



Saugatuck Area Business Association

Wednesday, October 3rd, 2007

Saugatuck City Hall

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

Chaired By: Angela Holmes, Co-President

Recording Secretary: Marilyn Starring

Board Members Present: Julie Abel, Scott Eilbes, Angela Holmes, Lisa Lungaro (arrived at 9:20 a.m.) Kerry O'Donohue, Pat Lion, Fred Schmidt, Marilyn Starring, Fred Weber,

Board Members Absent: Frank Rojek

Membership in Attendance: Kim Mannion/Metropolitan Title, Holly Hughes/Commercial Record; Olaf Olsen/JoJo's.

OLD BUSINESS:

MEMBERSHIP - At the present time we have received 18 renewal checks. and no complaints, so far, about the dues structure. One new member is Fennville Recycling Enterprises.

Fred Schmidt met with Fennville Recycling and he is going to put a proposal together beginning April 2008. Fennville Recycling currently does the Drug Store and Phil's. Fred Schmidt stated that main issue is what is it going to cost? Fred Schmidt made the suggestion that one option is Fennville Recycling tell us what cost would be and then they handle everything in regards to the recycling program. This could implement a recycling program for SABA members and an easy way to do it for the entire business community. It would also help tidy the community, so there isn't excess cardboard stacked on the sidewalk a day before pick-up. Also, merchants are paying to have their recyclables picked up and we can't always be sure that they are actually being recycled and not going to the landfill. Angela Holmes – Can get people to do what they need to do as long as you make it easy for them. Fred Schmidt – Fennville Recycling is talking about placing 40-50 containers, but needs to find locations for them. These containers are about the size of a 10 bushel apple container. Angela Holmes – City of Saugatuck has earmarked \$5,000 to do a study on trash removal, possibly we could tie into this somehow.

At this point we had a quorum and went back to approve the earlier agenda items.

SECRETARY'S MINUTES: There is a correction to the September minutes. Error happened when Marilyn had to leave and Julie ended up finishing the minutes. The following correction to the September minutes: Julie Abel made a motion that in the 2008 budget we allocate \$5,000.00 (towards salary) to hire a person for the position of Marketing Coordinator for SABA. Fred Weber seconded. Discussion followed that we need to hire someone to coordinate this effort for us because none of us have the time to do it. We need a job description on what duties and responsibilities we want this person to fulfill for SABA. – should be similar to what we have for Administrative Coordinator position. It was felt it was imperative that we move forward on finding a person to fill this position. Motion passed. Fred Weber made a motion to approve the September minutes with the noted correction. Julie Abel seconded. Motion approved.

TREASURER'S REPORT: Kerry O'Donohue stated that we are 11 months through our fiscal year at this point, and there isn't much to point out. Sidewalk Sale – minimal monies out at this point in time – haven't paid a lot of expenses for Sidewalk Sale but will be shortly – expenses will be under the income that we received. Music in the Park – couple of straggling checks that we are waiting for to come in. We have brought in \$13,000 more than what our expenses have been so far this fiscal year. Fred Weber - Do we have the extra money in a money market account? Kerry O'Donohue – No. Fred Weber - we should look into this. Kerry O'Donohue will look into this and report on this next month. Kim Mannion started as new bookkeeper several months ago and she is working out perfectly.

Angela Holmes mentioned that we have to look into the state's new taxes - it looks like we may have to pay tax on services. – Fred Schmidt will look into if we have to pay tax for Kim Mannion and his services. Scott Eilbes made a motion to approve the treasurer's report. Fred Weber seconded. Motion passed.

Introduction of board members and audience.

BROCHURE/COMMUNITY MAP: Scott Eilbes received information on an outdoor kiosk for about \$500 - it was metal that may work for what we need. Scott has to find out what size the kiosk is. Scott was asked to find the information and bring it in next month's meeting.

There is one (1) box of maps left. Drug store wall was painted in September, looks good.

Scott Eilbes asked what fee non-members were charged for being on the wall. Fred Schmidt said that non-members are not on the wall. Fred Schmidt is keeping track of billing for each sign on the businesses anniversary date that their sign went up on the wall.

MEMBERSHIP SURVEY: Fred Schmidt is working on putting the survey together. Question will be whether we should combine brochure and map or leave them separate, and have a comment section. Once we receive input from membership board will decide what direction we wish to pursue.

Marilyn Starring asked if Todd White's questions would be addressed in this survey in regards to the boardwalk that he asked about at the September meeting. Angela Holmes – This will be in a survey we plan on conducting later this fall.

Angela Holmes said Lisa Lungaro and herself need to meet with city of Saugatuck, specifically City Manager Kirk Harrier and Mayor Tony Vettori to discuss various issues including business license fee fund, the Harbor Committee etc. in order to formulate some of the questions we need to incorporate into the survey. Also need to set a date for the next community forum.

Julie Abel asked if survey on brochure/map would be sent out via e-mail. Fred Schmidt - Yes.

Fred Weber felt we should find out what the facts are on boardwalk issue – both the city and the Butler's points of view, and then get those facts, in an impartial way, to give to our membership, and get feed back to give to city. Fred Schmidt – Tony Vettori and Kirk Harrier have asked for the business community input. The issue between the Butler and the city is complicated and is something that we probably couldn't create – suggest that Kirk create something so we (SABA) can distribute to business community. Let Kirk Harrier draft an e-mail that we send out to the business community. Angela Holmes - White's should have input in this e-mail as well. Pat Lion – Have there been any businesses who have asked us for input on this matter or other matters such as this in the past? No.

EVENTS COMMITTEE: Scott Eilbes gave the following update: Holiday Preview weekend has been set in conjunction for both Saugatuck and Douglas – Saugatuck on November 16th – Douglas on November 17th – trying to arrange for carriage rides for both towns this weekend on the respective date of their Preview. They are planning on a window decorating contest for the holidays. The Event Committee is looking to SABA board to give two free memberships and two discounted memberships of \$100 to contestants for prizes for the contest. The committee is going to ask city council members to be judges. Scott Eilbes made a motion to give away two free memberships and two at half memberships as prizes for a total of \$600 in giveaways. No second. Fred Weber – Does this exclude certain members to participate, such as services and lodging? Kerry O'Donohue – We are trying to encourage Saugatuck merchants to stay open later at night during the kick-off weekend. Julie Abel – Being a member who is a service doesn't have a problem with this – if Saugatuck and Douglas merchants are successful they will have income to use her services. Marilyn Starring – Feels that a give away is a good idea but feels that we shouldn't give away complete memberships. Business owners need to buy into SABA membership as well. We, the board have said all along how valuable SABA is and the many benefits that SABA offers is far more valuable than our \$200 membership fee. Offering a free membership isn't going to be an incentive to keep their shops open later at night. People can view the window displays whether the shops are open or closed. Fred – Possibly we could do something similar like we do with on the web site promotion – offer a \$200 gift certificate to SABA

winners to other SABA members. The incentive to make town more attractive is great idea. Marilyn Starring – Possibly another incentive would be to spot light winning members on web site. Have photos of their windows and possibly a couple photos of what the business offers. Scott Eilbes revised his motion – SABA would offer four (4) prizes for any business who participated in the window decorating contest – there would be two (2) \$100 off membership and two (2) \$50 off memberships, (one \$100 and \$50 for both Saugatuck and Douglas), and each contest business winner would be highlighted on the SABA web site. Fred Weber seconded. Motion passed. Julie Abel asked Scott Eilbes to take pictures of winning businesses and send to her so she could put on the web site. Angela Holmes – Scott, would you please put this in the paper to get some press out of it? Yes.

The lighting will be up before November 16 and stay up through the first week of February when they will come down.

The Events Committee want to put a contest back into the Holiday Preview (similar to Grinch) there will be a \$25 entry fee for businesses to participate and will turn this money into SABABucks for winners to use. Angela Holmes found a seal that we could use to emboss the SABABucks so make them harder to counterfeit. Winner of the contest would be announced a week later at the lighting ceremony on November 23rd. Winner of window decorating contest will also be announced at this time.

Marilyn Starring said she had contacted WGVU – for public radio and TV advertising for the upcoming holiday season. Is there anyone who could meet with their rep to try to get some advertising in place? Lisa Lungaro, John Jerome, Scott Eilbes, and Marilyn will plan on meeting with Tim Eernisse from WGVU Tuesday, October 9th at noon at Phil's – we need to set up advertising opportunities for the membership.

Holly said that Commercial Record would be willing to sell business size card ads around main body of information about Holiday Preview. She will come up with price on business card size ads to promote the Holiday Kick Off.

Fred Schmidt – We should plan on handing out this info at the Fall Get Together.

Festive Friday's – Will have luminaries on sidewalk – later store openings – carriage rides – there will be the weekend of November 16 and 17th and four (4) weekends in December. Douglas will have the carriage 1 Friday and 1 Saturday during the four week time span in December. Fred Weber - Carriage rides are all ours (SABA) to pay for, and will probably cost us more money to have him here two more weekends than we did last year. Discussed having a sign board made for in front of the drug store because the sign the carriage ride has is rather old and worn. Also discussed having a sign to put on the buggy stating that the rides are sponsored by SABA.

Julie Abel said that Marilyn Starring and herself had been talking about a kiosk/sandwich board that SABA can be use for various events. Everyone agreed that the sandwich board that could be used for various events would be a good thing for us to have, and we

did want a sign for the back of the carriage – felt it was important to let community know that SABA was the sole sponsor of the rides. Discussion held on asking membership to sponsorship the carriage ride this year. Marilyn Starring stated she felt that we shouldn't ask the membership for money to sponsor the carriage rides. We have money in the treasury and we should spend it on paying for the rides and the signage we want to have made.

Marilyn Starring made a motion that SABA sponsor the carriage rides at a minimum of \$1,050.00 and not to exceed \$1,500.00 for the 2007 holiday season, and that SABA also pay to have a sandwich board which states "Sponsored by SABA" and second sign for back of carriage which says "Sponsored by SABA" at a cost not to exceed \$300.00 for the signs. Fred Weber seconded the motion. Motion passed. Fred Weber said he does woodworking could make the sign.

Winterfest – moved the dates for the last time, to the last weekend in January. Tony Vettori is working on Ice Skating with Tri-Community Rec. Some ideas committee is kicking around are: Stew and Brew (like chili cook off), weekend will be kicked off by Dinner and a Movie – Do a snow ball (not sure if it would be an inside or outside event - parade on Saturday – have city's save snow for snow castle competition – snow golf competition – ice sculpture demo – art show – bed races – plan on having events nailed down by the end of next week.

Adding a new event for 2008 – second weekend in October Harvest Festival.

HARBOR PLANNING – meeting with city.

COMMUNITY ISSUES FORUM – Put together another meeting. Tri-committee formed with three governments need to meet with them.

NEW BUSINESS

Election Results – 25 returns 17 by email – 8 by mail. No write ins – all incumbents were reelected to positions. Kim Mannion is new Corresponding Secretary.

SABA ADMINISTRATORS CONTRACT RENEWAL – Fred Schmidt's contract is up for renewal. Lisa Lungaro – Do we want a separate meeting or converse now? Need to talk about advertising/marketing – decided to do a workshop before next meeting. Workshop will be Tuesday October 16th at 5:30 – meet at Macatawa Bank.

EMPLOYEE/OWNER PARKING – No update. Needs to be on city agenda.

DINNER AND A MOVIE – Combined with Winterfest.

SAUGATUCK 5 YEAR PLAN – Handout supplied.

FALL GET TOGETHER – Spectators – will either be October 17th or 18th. Lisa will confirm with Spectators and will get e-mail out.

Lisa Lungaro – We need to invite Kirk Harrier to next business meeting to recap the last quarter for city of Saugatuck. Lisa will also invite Dave Kowal from Douglas to do a recap as well.

Kristen Armstrong from SCA has asked SABA to write a letter to help them get a grant. Grant is from Consumers Energy foundation – just want our support for the grant, and she already had written the letter for us. Fred Weber - is this something we can do within our by-laws? Lisa Lungaro – doesn't say we can't in our by-laws. Agreed it was okay.

Received a letter from a person who visited the community recently and disappointed when they went back to buy some items and the stores were closed. Need to try to get membership to post their hours. Would be nice for guests who are visiting the community. Fred Schmidt to send out a reminder via e-mail about posting store hours.

MEETING ADJOURNED.