

SABA general meeting discusses upcoming year

BY MICHAEL RILEY Local Journalism Initiative Reporter

The South Algonquin Business Alliance held their general meeting on Nov. 26 from 9 a.m. to 11 a.m. virtually through Google Meet. They got advice from Kelly Martin from Total Sports Media on how to proceed with the second edition of their zine, discussed their organization's financials, their new website coming up in February, various action items they needed to respond to or defer until their January meeting. Pollak thought the meeting went well and was very productive. Gabriela Hairbedian, the chair of SABA opened the meeting at 9:04 a.m. with some assistance on the agenda from Pollak, who introduced Martin, a graphic design and marketing professional with over 30 years of experience. She was there at SABA member Steve Dunsford's request to provide guidance on design and layout for the second edition of SABA's zine, which SABA hopes to have out by the end of April, 2022.

Martin gave them guidance on lowering the cost of the production of the zine by capitalizing on advertising revenues, and shopping around to get a better deal on printing costs than they were able to realize with the first issue of the zine. "I think this is really well put together. I really do. Kudos to whomever did those graphics. It's very well put together and I like it," she says.

SABA's first zine, called "One Fine Day," was the idea of SABA member Loretta Neil, and contained maps of the South Algonquin area, articles written by locals about the area's history, a tribute to the last fishing guide in Algonquin Park, Frank Kuiack, and exclusive content readers would not find anywhere else. It was a huge success and really embraced by the community. At the time, Pollak said that the title, "One Fine Day" captured the idea that the community has many stories to tell about one fine day in the community's past or present, while also speaking to tourists that visit the township, so they can experience one fine day in South Algonquin. For the second edition of the zine, which SABA hopes to have out by the end of April, 2022, they hope to streamline the design process and make it more

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memberships. The revenues for the zine, realized by advertising and community members buying pages were a net profit of \$1,440.43 after taking out printing costs and postage costs. They also got \$457 in donations and a further \$66.41 from shirt sales. Their expenses were; \$1,017 for their logo, \$2,000 for a lawyer to help them incorporate SABA and \$33 to pay for their website domain. There is also a \$1,049 charge for insurance that is due in March, 2022, plus other small amounts for service charges and office supplies, according to Hairbedian. Currently, SABA has \$9,227 in the bank, with \$7,700 going toward their new website when it is finished early next year. They've already paid out \$2,300 for the site at this point. There is \$1,527 left after that, with another \$700 going toward a new laptop that SABA needs. That leaves \$827 left, and they'll need at least \$1,049 by March of next year to pay their insurance. So, that leaves a shortfall of \$222 that needs to be made up by next March. Even with their current financial situation, they decided to contribute \$200 to the Christmas giveaway stockings, as requested by Neil. Pollak felt it was a good idea to do so, considering all the support that they have gotten from the South Algonquin community. They felt reasonably certain that they would get in more income through memberships or fundraising by the time that the insurance payment was due, and if not, Pollak said she would make a financial contribution to cover any difference.

Pollak told Bancroft This Week on Nov. 27 that she thought the Nov. 26 meeting went very well, and thinks SABA is finding its feet as an alliance.

"We're having fewer technical problems with connecting online, so there's lots of learning happening there. Our regular attendance is growing, which is very important. And we're covering more ground, more efficiently when we meet, so it feels increasingly productive for the time investment." We're looking forward to an exciting 2022. I was especially happy to meet Kelly Martin, our new contact who will likely be helping with zine issue number two. I'm excited that she will be able to not only help us produce it but show us how to more efficiently finance it as well," she says. "She brings a lot of skill to the project that we don't have in-house. We're going to learn a lot from her, I'm sure!"