



Wednesday, May 2, 2007
Saugatuck Center for the Arts
Meeting Called to Order: 5:30 p.m.
Chaired By: Lisa Lungaro, Co-President
Recording Secretary: Marilyn Starring

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

Board Members Absent: Fred Weber

Membership in Audience: Bill Galligan-Galligan's Glenn, Marsha Burd-Saugatuck Traders, Steve Williford-Massage By Steve, Kristen Armstrong-SCA, John Jerome-Butler Pantry, Terry Burns-Lakeshore Counseling, Stacy Hansen, Tamera & Heather Eckhards-Copper Garden Studio (coppergardenstudio@wmwisp.net), Pat Murphy-Patrick Murphy Homes, Mary Glinski-Thistle Gallery, Sandra Randolph-Good Goods, John Welch-Great Lakes Merchant Services (jwelch@glmsinc.com), Rod Hampton & Aedan Hanley-Four Seasons Tanning Services (thetanningboys@i2k.com), Neil Atherton-Hoopdee Scootee (customerservice@HoopdeeScootee.com)

Kristin Armstrong gave a briefing about the SCA. They rent rooms out for meetings (distributed rate sheets). The SCA now seats 450 people in the theatre. SCA also distributed a list of the SCA's Board of Directors. They (SCA) have added two new part time staff.

SECRETARY'S MINUTES:

Angela Holmes made a motion to approve the April minutes. Frank Rojek second. Motion passed

TREASURER'S REPORT:

Kerry O'Donohue: We are currently 6 months through our fiscal year. Last month's activity centered around the Town Crier Race. This year's Town Crier Race was the most financially successful. The profit was about \$7,500.00. Lisa Lungaro stated that the profits will go to local charities – with substantial funding going to the public school system – Community Rec/Youth Center. There were 350 runners. 100 of the runners signed up that day. There were several new races added for children – a kid's dash and a 5K kid's relay. There is nothing specific to report since last month. Frank Rojek made a motion to approve the Treasurer's Report. Scott Eilbes seconded. Motion passed.

AUDIENCE COMMENTS: None

OLD BUSINESS:
SPRING KICK OFF

Angela Holmes – This year's Spring Kick-Off was held at the Blue Moon on April 19th – was very well attended.

MEMBERSHIP

Fred Schmidt: Great Lake Merchant Services and Four Seasons Tanning, and Silverberry Home Décor have joined since last meeting – we now have over 200 members.

BROCHURE

2007 brochures are now in – extras are being stored at Star of Saugatuck. If you run out call Marilyn (857-4261) and you can stop by to pick some up or call Fred Schmidt (857-1620) and he'll deliver them to you. SABA printed 60,000 - 12,500 were sent state of Michigan Welcome Centers.

DRUG STORE WALL

Wall on south side of drug store has 48 signs spaces available @ \$100 per year – Saugatuck Drug provides the space to us – free of charge – we rent out the spaces as a means of raising money for SABA – all spaces have been sold. Anyone that would like to have their name put on a waiting list please contact Fred Schmidt. Marilyn Starring will call Pete the Painter to see when he plans on painting the board and getting the box for SABA brochures that was destroyed over the winter.

COMMUNITY MAP – Julie Abel

Met with designer Sally Winthers – tear off maps will be 8½” x 14” front and back. We should have them by the next meeting to show you. Use them for Kiosk maps to be used through out the community – open to SABA members as part of membership dues. Fred said that we may have the map pads by the June meeting.

CVB Follow Up –

Nothing specific at this time to report. There have been lots of opportunities over the past two weeks to do some joint advertising. Holland Sentinel also is providing an opportunity for advertising.

EVENTS COMMITTEE – John Jerome

Music In the Park – Adding another date September 12th – There will be 15 weeks of music with over 21 sponsors. This is a free event which will be every Wednesday at Wick's Park – begins June 6th from 7 to 9 p.m. Events Committee meeting on May 8th at 4 p.m. at Saugatuck Coffee Shop. Posters will be made up in the next couple of weeks to promote the event – Is there any local advertising? Is there any bag stuffers being planned? Board members should try to make the next events meeting. Need to come up

with a rain out policy. Lisa – there is a tentative idea for the rain out policy that is being worked on.

WATERFRONT FILM FESTIVAL - WINDOW CONTEST

Contact Scott Eilbes at Mason Street Suites or and Marsha Burd at Saugatuck Traders for information. They will get info out to merchants on this – May 25 deadline for sign up. ½ page ad in festival brochures listing a walk through town to see the window display. Marsha – We're not going to do a people's choice award this year – people didn't look at every window – want to make downtown part of the film festival. Will allow ½ sheets to be distributed as people enter movies with listing of participating stores. Judy Smith will call when posters are in for distribution – she also agreed to give a couple free tickets to the judges. Will also be doing a certificate for window contest participants.

WINTER FESTIVAL

Linda Holmes will help out with the festival - She has some ideas from years past – it's a starting place to build from. John Jerome – We will be working on Festive Fridays in December - call Scott 857-5553 if you want to help. Neil (Hoopdee Scootee) – Would be nice if we could tie a theme in to save our river/harbor with this event. Lisa Lungaro – last meeting for harbor committee was held. They will continue to meet - looking at forming a tri-community plan for this.

TIPS TRAINING – Marilyn Starring

Letters went out to liquor license holders in early May. Coral Gables has agreed to host the training area in Hippo's. Jim Permesang from Mervenne Beverage will provide the training – cost \$15.00 per person. In house serving Monday, June 4th or Monday, June 11th - 9 a.m. to 11::30 a.m. - Tuesday, June 5th 6 to 8:30 p.m. Off Premise Sales – 6:00 to 8:30 p.m. Deadline for sign up – May 25th. Contact Marilyn Starring at 857-4261 for more info.

GREEN MARKET CONCERNS

Lisa Lungaro looking to set up a meeting next week between SCA and Frank Rojek, Angela and herself.

MARKETING CLINGS FRO MERCHANT WINDOWS – Fred Schmidt

A cling was created for merchants to display in their windows – it identifies your business as a SABA member, promotes the six seasons, SABA website and can be used for promotions Frank Rojek – Can we mail cling to member with minutes if they did not receive one? Julie Abel – We can deliver them when delivering maps.

OUTSOURCING POLICE PROTECTION

Frank Rojek police department will remain local force. Concern from SABA prospective – bringing police from outside isn't always aware of how it is working in a resort community and may not perform “the customer friendly” service we now have.

INFORMATION BOOTH

Angela Holmes is working with Mary Schaf. Looking for more volunteer – request was in the paper. 857-2976 if you want to volunteer to help –they can use more help. Please consider volunteering if you have some spare time. Angela Holmes is going to contact CVB in regards to lodging info.

Pat Lion – Can we get an information booth in Douglas? Further discussion would be needed.

NEW BUSINESS;

Board received a letter of resignation from the Rosalie Yaksic today. She is moving out of the area. Board expressed their gratitude for all the work that Rosalie has done for SABA. Marilyn Starring will send a letter to Rosalie thanking her.

GARDEN CLUB

SABA is going to pay 2 students to water and take care of the flowers downtown Saugatuck – cost is \$20 per week - Marsha Burd is concerned about plants not receiving the attention they should, the watering doesn't start soon enough, last long enough or is thorough enough. Fred Schmidt – what is missing is the supervision of the kids. Garden Club is supposed to supervise the students. Pat Lion – Can we send a letter to the Garden Club to state our concerns? Neil Atherton – Is there something wrong with the side streets? Katherine Economos – 857-1248 or cell 630-209-7476 is the contact person – would have to talk to her about all of these questions. Angela Holmes thought the Garden Club said they would pay to have student water the flowers a third time a week. Couple people thought this was a correct – will need to follow up.

OVAL BEACH – Removal of life guards.

There will not be any life guards at Oval Beach this summer – just passing on info about removal of life guards from beach from city council meeting.

Frank wanted to thank people everyone who attended the meeting tonight. By show of hands they would attend an evening meeting. Most persons raised their hands.

NEW MEMBERHSP FEE STRUCTURE DISCUSSION

Fred Schmidt this is a topic that gets annual discussion – always driven by season which we conduct membership drive, membership leads to creation of brochure – those that promise and don't pay. Last 2 years membership fee was \$175. This year kept the membership fee at \$175 and had to “sort of beat the people who didn't pay on time”. We have in the past said if you joined after brochure went to bed, and you were not in the brochure the membership fee dropped to \$87.50. Fred wishes to reduce fee after brochure goes to bed but not to \$87.50 because we (organization) have more value – not reduced by ½ just because you don't make it in the brochure. Angela Holmes – We need to revisit at a later date - \$175 to belong to SABA is a bargain.

LAST CALL

Will be back Memorial Day weekend. Are we making a donation? Will discuss at our next meeting. Need to e-mail blast this information. Last Memorial Day took home 187 people home. Sandra Randolph – Last Call can use Good Goods parking lot for parking.

RADIO, TV AND GR PRESS ADVERTISING

Marilyn Starring – Central News from Chicago was offering a pretty good deal for summer advertising in the ‘Chicago Commuter’

INTERURBAN MILLAGE RENEWAL ELECTION

Interurban is asking for \$300 for advertising for mileage election. Frank Rojek made a motion to donate \$150 if CVB matches these funds – if not we donate the whole \$300 for the Interurban request. No second to the motion. Kerry O’Donohue - Said we could come up with a \$100 from the budget to donate towards their advertising request. Frank Rojek made a motion to donate \$150 towards the Interurban request. Scott Eilbes seconded. Motion to pass. Fred Schmidt – Since it is so late, need to talk on the street to get people out to vote next Tuesday. Pat Lyon – We could send an e-mail blast. Fred Schmidt will do this.

COMMUNITY ISSUES FORUM

Pulling together local leadership to one meeting on a quarterly basis. Scott Eilbes- We will have a stronger community bond if we all work together – stronger voice.

CALLING TREE - is complete – pass them out and use. The Calling Tree is also on line. How do you get on it? Call Fred Schmidt 857-1620.

UPCOMING DATES TO REMEMBER

Frank – Holland May 19th – Uncommon Grounds book signing and meet the author.

Pat Lion – Clothesline Art Show - 30 spots available on Memorial Day weekend – art on the lakeshore.

Meeting adjourned.