

**Special points of interest:**

- No General Meeting in December.
- Next Board Meeting Tuesday, January 4, 2011, Saratoga Arts
- Next General Meeting Wednesday, January 19, 2011, City Center

## No General Meeting

There is no general meeting in December because everyone is open late and busy, we hope. Next general meeting is January 19, 2011 at the newly renovated City Center.

## 24th Annual Victorian Streetwalk

The 24th Annual Victorian Streetwalk was another wonderful, magical, festival evening.

There were 48 venues with entertainment, we are guessing there were in the neighborhood of 20,000+ people downtown and each and every member gets a huge thank you for helping make this such a success. You all make this a welcoming, warm holiday festival. I hope it was a fruitful, happy and celebratory evening for everyone!

Special thanks to our sponsors: Gold Transportation Sponsor CDTA, Gold Sponsors Saratoga Springs Special Assessment District and Glens Falls Hospital; our Silver Sponsors Saratoga Chrysler Jeep Dodge, Dr. and Mrs. Beehner & The Ayco Company, L.P., Supporting sponsors are Saratoga Federal Credit Union, Courtyard by Marriott and the Holiday Inn; Friends Circus Café, Gaffney's, Convention & Tourism Buereau City Center asnd Celtic Treasures.

Special thanks to D.A.Collins, Donnelly Construction and the Saratoga Springs Police Department for closing Broadway and Public Works for helping with the clean up.

*From Susan Farnsworth, Victorian Streetwalk Coordinator:*

## No General Meeting

*In December*

*Next Meeting  
Wed., January 19, 2011  
City Center*

*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**

Since we're in the season of giving, let's begin with a heartfelt thanks to Dee Sarno and Rick Marchant for organizing the Fall Festival. I've never seen such a huge collection of children with happy faces all. Dee seemed to be everywhere all weekend long. Thanks too, to Susan Farnsworth and her now legendary Victorian Streetwalk. We had many thousands of people enjoying our town brought to life with four dozen venues. (And no one with a BBQ grill mid-Broadway roasting chestnuts this year!)

This season many will be dining out. Please take note of a statistic posted on AOL this Wednesday - among the top ten professions more likely to suffer depression, restaurant wait staff are high on the list. Please tip them generously and thank them graciously.

At member's request, we're varying the format of our monthly meetings. January will give member's a chance for a quick intro of their businesses. Then we'll have a presentation on branding your business followed by a roundtable discussion.

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

Cheers,  
Jeff, DBA President



## Christmas Tree Lighting Ceremony

Special thanks to Jeff Clark for chairing the Christmas Tree Lighting Ceremony! Despite the crazy weather, it cleared in time for Santa to arrive and visit with intrepid children.

Also a big thank you to Mayor Scott Johnson for lighting the tree, the girl scouts that braved the weather and sang Christmas songs, Adirondack Trust Co. for allowing them to seek shelter in the drive through, Roger Goldsmith of Crafters Gallery for all the help & support he gives during these events, Catherine & Gloria from Putnam Market, Steve from the Hungry Spot & John & Kim from Gaffney's for the cookies and hot chocolate, Fran Dingeman and Star 101.3 for broadcasting and all the helpers at the tree decorating and of course, Santa & Mrs Claus.

Special thanks 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.

Thanks, everyone!

## **DBA Membership Drive 2011-2012**

The DBA Board has voted for the seventh year in a row not to raise your Downtown Business Association Dues.

We did decide that for the sake of accounting, we are sending out the bills January 15 instead of February 15.

- ***If you pay these dues before February 15***, the dues for those on Broadway is only \$230 instead of full price \$250 (a \$20 savings)
- ***If you pay these dues before February 15***, for those three blocks or more off Broadway and Not-for-Profits, the dues are \$185 instead of \$195.
- The prices revert back to full price Feb. 16.

### **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 and "Ignition Specialist" at 587-8635.

## **First Night**

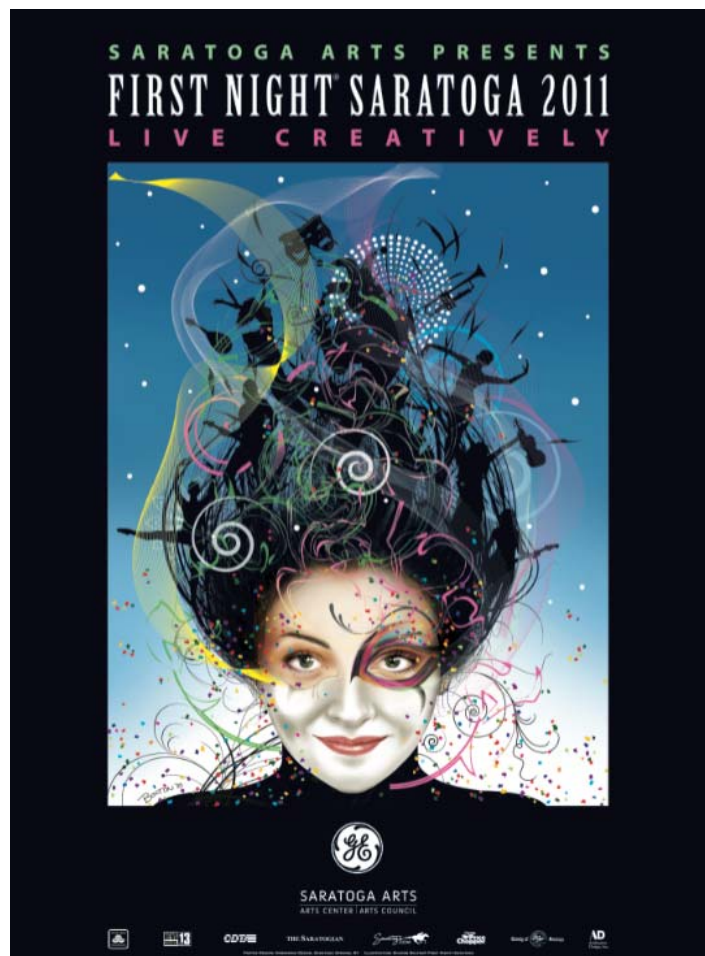
Saratoga Arts Presents

**First Night Saratoga 2011**

Live Creatively

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, you have not registered to accept the new DBA gift Cards. If you would like to join the list, call Matt D'Abate at Adirondack Trust Insurance, 584-5300 z 3225.

Aggies  
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 Jewelry  
Dine Restaurant  
Eddie Bauer  
Esperanto  
Esthetiques  
Fedex Office  
Forno Toscano Bistro  
Four Seasons Natural  
Foods  
Frivolous  
G Willikers  
Gaffney's  
Gallery at Scallions  
Gap  
Green Conscience Home  
Grey Gelding Bistro  
Hair Art Salon & Spa  
Hampton Inn  
Hattie's  
Historical Society  
Holiday Inn  
Home Made Theater  
Esthetiques  
Fedex Office

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Hair Art Salon & Spa  
Hampton Inn  
Hattie's  
Historical Society  
Holiday Inn  
Home Made Theater  
Hot Stuff of Saratoga  
Hungry Spot  
ICU Optical Studio  
Image  
Impressions of Saratoga  
Inn at Saratoga  
Irish Times  
Jos. A Banks  
Just Plain Good  
Lifestyles  
Lillian's  
Limoncello  
The Local  
Loft  
Longfellow's  
Lucia  
Lyrical Ballad Bookstore  
Maestro's  
Menges and Curtis  
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  
Rockabella  
Sanctuary Spa  
Saratoga Arms  
Saratoga Beads  
Saratoga City Tavern  
Saratoga County YMCA  
Saratoga Dance Etc.  
Saratoga Downtowner Motel  
Saratoga Gaming and Raceway  
Saratoga Guitar  
Saratoga Hilton  
Saratoga Needle Arts  
Saratoga Saddlery & International Boutique  
Saratoga Salsa & Spice Co.  
Saratoga Shoe Depot  
Saratoga Wine Exchange  
Schuyler Pond  
The Shoppe  
Silverado, LLC  
Sloppy Kisses  
Soave Faire  
Something Bleu Bridal  
Sorelle Gallery  
Spa City Spa  
Sperry's  
The Stadium Café  
Symmetry Gallery  
Tropical Tann  
Uncommon Grounds  
Union Grille  
The Vault  
Violets of Saratoga  
Virgil's House  
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.