

Special points of interest:

- **General Meeting May 20, 2009, 6:30, Virgil's House, 86 Henry St.**
- **June Board Meeting Tues., June 2, 2009, 8:30 a.m., Saratoga Arts**
- **June General Meeting June 17, 2009, 6:30, TBA**

Volume 7, Issue 2

May 8, 2009

Reach us at 587-8635

May General Meeting at Virgil's House, 58 Henry Street

The May General Meeting is being held on Wednesday, May 20, 2009 at the Virgil's House, 86 Henry Street at 6:30 PM.

Our Special Guest Speaker is Ken Ivins, Commissioner of Finance. He will touch on a number of topics and take your questions.

Special thanks to last month's meeting host, Hampton Inn and Suites.

DBA Discount Cards

The Downtown Business Association Discount Cards are being mailed Monday. If you have more than 25 employees, the cards will be hand delivered to you by Susan Farnsworth. Many of you already have received them

If, for some reason, you did not receive the correct number of cards and need more, please call Susan at 587-8635 and they will be mailed to you.

Also, the up-to-date list telling you where you may use the discount card is on the

DBA web site at www.saratogadowntown.com.

"Its important that you give the cards to your staff and tell them how to use them. We have some incredible discount," said Andy Brindisi, DBA President.

MEMBERS ONLY link.**Username: Member****Password: dba2004****General Meeting***Wed., May 20, 2009**6:30 p.m.**Virgil's House**86 Henry Street.***Special Guest Speaker:***Ken Ivins**Commissioner of Finance***Inside this issue:**

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Welcome New DBA Members

“Welcome!”

**to our 23 new
DBA Members!**

We want to welcome these new members to the Downtown Business Association since the last map printing (in alphabetical order):

Aggie's

Dawgdom

Steven Ellwanger, CPA, PLLC

Fox 'n Hound Bed & Breakfast

Frivolous

John G. Gilooly, CPA

Girard Stoneware

Green Conscience Home & Garden

The Irish Times

Lake George Opera at Saratoga

Limoncello Ristorante

McDonald's

Mr. Ed's Hot Dog and Ice Cream Stand

Pizza on Broadway

Premiere Transportation Group

Pro Nails

Putnam Den

Saratoga Automobile Museum

Saratoga Hot Dog Company

Saratoga Saddlery & International Boutiques

Select Sotheby's International Realty

Skidmore Apartments

Sorelle Gallery

Virgil's House

Hi Neighbor signs, membership plaques

Your 2009-2010 DBA Member signs saying you accept DBA Gift Certificates and your 2009-2010 DBA Member to Member discount cards (if they weren't already hand delivered to you) are being mailed out Monday, May 11. Also, to new members, Your "HI NEIGHBOR" signs static stickers for your windows, are enclosed. Please display the signs prominently in your windows or in your business.

Thank you for re-joining and supporting the efforts of the Downtown Business Association.

For the new DBA members, here is the background of the HI, NEIGHBOR program.

Our DBA immediate past President, Dawn Oesch came up the idea to let the community know that we are all their neighbors downtown. We go to the same churches, shop in the same grocery stores. Why not support your neighbor?

Put this cling in your window and let shoppers know that they are supporting their own community and are acting as citizens, not just consumers.

Americade Participation by the DBA

REMEMBER:

www.saratogadowntown.com

DBA Members Only Link
User name: Member
Password: dba2004

The Downtown Business Association has chosen to participate in the Lake George Americade Scavenger Hunt.

The week of June 1-6, bikers will come to Saratoga Springs to get a spe-

cial stamp acknowledging that they were here for the hunt. The locations for the stamps are The Visitor Center, The Automobile Museum and Brindisi's Restaurant. Thanks again to Jeff Clark for securing these locations.

We are pleased to be taking part in this fun event.

**New Member- to- Member Discount Program
 Participants List on the Web at
www.saratogadowntown.com
 DBA User name: Member Password: dba2004**

Important Dates

- Tues. & Wed., May 12-13.....NY Rural Waters Annual Convention, City Center
- Fri., May 15.....Saratoga Co. Women's Republican Club, City Center
- Sat., May 16.....Saratoga Springs High School Junior/Senior Prom, City Center
- Sun-Mon., May 17-18.....Home Care Associates Annual Conference & Exhibition, City Center
- Wed., May 20..... DBA General Meeting, Virgil's House**
- Wed-Thurs., May 20-21.....NYS Local Government Technologies Directors Annual Conference, City Center
- Thurs., May 28.....Saratoga Co. Office for Aging Senior Spring Luncheon, City Center
- Fri-Mon., May 22-25.....Sidewalk Sales, downtown Saratoga Springs
- Sat., May 30.....Ballston Spa High School Prom, City Center
- Mon-Sat., June 1-6.....Americade, Lake George and surrounding areas
- Tues., June 2.....DBA Board Meeting, Saratoga Arts**
- Tues.-Sun., July 14-19.....Saratoga County Fair, Ballston Spa**
- Fri. & Sat., July 31-Aug 1.....Hats Off to Saratoga, Downtown Saratoga Springs**
- Sat & Sun, Sept 5 & 6.....Final Stretch, Downtown Saratoga**

Exciting City Center Update

The City Center heard the community and redesigned the façade of the convention center expansion.

It was unanimously approved by the board of the Design Review Commission Wednesday night, May 8.

It now goes before the City Council May 19, 7:00 in City Council Chambers.

WE NEED YOU TO BE THERE!!!

If you want to see the new design, it is on the cover of Friday's Saratogian.

Please put this date and time on your calendars to attend. Let them know we want the construction to begin as soon as possible. It is vital to keep our downtown business community alive.

**Tuesday, May 19, 7:00
City Council Chambers
City Hall**

**Let's pack the place and get this
project going forward!**

Star 101.3 "Featured Business of the Day" campaign

Throughout the month of June, Star 101.3 will be promoting the businesses within the Saratoga Downtown Business Association with a daily contest that focuses on one Saratoga DBA business a day.

Each weekday in the 8am hour John Meaney and Brianne Young of the Star Morning Show will air a 60-second segment comprised of an introduction recorded by Susan Farnsworth promoting gift certificate purchases, followed by a 30-second narrative recorded in the voice of the "featured DBA Business of the Day." The featured business will give clues that describe what their business is and where they are located. (This recording can be done over the phone for the business' convenience.) At the cue, the listener who calls in and correctly identifies the business name, receives a \$25 gift certificate to the featured "DBA Business of the Day".

Star will support the contest with 100 promotional contest mentions throughout the month. The cost to the business is \$100 plus the \$25 gift certificate. Each business gets one morning show contest feature and 8-15 second mentions to run throughout that day between 9am to 7pm. The contest begins Monday, June 1st. Please contact Fran Dingeman at 899-3000 x 306 by May 15 to participate in this annual feature, dedicated to the Saratoga Downtown Business Association on Star 101.3.

First Saturday Art Openings

First Saturday Art Openings are now being coordinated by Ben Hillis from Feast Gallery on Beekman Street. First Saturdays are now expanding beyond the visual arts to include area museums as well as entertainment venues. Any businesses that are interested in participating, contact Ben Hillis at Feast Gallery 321-8473

Saratoga Springs DBA Board of Directors –
Changes to by Laws voted unanimously by the
Board of Directors
May 5, 2009:

1. There will be possible removal of DBA Board Members who miss 3 meetings in the course of a year without acceptable reasons to miss a meeting i.e. work travel, illness etc.

2. Civility Clause: The Saratoga Springs Downtown Business Association Board of Directors is committed to having civil interactions between its board members. While we welcome vigorous discussion on topics; these discussions should never veer into the realm of personal attacks or personal criticisms. Should interactions become personally driven and “not civil”, it will be within the Boards rights to ask the offending party (or parties) to step down from the Board. This would be enacted after a majority vote by the Board on removal.

In addition, neither badgering nor constant interruptions of meeting flow will be tolerated or excused. This too, if unabated, can be reason for dismissal from the Board of Directors; and would also be enacted after a majority vote by the Board.

Lastly, we expect that Board members and Officers will also conduct themselves outside of Board meetings, in a way that properly represents the goals and intent of the Saratoga Springs Downtown Business Association. Should a Board member or Officer engage in unethical behavior or behavior that does not represent the best interests of the Board or DBA membership, they may be asked to step down after a majority vote by the Board of Directors.

In essence, Members and Officers of the Board of Directors will always strive to adhere to the highest standard of professionalism both during our meetings and as we conduct ourselves outside of our meetings; as is warranted by our positions on the Board of Directors.

On the Following pages:

Page 6 & 7.....Dog Friendly Downtown Program

Page 8.....Saratoga Rotary “End Polio Now” Program.

Page 9.....ThoroFan Program

Page 10.....2nd Annual All American Celebration

April 24, 2009

Dear DBA Members,

The Saratoga Springs Downtown Business Association will be launching its **Dog-Friendly Downtown** program. Melanie Dallas and I will be presenting the program at the May DBA meeting. We'd like to provide you with a few details so you know what to look forward to.

When will this happen?

Beginning this summer, participating member businesses can join the Saratoga Springs Downtown Business Association's Dog-Friendly Downtown program.

How will patrons know that I am participating?

Participating businesses will display a Dog-Friendly Downtown window decal. A mockup decal is shown below.

How much with this cost me?

The first 10 businesses to commit will receive their decals for free! This is thanks to program sponsorship by Sloppy Kisses! After the first 10 businesses sign up, the cost of a decal will be \$10.00.

There will be numerous benefits for those who choose to take part in this unique program. Get more details at the May Saratoga Springs Downtown Business Association meeting. We encourage retail stores, restaurants with outdoor dining options, as well as hotels that allow dogs to participate.

If you already know that you'd like to participate in the Dog-Friendly Downtown program and would like to be one of our first 10 businesses, please fill out the form below and email it to aflax@saratoga-arts.org.

Thank you,

Adrianna Flax
Grants Administrator
Saratoga Arts
320 Broadway
Saratoga Springs, NY 12866
www.saratoga-arts.org
aflax@saratoga-arts.org

Melanie Dallas, Owner
Sloppy Kisses
493 Broadway
Saratoga Springs, NY 12866
www.sloppykisses@nycap.rr.com
sloppykisses@nycap.rr.com



A Saratoga Springs Downtown Business Association
Sponsored Program

Dog-Friendly Downtown

The following Terms and Conditions revised as of April 2009, govern the business participation in the Dog-Friendly Downtown Program, sponsored by the Saratoga Springs Downtown Business Association and Sloppy Kisses. By signing this agreement you, the business owner, agree to participate in this program for one year. You, additionally agree to post the Liability Statement provided to you at the time of this agreement.

CONTACT PERSON:

ORGANIZATION/BUSINESS:

ADDRESS:

PHONE:

EMAIL:

WEBSITE:

NOTES:

Please list the specific parameters for dogs entering your business.

I _____, hereby agree to the above Terms and Conditions.

PRINT NAME

SIGNATURE

DATE



Help Rotary and the Bill & Melinda Gates Foundation
to eliminate polio worldwide—forever!

MAKE HISTORY, CHANGE LIVES

Polio still cripples dreams in four countries on earth.

Rotarians worldwide are raising funds to immunize children in Pakistan, Afghanistan, India, and Nigeria. Since 2007, the Bill & Melinda Gates Foundation has given Rotary \$355 million—which Rotary must match with \$200 million—in support of this goal.

Let's end polio, once and for all.

LEARN

about
Polio Eradication

Sunday, May 17, 2 p.m.

United Methodist Church
175 Fifth Avenue
(Corner of Henning Road)
Saratoga Springs

Listen as polio survivors
share their stories

Watch the Oscar-nominated
short documentary on the
polio fight, **The Final Inch**

Learn about massive
immunization campaign
days in other cultures

Hear a local doctor comment
on why eradication matters

WHAT CAN YOU DO?



Look for this
logo on buttons
and posters
all over town!

GIVE

a dozen
Roses for \$20

June 3 is Rose Day

Pick up at Longfellows, 12-5,
or Rotarians will deliver in
Saratoga Springs/Wilton

Get a dozen red roses
to share with
someone you care about

Change the lives of 40 kids
who will receive the polio
vaccine because of you

Print order form online
or call 587-7582

**ORDER TODAY—
A GREAT GIFT!**

www.SaratogaRotary.com



ThoroFan Merchant Discount Agreement

2009

Date: ___/___/2009

Expires: 12/31/2009

We, the merchant (Please print business name)

_____ agree to offer:

A _____% discount (*minimum 10%*) on goods and services to ThoroFan members upon the presentation of a **current** ThoroFan membership card. Your business name will be listed on our website with discount percentage. (ThoroFan window sticker will be provided.) (Member ID may be requested by merchant.)



_____ is a member in good standing

Membership Card

Expires _____

thorofan.com

Merchant Signature _____ Date ___/___/2009

Name: (print) _____

Phone Number: _____

Email:(print) _____

Business Name: _____

Business Address _____

(please print) _____

Web Address _____

ThoroFan

Representative _____ Date _____

Print Name _____

Interested in hearing how to be a ThoroFan Sponsor?

Check here:

P.O. Box 603 Saratoga Springs, NY 12866

845.928.2657

Www.thorofan.com



2nd Annual Saratoga's All-American Celebration July 3-5, 2009

Saratoga's All-American Celebration celebrates the vibrancy of downtown and we want **you** to be a part of it! The 2009 Celebration features many opportunities just for you, including the Quadricentennial parade, BBQ & Dessert tasting festivals, and sponsorships.

Over 1000 hungry revelers enjoyed the Dessert and BBQ tasting festivals and many returned to their favorite location for dinner that night. Many 2008 participants are returning in 2009, how about you? The cost is \$100 for one and \$125 to compete in both. Celebrate All-American cuisine and market your establishment in a fun and creative way. Tasting is Saturday, July 4th, 11am-3pm, winners announce by press conference on Monday, July 6th.

400 years is a long time, and the All-American Celebration commemorates Henry Hudson's 1609 voyage and influence on our local history. This year's parade features historic figures, elected officials, veterans, classic cars, ambulances, and baseball players, but **no local businesses!** Why not create a float advertising your business or march down Broadway with your staff in company uniforms? The cost is FREE for City businesses signing up by June 1st. Parade steps off at 10am on Saturday, July 4th.

Marketing is a necessary expense, why not advertise and support a community event! For just \$250, your business logo can be "worn" all year and for years to come on the commemorative t-shirt! All levels receive prominent signage and specific event sponsors are recognized at that event.

Visit www.saratogajuly4th.com for more details and make sure to add this link to your webpage for maximum exposure!