet to talk to Sherrie about SABA logo not being on poster, but was on the brochure. Sally Winthers suggested that we have some stickers of SABA logo made to put on the posters.

Angela Holmes - What is the status of spring newsletter? Janet Schmidt has started a draft. Janet said that she will be introducing new merchants, talking about the street improvements, SABA Bucks – it should be ready to be sent out around Spring Kick-Off. Angela Holmes – Would like to see 6 newsletters a year done – one for each season. There will be an Events Committee meeting for the 31st of March. Julie Abel – should also include "monthly" great-deals.

#### **OLD BUSINESS:**

**MEMBERSHIP** – We have three new members Wicks Park Bar & Grille, Monteverde and American Cancer Society. Lisa Lungaro and Angela Holmes will be hosting a benefit in May for the American Cancer Society at Laketown Conference Center.

**DRUG STORE WALL** – 31 spaces are paid. 13 are still outstanding and Fred Schmidt will be re-invoicing those members. Mason Street Warehouse, Del Sol, and Sand Castle are not renewing - Bella Vita Spa and Suites had two spots and going down to one. We do have a waiting list – Fred will be contacting these people. Checkers and Toulouse are on the wall and haven't paid dues yet – Angela will get a hold of them to see what their status is. Also

need to get in touch with Tabor Hill for their membership status. Would like to hear back by end of today.

**BROCHURE** – Sally Winthers – Map of Saugatuck is now horizontal (was vertical last year). 2009/2010 is on the beach chair, and there is a photo montage on back cover. Marilyn Starring suggested that we take word “free” out from in front of shuttle information on the map. Cover – Discussed adding to “Things are great here” slogan – “thanks for coming”. Marilyn needs to check past minutes to see what other slogans were suggested. Back page – like the idea of using pictures. If anyone has any generic pictures of the area that could be used send them to Fred Schmidt [fnschmidt@wmol.com](mailto:fnschmidt@wmol.com) to help represent our six seasons. Ben Barton – liked idea of slices of photographs for seasons. Angela Holmes – Possibly we could stagger and frame with yellow and dark blue. Ben Barton - Photo of Douglas and/or Saugatuck sign would be nice.

Going out to get print bids today. Send photos to Fred and he will forward to Sally. Use the quote from USA Today and New York times – Janet Schmidt felt we should use this quote “Distinctive Vacation Destination” since we earned it this year, but can only be used for one year.

Remove “free” from parking and shuttle on map.

Brochure Quantities: Last year we printed 60,000 at 28 cents each that included tear out map and stand alone map (5,000). Brochure was \$16,600.00 and map was \$920.00 – 13,500 were shipped to Welcome Centers. We ran out of brochures prior to Labor Day and ran out of stand-alone maps late July. Fred Schmidt suggests that we increase to 16,000 directories to Welcome Centers – and print 70,000 and not do the stand alone maps. 54,000 directories to stay in Saugatuck/Douglas area at 28 cents each - \$19,400 would be cost of brochure. Janet Schmidt recommends we do 4,000 stand alone maps at \$700.00 – Cost for doing entire brochure project would be approximately \$22,000. Last year we spent \$17,500 for brochure project. Stand alone maps are 18 cents each. Stand alone map is something we would keep locally and not sent to Welcome Centers. Number of ads in the directory increased from 16 to 18. Lisa Lungaro and Marilyn Starring both asked how many felt we should print – both indicated 70,000 possibly 75,000. Did a hand vote to do stand alone maps and brochures – 4 Yes 3 No. Motion made by Angela Holmes that we print 5,000 stand alone maps and 70,000 brochures this year. Ben Barton seconded. Motion passed.

**EVENTS UPDATE** – Next committee meeting will be March 31st. Town Crier committee meeting was held last night - received brochures and posters for event. Jodi White will get a hold of Sherrie Santos to see about getting a SABA sticker put on poster.

**HARBOR PLANNING COMMITTEE** – Nothing to report first meeting will be held Thursday, March 5th, 2009 at Douglas City Hall at 7:00 p.m.

**WGVU** – February show was on local chefs. March show is going to be on cooking featuring the Olive Mill, Butler Pantry, and Spice Merchants.

**BLOCK CAPTAINS** – Angela Holmes would like to see a Block Captain’s list done by Spring Kick-Off. Would also like to hold a meeting with Block Captains before Spring Kick-Off to explain their role to them. Would like recognize the block captains at the Spring Kick-Off.

**COMMUNITY LEADERS LUNCH** – Nothing since the last meeting – next one hasn’t been set.

**OFF BUTLER STREET SIGNAGE UPDATE** – Nothing. Marilyn will ask Kirk how low signs can be put.

**SURVEY RESULTS** – Can put on web site now. Send e-mail to everyone in regards to survey posting. Lisa Lungaro - Can send the six standard questions to Douglas merchants – going to pass on a general survey this year, maybe next year will have something they need to have input on. Asked Fred Schmidt to send the Douglas merchants the six base line survey questions for historical data.

**BOARD MEMBERS** – Workshop will set one up if we need it before next meeting.

**EVENTS** –

St. Patrick's Day parade – March 14th 2 p.m.

Pub Party on March 14th – Sponsored by Historical Society

April SABA Monthly Meeting – April 1st, 8:30 a.m. – Saugatuck City Hall

Town Crier Race – Saturday, April 11th SABA

Spring Kick-Off – Tuesday, April 14th, 2009 – 5:30-7:30 p.m. @ Wild Dog Grille in Douglas

Liquor License Holders Meeting – Thursday, April 23rd, 9:30 to 11:30 a.m. at SCA