

**Special points of interest:**

- No General Meeting in December.
- Next Board Meeting Wednesday January 4, 2012, location TBA
- Next General Meeting Wednesday, January 18, 2012, Lillian's

## No General Meeting

There is no general meeting in December because everyone is open late and busy. Next general meeting is January 18, 2012 at Lillian's Restaurant.

## 25th Annual Victorian Streetwalk

The 25th Annual Victorian Streetwalk was the biggest event we have ever held in downtown Saratoga Springs.

“Magnificent & spectacular!” —*Susan Bokan*

“I could feel the magic and specialness of the night, it was phenomenal, the best ever.”  
—*Jacquie Grande, Ayco Co.*

There were 50 venues with entertainment, we are guessing there were in the neighborhood of 22,000+ people downtown and each and every member gets a huge thank you for helping make this such a success. Martha Margolis, one of the two originators of this event, came all the way from Florida to participate and enjoy the evening's festivities. Shout out to Billy Morris who came through to close the Rt. 50 arterial with the help of Donnelly Construction & D.A. Collins.

Special thanks to our major sponsors: Platinum sponsors Adirondack Trust Co. Bank & Saratoga Springs Special Assessment District; Gold Transportation Sponsor CDTA, Gold Sponsors Price Chopper, Saratoga Chrysler Jeep Dodge, Saratoga Hospital, Saratoga Casino & Raceway and Star 101.3; Silver sponsors Dr. and Mrs. Beehner of Saratoga Hair Transplant Center, The Ayco Company, L.P., Bank of America Merrill Lynch, D.A. Collins, Donnelly Construction and W.J. Morris Excavating.

## No General Meeting

*In December*

*Next Meeting  
Wed., January 18, 2012,  
Lillian's Restaurant*

*Have a wonderful holiday  
season!*

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## President's Message

**"Best wishes for a Merry Christmas, Happy Chanukah & a prosperous, healthy and Happy New Year."  
—Jeff Clark**

**H**ello everyone,  
Reflecting back at year-end, we have much to be grateful for. Thoroughbred racing was not in doubt this year and with the assist from Genting, we look forward to greater success in 2012 for NYRA. Even while the national economy is still weak, I've heard from many of you that seasonal sales have met and in many cases exceeded expectations. Our Downtown events, culminating with the Silver Anniversary of the Victorian Streetwalk were very successful in drawing Saratogians and visitors Downtown. Many, many thank-yous to all the volunteers who help make Saratoga special. I've heard ideas from members to strengthen our attraction to visitors but as the saying goes, many hands make light work. We are all volunteers, please consider investing a few hours in our Downtown success this new year. Interested? Call me at 581-7550. Lastly, see you at First Night, a terrific event with many great venues.

Best wishes for a Merry Christmas, a Happy Chanukah, and a prosperous, healthy and Happy New Year.

Cheers,  
**Jeff**



## Christmas Tree Lighting Ceremony

**S**pecial thanks to Jeff Clark for chairing the Christmas Tree Lighting Ceremony, to Roger Goldsmith of Crafters Gallery for arranging to have the cottage delivered from storage and all the help & support he gives during these events; Steve from the Hungry Spot & John & Kim from Gaffney's for the cookies and hot chocolate, Fran Dingeman and Star 101.3 for broadcasting, Michele Erceg, Susan Farnsworth and friends for making all the Christmas tree ornaments, Bob Giordano for his labor sprucing up the Santa Cottage and of course, Santa & Mrs Claus.

Thanks to all the girl scouts who come, sing and make the event all the more festive, and to Saratoga Today for the beautiful song books.

Thanks also to Public Safety & Public Works who were a huge help making sure everyone was safe, the area was clean and the horse drawn carriage could arrive with an escort. There were happy children, parents and revelers.

Thank you, everyone!

## **DBA Membership Drive 2012-2013**

The Annual Membership dues invoices for those who joined in January and February are being sent out on January 15. You are billed 1 year from the date you joined in 2011.

- *If you pay these dues within 30 days*, the dues for those on Broadway is only \$240 instead of full price \$260 (a \$20 savings)
- *If you pay these dues within 30 days* for those three blocks or more off Broadway and Not-for-Profits, the dues are \$195 instead of \$205 (a \$10 savings).

### **In a brand new program, lower your dues even more!**

We also agreed to offer \$20.00 to any current DBA member business who recruits a new member, with the incentive earmarked toward reducing the current member's membership fee, with the maximum number of incentives not to exceed the annual membership fee paid by the current member.

So, for each NEW member you recruit, you get \$20 back on your membership dues. To see if a business is a member, go to the DBA web site at [www.saratogadowntown.com](http://www.saratogadowntown.com) or call Susan Farnsworth, Director of Promotion & Marketing at 587-8635.

## **First Night**

Saratoga Arts Presents

# **First Night Saratoga 2012**

“Art Unleashed”

December 31,  
Saratoga Springs

Proceeds from First Night to benefit  
Saratoga Arts!



## DBA Gift Cards

Below are the names of DBA member businesses ready to accept the new DBA Gift Cards. If your name is not listed and you have registered to accept the new DBA gift Cards, please call Susan and she will add you to the list; or if you would like to join the list, call Susan at 587-8635 or send e-mail to [slfdesign@aol.com](mailto:slfdesign@aol.com).

Aggie Mullaney  
Allerdice Building  
Alpine Sport Shop  
Bailey's Café  
Ben and Jerry's  
Border's Books  
Bread Basket Bakery  
Brindisi's  
Caffe Lena Inc  
Candy Company  
Cantina  
Celtic Treasures  
Chianti Il Ristorante  
Children's Museum  
Circus Café  
Classical Concepts Spa  
Clothes Horse  
Clothes Line  
Compliments to the Chef  
Country Corner Café  
Courtyard by Marriott  
Crafters Gallery  
Creative Sparks Balloons  
Cudney's Cleaners  
D'Andreas Pizza  
Dawgdom  
deJonghe Original Jew-  
elry  
Eddie Bauer  
Esperanto  
Esthetiques  
Fallon Wellness Phar-  
macy  
Fedex Office  
Forno Toscano Bistro  
Four Seasons Natural  
Foods  
Frivolous  
G Willikers  
Gaffney's  
Gallery at Scallions  
Gap  
Green Conscience Home  
Hair Art Salon & Spa  
Hampton Inn  
Hattie's  
Historical Society  
Holiday Inn  
Home Made Theater

Hungry Spot  
Impressions of Saratoga  
Inn at Saratoga  
Irish Times  
Just Plain Good  
Lifestyles  
Lillian's  
Limoncello  
The Local  
Loft  
Longfellow's  
Lucia  
Lyrical Ballad Bookstore  
Maestro's  
Mexican Connection  
Mimosa  
Mrs. London  
N. Fox Jewelers  
Nostalgia  
Olde Bryan Inn  
One Caroline Street  
One Roof  
Paper Dolls of Saratoga  
Parting Glass  
Pink Paddock  
Pizza on Broadway  
Posie Peddler  
Prime at Saratoga  
Pro Nails  
Purdys Discount Wine &  
Liquor  
Putnam Den  
Putnam Market Wine  
Residence Inn  
Ravenous  
Red Wolf  
Rockabella  
Sanctuary Spa  
Saratoga Arms  
Saratoga Beads  
Saratoga City Tavern  
Saratoga Consignment Stu-  
dio  
Saratoga County YMCA  
Saratoga Dance Etc.  
Saratoga Downtowner Mo-  
tel  
Saratoga Gaming and  
Raceway

Saratoga Guitar  
Saratoga Hilton  
Saratoga Saddlery &  
International Boutique  
Saratoga Salsa & Spice  
Co.  
Saratoga Shoe Depot  
Schuyler Pond  
The Shoppe  
Silverado, LLC  
Sloppy Kisses  
Soave Faire  
Something Bleu Bridal  
Spa City Spa  
Sperry's  
The Stadium Café  
Symmetry Gallery  
Tropical Tann  
Uncommon Grounds  
The Vault  
Violets of Saratoga  
Walton's Sport Shop  
Warren Electric  
Wheatfields  
The Wine Bar

# NEW DBA GIFT CARD PROGRAM

## FAQ's

**Will the OLD paper gift certificates that are in circulation still accepted by merchants?**

Yes, there is NO expiration date on the existing paper gift certificates.

**Are the OLD paper gift certificates still for sale at the Adirondack Trust Company?**

No.

**Where Can I purchase the New DBA Card?**

The Adirondack Trust Company and its branches.

**Where Can I redeem the New DBA Card?**

A list of participating merchants is online at [www.saratogadowntown.com](http://www.saratogadowntown.com) under the gift card link. There is also a list of merchants provided with the Gift Card when purchased.

**How can I access my DBA Card account information?**

There are many ways to check your account balance:

Go to [www.svcards.com](http://www.svcards.com) and enter the first 10 digits of your card. Click on the “card balance” button. You can also access your card balance by contacting Customer Service using the number located on the back of your card.

**Should I register (or update cardholder information) when I log on to [www.svcards.com](http://www.svcards.com) ?**

If you intend to buy any merchandise online or over the phone, you will need to register your card by updating “cardholder information”. However, the card does not need to be registered online for any other reason (not even to report a lost or stolen card – for that you only need to know your card number and security code).

**What do I do if my DBA Card is lost or stolen?**

Always make sure that you have written down your account number (and kept it in a safe place) so that, in the event that you lose your card, you can provide the number to a Customer Service Representative. With the account number in hand, please call 1-800-798-4104, select the option for “lost and stolen cards” and you will then be sent to a Customer Service Representative.

**What if I try to purchase an item using my DBA Card but do not have enough dollars on the card?**

The sale will be denied. To avoid this, please be sure to check your account balance prior to using your card. Please be aware of the standard credit card processing procedure that allows restaurants to reserve up to an additional 20% above the amount of the bill to cover additional gratuity left on the credit card receipt. However this is temporary. Your card account dollars will remain with your card

less the actual gratuity you leave. Those funds may not be available for up to 72 hours. To insure that you don't exceed the available balance on your card, the amount of the card balance you use will be adjusted to reflect the 20% add-on.

### **Can I spend more than my balance?**

If you decide to spend more than your balance — most participating retail, travel, and entertainment providers will accept additional forms of payment.

### **Can I use the card to purchase gas?**

Yes, but you need to go inside to pay after you pump the gas. You can not use the card at the pump.

### **How do I use my prepaid DBA Card?**

If you are asked by the clerk if the card is “credit” or “debit”, tell them it is a “signature-based” card and they should run it through their credit card system.

### **Can I charge items to my DBA Card?**

No, however, you can use your card like any other prepaid card. When the money is gone, subsequent transactions will be denied.

### **Do the dollars on my new DBA Card ever expire?**

Yes, there is an expiration date on the back of your card. If your card does expire call: 888-908-3483 and a new card will be issued to you — less fees.

### **Can I purchase a DBA Card in any amount?**

DBA cards will be sold in increments of \$5, with a minimum value of \$10 and a maximum value of \$750.

### **Are DBA cards re-loadable?**

No. You can't reload the card, but the card can be used at multiple locations.

This card is issued by MetaBank pursuant to license from Visa U.S.A. Inc.