

**Special points of interest:**

- DBA Mixer, Wednesday, February 16, 2011, Sperry's, 6:30 PM
- Next Board Meeting is Tuesday, March 1, 2011 SCAC, 8:30 AM
- Next General Meeting is **Wednesday, March 16, 2011, Saratoga Casino & Raceway, 6:30 PM**

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Reach us at 587-8635

## DBA General Meeting is a Mixer at Sperry's

The DBA General Meeting is a mixer at Sperry's, 30 1/2 Caroline Street, Wednesday, February 16, 2011 at 6:30 p.m. There is no admission charge.

Come, have fun, network and meet other DBA members. There will be free hors d'ouvres and a cash bar. The DBA Board is trying to make the General Meetings more of what you want, so take this opportunity to promote yourself and your business to others and get to know who else is in the "neighborhood."

### Reasons to re-join the DBA!

- Web site and social media
- DBA Gift Cards
- Member to member discount cards for employees
- Victorian Streetwalk
- Fall Festival
- Christmas Tree Lighting Ceremony
- Skidmore Celebration
- Santa Cottage
- DBA Map & Directory
- Monthly Newsletter, list of upcoming events
- Monthly Meetings & Networking opportunities
- There is strength in numbers! Help keep our downtown Saratoga Springs strong and vibrant.

### General Meeting

Wed., February 16, 2011

6:30 p.m.

Sperry's

30 1/2 Caroline Street

**It is a MIXER!****No charge to attend.**

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## DBA Board of Directors Nominations

DBA Elections  
are being held  
at the March 16,  
2011  
DBA General  
Meeting.

The DBA Board of Directors has elections at the March 16th DBA General Meeting.

The officers that are up for election to another two year term are Jeff Clark, Ameriprise Financial, President; Tim Holmes, Wheatfields, Vice President;

Rich Richbart, Spa.Net, Treasurer and Mike Sposili, Skidmore College, Secretary.

Board members that are up for re-election are Jasper Alexander of Hattie's, Joel Reed of Saratoga Arts

## DBA Membership Renewals & New Membership Drive

DBA Membership Renewal bills went out January 15. **The DBA Board voted not to increase your dues for the sixth year in a row.**

**The dues must be paid by February 15 if you want to qualify for the discounted rate.** \$250 members will save \$20 (\$230) if payment is received before Feb. 15.

\$250 members will save \$20 (\$230) if payment is received before Feb. 15,

\$195 members will save \$10 (\$185).

Right now we have 227 members.

Thank you in advance for your support and participation in the Downtown Business Association.

## “Strolling Through Saratoga Springs” Map & Directory

Please check your listing on the “Strolling Through Saratoga Springs map & directory or check it online at [www.saratogadowntown.com](http://www.saratogadowntown.com), click on “Our Members.” Please let Susan know if there are any changes in your listing at [slfdesign@aol.com](mailto:slfdesign@aol.com).

You must be paid in full by March 10 to be on the DBA Map & Directory for 2011-2012.



# and



saratoga springs downtown  
• business association •

Dear DBA Member,

Thank you very much for your participation in SaratogaArtsFest 2010. We had 104 participating DBA businesses in 2010, and **we would like to sign you up for another great SaratogaArtsFest, June 9-12, 2011. This completely free to your business if you offer a discount or create a special menu item.**

All you have to do is one of the following:

- Provide a discount, i.e. 10% off (higher if you want) with the ARTSPASS.
- Become a sponsor of the DBA Music Showcase. These performances will be supported by great publicity for you with radio, banners, etc.
- Self produce an event in your venue (i.e., DBA featured dinner performance).
- Purchase an ad to be placed in the Festival Book & Events Guide.

Create and/or name a special drink, entrée or dessert in honor of an visual or performing artist to be featured the weekend of SaratogaArtsFest.

The SaratogaArtsFest is promoted through its web site, e-mail contacts, press releases in all media, high quality brochures, promotional items, signage and more produced in advance of and throughout the ArtsFest weekend. Downtown Saratoga Springs is known for its exceptional support of the arts and the community, and this is a way of having patrons of the arts become familiar with your businesses while they are here for the festival.

Can we sign you up? Please call Susan Farnsworth at 587-8635 or send an e-mail to [slfdesign@aol.com](mailto:slfdesign@aol.com).

Warm regards,

Christel, Colin, Melissa, Fran & Susan

SaratogaArtsFest DBA Committee

# PRESIDENT'S NOTES:

Dear DBA Members,

Your Downtown Business Association Board has not only voted to keep your dues from increasing, but also to give members an incentive to recruit other businesses. For each brand new (paid) member you sign up, your year's dues are reduced by \$20. Remember, we're all volunteers, so please help recruit - there is strength in numbers. Our 227 members bring business to other downtown merchants along with their employees - who also use their DBA discount cards. Let's get more Saratogians involved.

Your DBA Board is committed to advocate for you. In that spirit, I've attended both the Mayor's State of the City and have begun attending City Council meetings. This is important for you, to let you have a say in City affairs pertaining to your business success. Again (!) on the City Council's mind is the creation of paid parking downtown. We have steadfastly maintained that downtown businesses compete against the mallers, and parking fees would put you at a disadvantage. Please take the time to call my office and state your position on this issue. Every voice counts. My office number is 581-7550. Please identify yourself, your business, phone number and position on paid parking. Let me know if you have a compromise position, and what that would look like.

Thanks, it's a privilege to serve you.

Cheers,

Jeff Clark, DBA President

## Important Dates

February 6.....Enchanted Wedding Bridal Expo, City Center  
February 12.....Bartenders Ball, City Center  
**February 16.....DBA General meeting, a Mixer at Sperry's**  
February 18-20.....Dance Flurry, City Center  
February 21.....Empire State Baptist Congress Annual Conference, City Center  
Feb. 25-27.....Saratoga Rotary Home & Garden Show, City Center  
**March 1.....DBA Board meeting, SCAC**  
March 1.....D.A. Collins Annual Safety Seminar, City Center  
March 9-10.....NYSERDA/IREC Convention, City Center  
March 15.....John Deere Landscape Conference, City Center  
March 16-17.....NYS Athletic Administrators Assoc. Annual Conference., City Center  
March 19-20.....NEACA Arms Fair, City Center  
March 26-27.....NE Woodworkers Association, City Center  
March 28-29.....Curtis Lumber Annual Trade Show, City Center  
**March 16.....DBA Annual Meeting & Elections, Saratoga Casino & Raceway**  
March 30.....NYS Art Teachers Association Olympics of the Visual Arts, City Center