



Wednesday, May 6th, 2008 ~ Saugatuck City Hall

Meeting Called to Order: 8:42 p.m.

Chaired By: Angela Holmes and Lisa Lungaro, Co-Presidents

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: Mike Carey, Angela Holmes, Lisa Lungaro, Kerry O'Donohue, Kim Mannion, Frank Rojek, Fred Schmidt, and Marilyn Starring

Board Members Absent: Julie Abel, Scott Eilbes, and Fred Weber

Membership in Attendance: Bonnie Lowe-Saugatuck Area Cottages, John Jerome-Butler Pantry, Brent Birkholz-Harbor Duck - Jane Verplank-Victorian Inn/Saugatuck City Council – Meg Percec-Good Goods – Steve Williford-Massage By Steve

Meeting called to order at 8:42 a.m. by Angela Holmes.

SECRETARY'S MINUTES: Frank Rojek made a motion to accept the minutes as presented. Kim Mannion seconded the motion. Motion passed.

TREASURER'S REPORT: Kerry O'Donohue presented a Profit & Loss Statement since the beginning of the fiscal year through yesterday's date. All financial information that was lost in the fire has been retrieved and has been re-entered into Quick Books. The income listed under Membership Dues is the total we have received after November 1st - we had received quite a bit of revenue prior to November 1st.

Town Crier entries are final \$10,500 was revenue - \$6,200 in expenses – another \$2,000 refund from timing company. Profit from Town Crier was about \$6,000, which is down some from last year. Day of race entries was down from last year due to the weather.

Frank Rojek asked what the charitable contribution was for - Sylvia's Place. Frank Rojek asked if a donation had been made to Last Call Ministries yet? No. Marilyn Starring will check last

months minutes to verify that the board had approved a \$100 donation, and to get Kerry O'Donohue the correct address for Last Call Ministries. Frank Rojek made a motion to accept the treasurer's report. Kim Mannion seconded. Motion passed.

SAUGATUCK/DOUGLAS POLICE DEPARTMENT – Kelly Bradfield of the Saugatuck/Douglas Police Department did a presentation on Non-Sufficient Funds (NSF) and Shoplifting. If you receive a NSF check you must fill out a prosecutor's packet (you can download a copy from the SABA web site Members pages) it is self-explanatory. It is important that you put employee's name down that took the check, and you must send out a 5 day notice via certified mail to notify person that check is bad – then you notify police and they will file a report. Checks written under \$50 are looked at differently than if it is over \$50. It is a felony if it is over \$500 or drawn on a closed bank account. There is a restitution process where can recoup up to 300% - this is a civil process for retail fraud– they can be prosecuted for this. You will need a copy of the check (get from your bank) both sides - this will accompany the report to the police department. If the certified letter is returned to you three times you can report to police and then they will give it to the prosecutor. Police also try to make contact and gives the person 5 days to pay the NSF check before turning it over to the prosecutor. The prosecutor will then decide if they will prosecute or not. This applies to both in-state and out-of-state checks. Forms are at the police station. A copy can also be found on the Members page of the SABA web site. It is important that you take the name of the person that you contacted at the bank and give to police – makes it much easier.

Lisa Lungaro – There is still traveler's check and business check fraud going on.

SHOPLIFTING - If you know you have a shoplifter call police and have them take a report. Don't approach the person. Last year there was a person who tried to return items that weren't sold at the store – this constitutes retail fraud. With retail fraud you can re-coop up to 300% of your loss – this is done through civil court, and is in addition to the sentence that is handed down. There are quite a few shoplifters in the area – mostly younger people shoplifting or people with a substance abuse problem. Key is to contact the police right away. \$200 is the divider between a misdemeanor and a felony. Don't get involved with the person.

Lisa Lungaro - Is there a way that the police could contact Fred Schmidt to activate the calling tree if there is something going on? Office suggested that we put a notice in the paper telling merchants about the Calling Tree to get more people involved. Lisa Lungaro will contact Ken Giles and talk to him about how we can make this work better. 911 is the first number that you should call when reporting shoplifting.

CALLING TREE – Latest Calling Tree directory is on the table for members to take. We will also have a link on our web site on the Members page.

Meg Perc – need better description of persons that the calling tree is looking for – some guy in tan shorts and blue shirt is rather vague – a lot of people fit that description. Frank Rojek more distinctive details about the person i.e. she had a beaded bag helped them catch a shoplifter last year. Fred Schmidt – Seems like we have more exposure to shoplifting during sidewalk sales.

Lisa Lungaro said the bank has a suspect sheet that they use and will supply it to Fred Schmidt to supply to membership.

OLD BUSINESS

MEMBERSHIP – Wish to welcome the newest member to SABA - Wild Dog Grille from Douglas. Frank Rojek suggested if there is someone new moving into your block please notify Fred Schmidt so he can talk to the person about SABA.

Lisa Lungaro – Suggested that next month we do a workshop on membership guidelines for dues etc. for 2009. Fred Schmidt - Need to visit issue of non-profits paying a fee – should be some small amount for their membership. Frank Rojek – May non-profits use the insurance plan? Yes. Fred Schmidt – Main reason non-profits join is to be on the e-mail list to see what's going on within the organization.

DRUG STORE WALL SIGNAGE: All spots are sold and one business on a waiting list. Fred Schmidt gives new business going up on the drug store wall a blank sign and they have the work done on the sign and then it goes up. Or Fred Schmidt will have the sign done for them for a fee. Brent Birkholz – Who do we notify if you want to redo the sign? Fred Schmidt – I will give you a blank sign so you may have your sign redone and then it can be put up once the sign is finished. Brent Birkholz suggested that the drug store wall should be redone by either alphabetizing the signs, or using the format in our directory with segment for services, food, restaurants etc. Angela Holmes – Will put this in the survey to get the response from membership. Traditionally the Drug Store Wall has been on a first come first serve basis – and new businesses go where there is a vacancy. Fred Schmidt – Need to be cautious because of the issue that everyone wants their sign at eye level – possibly we could group Saugatuck merchants on one side and Douglas merchants on the other.

BROCHURE AND MAP PACKETS – On the current walking map there is no stop indication in Douglas for the Harbor Duck. We will put Harbor Duck stop on the map on the web site and will also add Wild Dog. Will make these changes and put new PDF's on the web site.

Steve Williford went into the information booth a couple weeks ago, and there were at least 15 pads of maps there – possibly we need a fewer number of maps left out there at one time.

COMMUNITY WALKING MAP ENCLOSURE/KIOSK – SABA is on the Saugatuck May 12th city council meeting agenda for approval of the kiosk we want to place in town. We are going local to have the signs made at Signs Now from Holland – they will be metal – wish to place at the bathrooms on Butler Street. Angela Holmes Lisa Lungaro will have lunch with Douglas city representatives (city manager and mayor) on May 12th, to get things going in regards to placing a kiosk in Douglas. This project took longer than anticipated because we were trying to get a decent product at a decent price while finding someone locally to do the signage to save on shipping costs. Cost will be \$2,200 per sign. Our original intention was to place one by the Information Booth and the bathroom on Butler Street, but since the kiosk are so expensive we can only do one per city at this time. Jane Verplank said she would check to see if there is additional money available that city could pay for an addition kiosk down by the Information Booth.

EVENTS UPDATE – Almost have Music in the Park wrapped up. John Jerome distributed information sheets in regards to sponsors and bands for the events. Sponsors have pledged \$4,400 and the cost for the music is \$4,175. At this point Douglas will e-mail dates of the Socials so we may promote them as well. There is a DDA meeting on the 13th of May and they are very interested in having SABA work with them in regards to sponsoring some music for this year in Douglas. Mike Carey suggested that sponsoring a band at pre-planned social would be the most feasible. Nancy Ayers – from Douglas would like some info from John Jerome on entertainment to book for the Douglas Socials. Mike Carey – Sincerely appreciate all the hard work that John Jerome does on Music in the Park. John Jerome said that if there were a rain out that the music will be moved inside to the Crow Bar at Coral Gables – this would be our permanent “rain out” location.

SPRING KICK-OFF – 75-100 people were at the Spring Kick Off at JoJo’s. It was very well attended and people enjoyed great food and seeing old friends and meeting new business owners. A huge thank you goes out to Joey Santo’s and his staff at JoJo’s for a great evening.

Town Crier – talked about the possible recipients for the money raised from the race. Will probably be the same groups as last year. E-mail will go out as to who the recipients are that will receive donations from the Town Crier race in the near future. In the past a portion of proceeds went to SABA for fall events – SABA was given \$2,000 last year and \$2,500 the year before for advertising and promotion of off-season events in fall and holidays. Question was asked if we still really need the money. John Jerome said it really does help for Festive Friday/holiday promotion. Lisa Lungaro – this is the only money we have budgeted for promoting these events.

Jane Verplank – There was an issue that the “No Parking on Saturday” signs didn’t get pulled and dropped after the race, and were left up on Butler Street all day. She said that the “Road Closed” barricades weren’t removed either, and that she will talk to Kirk about this. Fred Schmidt – also need to remember this about Mt. Baldhead Challenge race in the fall.

PRE-SEASON LIQUOR MEETING – Was well attended and had a good turn out. Heard some positive feedback about the meeting. Will plan on possibly doing a follow-up meeting in the fall and a plan on making this an annual meeting in the spring.

Angela Holmes asked that John Jerome put the SCA on a flier for Music in the Park as a trade off for the \$150 they charged us for using the auditorium for the liquor meeting.

SIDEWALK SALE: It is only going to be one day this year. What are the rates going to be? Kim Mannion asked what she found out about the Democratic Party having a table at Sidewalk Sale. Kim Mannion said her attorney told her as long as we are not doing anything different for them than anyone else it is not a problem. Marilyn Starring asked if we were going to notify the other political parties that space was available. Response: We are not going to notify anyone else – if they ask they can come. Fred Schmidt already getting phone calls about participating told them that last year it was \$70 non-members - \$40 for SABA members, and this year’s rates haven’t been decided yet. Agreed that we would keep the rates the same this year. Fred

Schmidt needs to contact Marsha Burd and have her come to the June meeting to discuss Sidewalk Sale.

BLOCK CAPTAINS – Frank Rojek will work on this the week after Mother’s Day. Currently have three people who are block captains. Frank Rojek said that he looks at Block Captains as being a SABA point of contact and to pass out information to businesses in their designated area. Shouldn’t take more than an hour per month to pass out information to the businesses. Jose Santos, Marsha Burd, Mike Carey, John Jerome, Frank Rojek, Lisa Lungaro (downtown Douglas), Kim Mannion (Blue Star), and Marilyn Starring have volunteered to be Block Captains. Fred Schmidt can get print information that needs to go out to block captains. Macatawa Bank can print information off. Kim Mannion possibly we could offer SABA bucks as a reward to Block Captains. Lisa Lungaro – do we want to do this on a fiscal year or calendar year? We also need to control printing costs. Angela Holmes – Need Frank Rojek to get information to her about the block captains.

BLOCK PARTY – Frank Rojek is working on concept of each business displaying a photograph of what it looked like and some of the history on the building to display in their window – looking at doing this in fall/winter. This year’s Heritage Tour is being changed to Heritage Festival and will be a Home Tour – we should try to coordinate with Judi Vanderbeck from Historical Society who is heading up the event this year.

FILM FESTIVAL - John Jerome asked if we are doing movie window theme contest for the Film Festival this year. Lisa Lungaro will check with Judy Smith from the Film Festival to get their take on it.

MARKETING POSITION – Angela Holmes – We are getting closer to what we are looking for. Lisa Lungaro, Marilyn Starring and Angela Holmes conducted an interview and it was a good exercise to go through. We are still going to interview three local people. We need someone to coordinate the SABA marketing program – we will use Sally to do our design work. Our main objective is to hire a person to focus on getting an e-mail newsletter out for SABA. Sally Winthers can set up the template - Fred Schmidt can lay it out – we just need someone to write stories. “Things Are Great Here” is the theme that we want to continue to use for this year.

Mike Carey is waiting to hear back from Cheryl Meyer – From the Dolly Parton Imagination Reading program in regards to students from Saugatuck school district who want to be signed up for this program.

SABA BUCKS/BUSINESS PACKETS – Kim Mannion - Looking at organizing and assigning this project to various members. SABA BUCKS – need to determine the best way and most cost efficient to move forward with this program. Possibly we should consider changing the name to encompass Saugatuck/Douglas members.

HARBOR PLANNING COMMITTEE UPDATE – Jane Verplank – this committee has stalled – there is no update.

MEETINGS WITH SAUGATUCK & DOUGLAS CITY MANAGERS – There will be a meeting with Douglas city manager and mayor on Monday, May 12th – Lisa Lungaro and Angela

Holmes will attend. Lisa Lungaro has information for Jane Verplank in regards to four citizens who want to work on Cardboard Recycling project.

WGVU – Music in the Park will be discussed on *View from the Dunes* in June. Lisa Lungaro – need to work with the Film Festival. Need to discuss the Douglas Socials at the end of July for August happenings. In May could discuss Memorial Day weekend. It was suggested that we use our current marketing slogan “Things Are Great Here” when discussing what’s going on in Saugatuck/Douglas. Fred Schmidt will find out what Jon has planned on discussing for this upcoming show.

NEW BUSINESS

Information Booth Volunteers want t-shirts. Sisters Ink did t-shirts have everything on screen print. Suggested that we do a left chest – polo. We should print some for volunteers and a few for give-aways. If someone wants to buy some of these shirts in either a t-shirt or polo should go see Sister’s in Ink and have them printed for you. Kim Mannion will talk to Sister’s in Ink about this.

OFF BUTLER STREET BUSINESS SIGNAGE – Marilyn Starring has spoken with Mike Sova and he said he could update the signs for approximately \$100 each. Marilyn has a couple of leads she will check into for welders to lower the signs to 6’. It was suggested that Marilyn should talk to Bruce Simonson and Jane Verplank from the city to see if they could assist. Once we have this in place will proceed with getting information out to businesses to see if they want their name added to the sign, and need to determine cost to participate on this signage. Marilyn has talked to Kirk Harrier already and he is willing to work with us on this project – just need to provide him some more details.

MEMBER SURVEY- Lisa Lungaro and Mike Tischleder are going to begin working on this in June – will probably see the survey in September

GARDEN CLUB FLOWER POTS – Community Pride Day May 19th SABA paid student \$20 per week watering twice a week (Friday/Tuesday) last year. We have put this line item into our budget for this summer as well.

The flowerpots looked great last year, and much of the credit goes to local merchants who watered the flowerpots in-between scheduled watering days. The SABA board wishes to express their sincere gratitude to merchants who watered the flowerpots and keeping them healthy and fresh for the entire season. We are hoping that merchants will continue to water the flowerpots this summer, as well, in-between our scheduled watering days.

BUSINESS PACKETS – Nothing else to discuss at this time.

SCHOOL FUNDRAISERS – Kim Mannion met with Sandy Brooks at Saugatuck Public Schools and discussed ways that the school could partner with merchants rather than having students selling things. The idea is to have fund raising dollars go to local merchants i.e. Uncommon Grounds did a fund raiser last year with the school where they sold a particular brand of coffee – UGS sold the item at cost and donated to the school the balance. This helped

get people into their store and also benefited a group at the school. It would be an off-season promotion during school year. Other ideas – coupon book – SABA entertainment book – we need merchant feedback on what they think of different concepts – if merchants like the idea? Hate it? Will merchants participate?

LETTER OF RESIGNATION FROM LISA LUNGARO – Submitted a letter of resignation effective August 6th. (See attachment.) Marilyn Starring said that SABA and the board will miss Lisa and she has some big shoes to fill. She has given a lot of her personal time to have the organization grow into what it is today. The board sincerely appreciates all the hard work, time and energy that Lisa has devoted to SABA over the years. We also appreciate everything that Lisa has provided to SABA through Macatawa Bank – postage, printing and use of her staff to get projects done. Don't think we all quite realize everything that Lisa does for this organization and we are going to truly miss her, and hate to see Lisa resign – she has been the heart and sole of SABA for many years.

Board must find a new co-president, and decide how we are going to make this all work. Marilyn Starring asked Angela Holmes if she was willing to continue as co-president seeing that she is at the end of her second year – don't need an answer now, but soon.

Need to do a board workshop to discuss all of this – SABA board workshop will be Thursday, May 15th onboard the Star of Saugatuck at 5:15 p.m. Lisa needs to put together a plan of everything she does and has done in her role as co-president to help board with their decision making process.

John Jerome – A lot of complaints about stores being closed when they are posted to be open. Would like to see city put in their business license ordinance that businesses must post hours in their window.

Discussed doing an annual merchant meeting where we can cover various issues – i.e. check fraud, shoplifting, etc. Would also like to see us include a Customer Service/Hospitality training meeting for store owners and employees - like we have done in the past – Marilyn Starring will work on doing something – will see if we can pull something together for this June – if not next June.

Jane Verplank stated that the city of Saugatuck did a three-year contract and spent \$40,000 on putting the Christmas lights in the trees to help promote the holiday season. It seems silly to bring people to town and there is nothing for them to do – (i.e. stores are closed) need better merchant participation. Not sure if city will spend money to put lights in trees in the future.

Brent Birkholz – Parking Shuttle signage for high school parking lot needs to be redone – it currently is in sad shape. Should have a committee look into this – signage needs to be cool, fun and directive.

Next meeting will be June 4th at 8:30 a.m. at Douglas City Hall

MEETING AJOURNED. 10:55 A.M.

Letter from Lisa Lungaro, Co President of the Saugatuck/Douglas Area Business Association:

I would like to take this time to thank all the past or present board members, committee members, and volunteers who commit their personal time to making this organization a true success. I respect the volunteers who work so hard to efficiently run this organization, and will cherish the relationships/friendships we have established. The Saugatuck/Douglas Area Business Association has truly evolved to become a professional entity in which I personally take pride in their achievements. I believe our community benefits from the ongoing efforts and accomplishments put forth from this great organization.

In addition, I would like to express an appreciation to all those within the Douglas and Saugatuck community for supporting the SABA organization and my efforts over these past years. During the last couple of years, I've strived to build ongoing relationships and bridges between both of our communities. I would like to recognize all our local leaders by thanking them for devoting their personal time; and convey my gratitude for all their efforts in making our community stronger through collaboration.

A special thank you goes to Macatawa Bank for allowing me the opportunity to be a part of the SABA organization, for their extreme generosity, and ongoing support provided to the Saugatuck/Douglas area. I would like to acknowledge the Macatawa Bank - Douglas staff for all their hard work and dedicated hours to completing the many projects for SABA.

Upon careful consideration, I am looking to take time to concentrate on other endeavors and will be resigning from my position as SABA Co-President. Having been a part of this organization for approximately 12-13 years, all of you can understand how difficult it was to derive to making this decision. I am looking to relinquish my responsibilities at the business meeting to be held on August 6th, 2008. Since SABA is a volunteer based organization, I strongly encourage others from our community to step forward and become part of it. I am very proud of the accomplishments in which we all have achieved. It has been a rewarding experience to be a part of this wonderful organization and I wish SABA continued success.

Sincerely,

Lisa Lungaro

Macatawa Bank

Branch Manager, Douglas Office

Assistant Vice President