



**Saugatuck Area Business Association  
Wednesday, November 7, 2007 - Saugatuck City Hall**

Meeting Called to Order: 8:35 a.m.

Chaired By: Lisa Lungaro, Co-President, Recording Secretary: Marilyn Starring

**Board Members Present:** Julie Abel, Lisa Lungaro, Kerry O'Donohue, Pat Lion, Fred Schmidt, Marilyn Starring, Fred Weber,

**Board Members Absent:** Scott Eilbes, Angela Holmes, Frank Rojek

**Membership in Attendance:** Bob Walters – My Favorite Dish

**ELECTION RESULTS:** 314 voters – which is just a little over 50%. Hess, Spangler and Simons were reelected. Simons won by 1 vote over VanSingel. School bond issue passed by 48 votes.

Scott Eilbes – He is doing much better – should be moved from CCU today – he is talking, eating, and receiving physical therapy and making progress, hopefully he'll be home soon.

**SECRETARY'S MINUTES:** Marilyn Starring moved to accept with the inclusion of the following e-mail vote: Marilyn Starring made a motion to give the Events Committee \$1,500.00 to spend on TV and radio spots for the upcoming holiday season. Fred Weber second. Motion passed. Fred Weber seconded the motion to accept the minutes. Motion passed.

**TREASURER'S REPORT:** Treasurer's statement presented is for full fiscal year – also attached is a copy of the last year's budget so we can compare overages/shortages. We exceeded membership dues from what we budgeted, and we under spent in several other areas. We need to create a budget for the upcoming fiscal year's budget. Fred Weber moved to approve as presented. Pat Lion seconded. Motion passed.

We have a healthy balance in our checking account – we currently have basic checking. We have discussed investing some of the balance in the checking account to make some interest on the money. There is a business plus account with different interest levels. Kerry O Donohue spoke with George Stoutin with Edward Jones – they have a money market account that pays about 4% (this is liquid) or we could purchase CD's that earn about a ½ % more. Suggest that we put \$15,000 in money account. Is this account money market? No. Fred Weber - What is the term on CD? 3 months – 6 months+. What is

return on liquid CD? 3.85% Marilyn Starring – If we begin earning interest on some of our money would we have to file income tax? Yes. Do we file anything now? No. Kerry O’Donohue – Possibly we could have a meeting with George Stoutin. Should we have a separate workshop on this? Yes. Workshop will be Tuesday, November 13<sup>th</sup> 6 p.m. – Kim Mannion’s office at Metropolitan Title. Ask George Stoutin to come to this meeting and make a presentation. Suggested that we have proposals from George Stoutin from Edward Jones, Lisa Lungaro from Macatawa Bank and Sue Tecklenburg from Chemical Bank to make proposal on money we wish to invest – they are all investment/banking members.

### **OLD BUSINESS:**

Fred Schmidt - We had 210 paid members in 2007 – 133 of those members have already renewed their memberships for this year. We have hardly had any renewals since the early deadline has passed. At next meeting we should decide what we would like to do with members who have outstanding renewals. Button Gallery, Olive Mill Shop and Jewelry Store, and Bentley Suites are new members.

### **DIRECTORY AND COMMUNITY MAP:**

Fred Schmidt - Current directory is 2 colors – black + 1 color, and has fold-out at the end w/maps on it. Spoke with printer we had this year and asked them to send a mock-up of directory with proposed changes. They moved ads to middle of the directory and took out maps – added the walking map to the back with a perforated edge so map can be torn off. Map will need some size adjustment to fit on back pages of brochure. We can print some brochures w/out the map for Welcome Centers. This would integrate map and directory into one product.

Brochures in 2007 (see hand out - is a comparison between 07 and 08). We need to make a decision within the next month on what we want to do with directory. In '07 John Schwabel did the design work – Fred Schmidt strongly feels we should bring this work back into the United States and do the whole thing state side. Pat Lion – Will we have to print more brochures than the 60,000 since we will be incorporating the map into it? Possibly, but don’t think so – we currently have 17 boxes of directories left. Fred Weber – Feels it’s time to upgrade the brochure.

### **PERFORMING ARTS:**

Separate Performing Arts (SCA, Mason Street, etc.) and Visual Art (galleries) into two separate categories. Fred Schmidt – As far as the directory is concerned we just need to add one category - Performing Arts Category – correct? Yes.

### **EVENTS COMMITTEE:**

Carriage Rides: Fred Weber - We are all set and have a schedule of the rides which will begin November 16 and 17<sup>th</sup> and alternate between Saugatuck and Douglas. Fred Weber has made a sandwich board and it will be set out during carriage rides. Julie Abel – could we put a brochure rack on the sign to distribute SABA brochures? Fred Weber will check with the city in regards to putting the sign out during the carriage rides - it is a sturdy sign. Fred Weber will put the sign up for Saugatuck, and Kerry O’Donohue will put the sign up

in Douglas for the carriage rides. Where will we keep the sign when it is not being used? Fred Weber will keep it at his place.

### **HOLIDAY PREVIEW**

Is a week from this weekend – November 16 and 17 – 36 Saugatuck participating merchants – every store will be open in Douglas. Luminaries – choir strolling on Friday night in Saugatuck. Candy Cane Lane game for Saugatuck merchants - should be a good weekend. There are five stores decorating windows in Douglas. Window decorations need to be completed by November 16<sup>th</sup>. Fred Weber – John Jerome has done a wonderful job picking up in Scott's absence. Fred Weber - Maybe need some written guidelines for Candy Cane Lane game. Lisa Lungaro – Re-cap to membership would be a good idea. Will have John Jerome contact Fred Schmidt to get something out. John Jerome has really put a lot of personal time into this.

### **FESTIVE FRIDAY'S:**

Saugatuck has about 40 businesses who have committed to stay open late on Fridays – advertising is going out with this information. Would like to see luminaries out every Friday.

### **WGVU ADVERTISING**

Tony Vettori and John Jerome were on the View from the Dunes in October.

### **WINTERFEST**

Linda Holmes and Scott Eilbes were pairing up. E-mail blast items we need help with. January 25<sup>th</sup> weekend – Linda will not be able to spearhead this by herself. Felicia Fairchild called Fred Schmidt last night about the Sculpture lighting contest - going to offer a \$500 cash gift for the winner. Would SABA like to participate with a second prize gift of \$250? Told Felicia Fairchild would have Lisa Lungaro or Angela Holmes get back with her. She (Felicia) is going to put out a sizable e-mail blast with events going on from November 16<sup>th</sup> on – would like a click through – one page for the event. Felicia Fairchild has talked to all merchants who have closed for the season and doing something with their window fronts other than brown paper. Marilyn Starring suggested that we approach the high school or elementary school to see if they could supply artwork. Possibly do window decorations – where store windows are painted.

Fred Weber – Tony Vettori has been very active with the Events Committee – would like to invite Matt Balmer and let him know he is welcome to attend these meetings as well.

### **HARBOR COMMITTEE**

November 20<sup>th</sup> is the next community meeting at Saugatuck High School in the Media Room at 7:00 p.m.

### **COMMUNITY ISSUES FORUM**

Needs to be rescheduled.

### **NEW BUSINESS**

Marketing Position – Fred Weber is still working on it – possibly could have job description completed by the workshop.

#### ADMINISTRATORS CONTRACT

Salary increase to \$11.50/hour and will look at year end-bonus.

#### DINNER AND A MOVIE

Bill Galligan has had a meeting and moving forward with Film Festival people. Lisa Lungaro will help Bill Galligan with this. Kerry O'Donohue – two years ago proceeds were divided up between Film Festival and SABA. SABA received a donation from this event – last year we did not receive one. Need to talk to Film Festival committee to work out details for 2008.

WMTA Travel Show – Not going to participate in this.

#### WEB SITE MAINTENANCE CONTRACT RENEWAL

Julie Abel would you like a two year vs. one year contract. Yes. To be ethical need to do a bid for this opening. Asked Fred Schmidt to send out an e-mail blast to membership.

Marilyn Starring will contact Patty Birkholtz to see if she or if she would recommend someone to come to a SABA meeting to talk about the new business tax and how it will affect our members.

Sparkle runs the lighting ceremony – kid's party at Coral Gables afterward. Fun stuff something for everyone to do.

Marilyn Starring – Received an interesting e-mail in regards to sending soldiers who are recovering at Walter Reed holiday cards – she will contact them to see if they need any personal items donated for the soldiers who are recovering. Agreed when we find out bring items to Holiday Get Together might be a good time to collect those items. Pat Lion said she could deliver them to Walter Reed. **NOTE:** Marilyn has checked into sending cards and personnel item **DO NOT** send any cards to a recovering soldier they will not be delivered due to security reasons. Marilyn is checking with local agencies to see if there are any specific needs for the recovering soldiers this holiday season – will have info by December meeting.

Holiday Get Together – Lisa Lungaro and Kim Mannion will work on it.

December meeting – would like to have Kirk Harrier and/or Dave Kowals attend next months meeting.

Kerry O'Donohue – Is next meeting in Douglas @ 5:30 p.m. – if we can. Lisa Lungaro will call and make sure it's available. NOTE: December 5<sup>th</sup> meeting in Saugatuck – January meeting will be in Douglas, as long as the city hall is available.

Meeting adjourned.