



Business Meeting  
Thursday, November 6<sup>th</sup>, 2008  
Saugatuck City Hall – 8:30 a.m.  
Angela Holmes – Co-President  
Marilyn Starring – Recording Secretary

BOARD MEMBERS: Julie Abel-Jabber Design, Mike Carey-Del Sol; Angela Holmes-Century 21, John Jerome-Butler Pantry, Julie Abel-Jabber Design, Fred Schmidt, Marilyn Starring-Star of Saugatuck, Jodi White-Macatawa Bank

BOARD MEMBERS ABSENT: Ben Barton-The White House, Frank Rojek-Saugatuck Flowers

AUDIENCE: Kevin Tringali-Bella Vita Spa, Clay Gallister-Big Lake Outfitters, Lincoln Brackett-Brackett & Company, Amanda Chacko-Lakeshore Advantage – Jane Verplank-Victorian Inn , Lisa Lungaro-Macatawa Bank, Holly Hughes-Commercial Record, Jose and Sherrie Santos-Caribbean Colors/Town Crier

Angela Holmes noted that the amended by-laws need to be corrected. The amend by-laws left corresponding secretary in instead of removing it and removed recording secretary. Will need to revise the redo by-laws and revote – possibly can do this by an e-mail vote.

Secretary's Minutes: Marilyn Starring moved to approve as presented. Jodi White second. Motion approved.

Treasurer's Report: None – need to meet and discuss changes we wish to make to the budget that we made at last board meeting.

Amanda Chacko from Lakeshore Advantage – Did a brief presentation – Lakeshore Advantage is a development business for Holland, Saugatuck, and Douglas to help advance economy. They try to:

1. Attract new business to the area.
2. Work with existing business to expand.
3. Help new business to start or relocate to the area.

They work with the Michigan Economic Development Corporation to receive tax credits with the state. Help launch new product develop – doing business planning training - business advisors - new innovative and product development – market research and will do workshops – Have retail consultant coming in January on focusing on green sale in tough economy.

MARKETING COORDINATOR REPORT: Janet Schmidt – Kiosk Update: Prior to Oktoberfest in Douglas the kiosk map was updated with new businesses that joined SABA. The following week the kiosk maps were changed in Saugatuck. After this deadline we added 18 new members – have a couple more that are considering joining.

OPEN HOUSE FOR SABA members - B&B's and Lodging members will be open from 4 to 5:30 p.m. on Tuesday, December 2<sup>nd</sup>. Several B&B owners have requested this Open House, and will be meeting with Pat Lyon to coordinate this. There will be a social at Round Barn Winery following the lodging open house.

ADVERTISING – Is planned and almost ready to go to press for December.

Jr. League Welfare League Baskets – need a few more items to put in the baskets.

Billboard Companies: And have spoke with several outdoor billboard companies – they would be willing to strike an off season deal if we want to run 9-12 months – cost ranges from \$1,500 to \$1,700 per month. Look at private property where we rent from private owner. Possibly coming off I-196 at Hudsonville area it's less restrictive in that area than around Holland. Angela Holmes will talk about this at next workshop.

OLD BUSINESS.

MEMBERSHIP RENEWALS: 129 members signed up so far – 36 are new members and 93 are renewals. 3 non-profits have renewed at \$50 per year. We have 98 renewals + 2 second listings waiting to renew and 12 non-profits. 3 past members are not renewing – Elephants Trunk, The Gardens & #10 Center Street. Deadline is end of January wanted deadline earlier so we could do the budget. Fred Schmidt will send out a blanket e-mail to remind everyone if they haven't paid or if they have lost their form we can replace it for them. Want to wait just a little longer before we start sending block captains out for face-to-face meeting with business owners. Budget will be \$45,000 for membership if all memberships are renewed. Last year's member total was 227 which included non-profits.

DRUG STORE WALL: No empty spaces and 2009 fee will be \$150. Julie Abel moved to increase drug store wall fee from \$100 to \$150 in 2009. John Jerome second. Motion passed.

BROCHURE & MAP PACKETS: Brochures are gone – Fred Schmidt has 1 box left. Printed 60,000 last year – should increase number printed. Fred discussed 16 business card size ads were sold at \$225 each – a lot of interest in these ads –3 were on waiting list for 2008. Ads helped underwrite the brochure cost. Fred Schmidt needs direction of number of ads we want to have for the brochure. Julie Abel pending on number of pages we have will be based on layout of the brochure - ads are not on every single page. Mike Carey – need to leave font size the same – if we need to add more pages go ahead and do it. John Jerome – feels there should be an ad on every page. Julie Abel would have to remove segment on each of our seasons if we do ad on every page. Mike Carey - keep it the same but pick up more ads. Fred Schmidt – we tried to associate the ad with business listing but there is no guarantee that we can do this. Those business's in this year's brochure will be offered first right of refusal. Julie Abel - moved to increase ad fee in brochure from \$225 to \$250 for 2009. Mike Carey second. Motion passed. Angela Holmes - We need to put brochure committee together. Fred Schmidt – Will we put brochure layout out to bid again this year? (Sally Winthers portion). Fred Schmidt - would like brochure to look a little different this year – slight color change. Need prices in regards to printing more. It costs about 20 cents per brochure to print. 14,000 went to Welcome Centers. Angela Holmes – We need to know where price breaks are to help make our decision about how many brochures to print.

FALL DECORATIONS – Discussed how long to leave up. Angela Holmes would like to see them left up thru mid-November/Thanksgiving – pumpkins must be removed as they are mushy. How are we going to get rid of straw bales and corn shocks? Marilyn Starring – asked a few people but didn't want because they had been outside and

exposed to elements and marked by almost every dog in town. Possibly they could be used by a landscaper for winter cover. Janet Schmidt has had a couple churches ask about taking a few bales for mangers.

REST OF MINUTES TAKEN OFF TAPED DVD AFTER M. STARRING LEFT.

Lincoln Brackett stated that Douglas has removed all their decorations already – their DPW came around and picked everything up. Someone from audience suggested that straw bales be used for ice skating rink.

HOLIDAY EVENTS – John Jerome reported that the bag stuffers are complete and he has handed most of them out. John is still taking names for merchant participants in upcoming holiday events. Game piece still needs to be created for Candy Cane game, and candy canes need to be purchased for decorating. There are 43 merchants to date who are participating, 10 from Douglas - possibly a few more. Last year there were 34 participants. Also this year the game is running 10 days – last year only ran 4 days.

Julie Abel – We should add Amanda Chacko to our mailing list so she is aware of events going on.

Winterfest – Angela Holmes - This will be discussed at the next couple of events meetings – been busy working on Holiday activities. It was suggested that we look at the dates of Valentine's Day/President's weekend - Valentine's Day is Friday and President's Day will be Monday – long weekend. Events committee will do Stew and Brew and looking at packaging events that are already going on for the weekend. Looking at this weekend so we don't compete with other events going on, which was a problem we had this year.

Discussion followed on Poker Zone games –Kevin Tringali said that this event has been moved to Holland and is taking place at outlet mall and also a bowling alley downtown is sponsoring this event on a weekly basis now. They use non-profits to help run it and they share part of the profits made. Mike Carey – can we get involved in it somehow? Fred Schmidt – It is fairly easy to do but requires commitment from the board, as a board member has to be there the whole shift, which is noon to 1 a.m. on Thursday, Friday, Saturday or Sunday. Takes about 16 people to cover a shift, this will take some work, and if we're interested need to get on the list now if we want to do this. SCA did this several times last year and made \$7,000 and \$4,000. You must be a 501(3)c.

TOWN CRIER – Lisa Lungaro and Angela Holmes spoke with the Town Crier board and asked if they wanted continued SABA involvement for this event. Town Crier indicated that “yes” they did. SABA needs a couple of volunteers to be part of their board – John Jerome and Jodi White volunteered. It was asked if race could somehow involve Douglas – possibly an event the evening before (pasta dinner) or something after the race or the race going through Douglas. We (SABA) need to become more involved in this worthwhile event.

The Santos' said next Town Crier meeting will be November 11<sup>th</sup> at 5:30 p.m. at Saugatuck High School. In 2008 the race was this second week in April. Do not have a date for the race yet, but looking at making it a little later.

HARBOR PLANNING COMMITTEE – No report.

WGVU – Fred Schmidt said would be holiday focused –will air Friday after Thanksgiving. Asked Mike Carey if he would be guest on the show to talk about the holiday activities, carriage rides, etc.

BLOCK CAPTAINS – Needs to be reviewed and updated with new block captains and members.

COMMUNITY LEADERS LUNCH – Was held at Saugatuck city hall and lunch was sponsored by Macatawa Bank. There wasn't a lot going on – most of discussion was about what SABA is doing. Angela Holmes said she has minutes of the meeting and could forward to rest of board.

OFF BUTLER STREET SIGNAGE – Jane Verplank, Lisa Lungaro, Angela Holmes, Marilyn Starring, Tony Vettori and Kirk Harrier were on this committee. We can revisit now that kiosk project is done.

NEW BUSINESS PACKETS – Janet Schmidt said she has distributed about 150 packets. She is distributing to all business members (including non-SABA businesses) - there are also some at both city halls. Julie Abel asked how long it would take to make the changes to the packets and how would we get the updated information out? Changes would be sent out and businesses would be told to update their packets.

#### NEW BUSINESS

NEW BOARD MEMBERS –Mike Carey made a motion to accept the appointment of Lincoln Brackett (Brackett & Company/Douglas) and Kevin Tringali (Bella Vita Spas & Suites/Saugatuck) to the SABA board. Julie Abel second. Motion passed.

SABA HOLIDAY SOCIAL – Will be at the Round Barn Winery on Tuesday, December 2<sup>nd</sup>. There will be a B&B Open House prior to the social.

BOARD MEMBER WORKSHOP – November 17<sup>th</sup> at 5:30 p.m. – Century 21 office.

MEMBER SURVEY – Lisa Lungaro said that Mike Tischlender is waiting for direction from SABA board. Will discuss this at our next workshop.

#### REVIEWED DATES TO REMEMBER

MOONLIGHT MADNESS – Will be December 19<sup>th</sup> from 6 to 11 p.m.

CARRIAGE RIDE contract is for Friday evenings from 6:30 to 9:30 p.m. and Saturday from Noon to 4 p.m. – at a cost of \$400 per day. The carriage company will charge \$5 per adult and if they do not reach \$400 total daily SABA will make up the difference. SABA has talked to B&B's about making contributions – for \$100 they would receive 20 \$5 tickets to give to their guests to use to help subsidize the rides. Carriage company is required to carry liability insurance. Kevin Tringali – where will pick up be? Angela Holmes – hasn't been determined yet – probably close to same as last year.

Has CVB been asked to contribute? Angela Holmes – not yet. A warehouse was donated for carriage storage. Fred Schmidt suggested that we have a copy of their liability policy and SABA should have a “hold harmless” clause in the contract. Mike Carey said that they need to have a penalty for no show.

Next board meeting will be December 3<sup>rd</sup> at 8:30 a.m. Saugatuck city hall.

Lisa Lungaro – What about Sparkle? John Jerome and Angela Holmes attended meeting and told them that they would help however they could and to let SABA know. Lisa Lungaro said that they are doing a house decorating contest and also in need of carolers and having a hard time finding them.

Meeting adjourned.