



Downtown Arlington Business Association

Board Meeting Agenda

September 14, 2017

5:15 – 6:15 pm

Location: Action Sports

1. Board Quorum verified and Meeting Called to Order
2. Approval of Board Meeting Minutes Held August 21, 2017
3. Communication, Meeting Schedules etc.,
 - a. General – Communication
 - i. Review of Member Meeting on September 6, 2017
 - ii. Brainstorming List Results
 - b. Arlington Smokey Point Chamber
 - i. Liaison – Jessica Ronhaar – VP of the Arlington Smokey Point Chamber & Jen Egger- Chamber Manager
 - ii. Joint Meeting – Meeting still needs to be set up
 - c. Status of Meetings with the Mayor – Kathleen Shalan
 - i. Reminder next meeting Sept. 13, 2017 @ 3:30
4. New Business:
 - a. Arlington Arts Council Auction – October 21, 2017 – Tickets are \$40.00 each – table seats 6 – do we purchase 6 or 12? Motion made at last meeting said up to \$500.00. Clarify and Cristy will purchase the tickets.
 - b. Booth at Centennial SK8Fest? September 23/24?
5. Old Business:
 - a. Electronic Billboard Proposal Status - DABA purchased a 3-month block of advertisement for \$4500.00 which started July 1, 2017– as of August 16 we have successfully marketed this opportunity currently we have 13 businesses joining us for a total of \$3090.00 – We also marketed it to events happening in September for an additional \$355.00 for a total of \$3445.00 contributed toward the cost. We have been running some generic ads also. General Cost to DABA is 1055.00 currently, unless we sell some additional space. Do we want to contract for the 4th Quarter of the year – another \$4500.00. **NEW Information – There are a few more businesses that Have expressed an interest in participating with DABA on the electronic billboard – could we authorize proceeding with another ¼ - charging \$100.00 per month or \$300.00 for all 3 months if we get enough interest. DABA could take 2 of the spots and advertise Hometown Holiday events. I have an email into Andy asking about rates and options. I will also send an email to the existing participants and ask if they are interested in continuing.**
 - b. KXA radio ads - **I have an email into Maury asking about the previous contract and what a new contract would look like.**
 - c. Sponsorship of Stage at Legion Park- Status Report – Ruth Grewe a Local Arlington Architect is working with the gentleman who did the engineering calcs on a final design for a building permit. Sarah Lopez of the City is preparing an LTAC grant application using contributions and DABA match towards the match components.

6. Event/Project Reports:

a. Viking Fest – Status Report

b. Brochure – Info from John Peeters at Penway Media

Great meeting with you this week. Thank you for considering Penway with yours and DABA's project, we really do appreciate it.

Here's the numbers: Unfortunately, I need to raise the number what I verbally quoted you as it was for 20,000 not 25,000 pieces. Let me know if this would be alright.

Brochures:

Color: Full

Size: 9x16 double-parallel folded to 4x9

Paper: 100# Gloss Book

2017: Qty. 25,000 = \$2225

2018: Qty. 25,000 = \$2225

Design: \$1000

I will print all 50,000 brochures and bill \$1500 for 2017 and the remaining \$2500. Did you want me to bill the design cost when it what approved or ?

Please give feedback, thank you, John.

c. Hometown Halloween – email will be sent to members week of September 18th asking if they want to participate in candy from Grocery Outlet

d. Hometown Holidays – Jessica Ronhaar is the Chairman and we will be working with her, Jen Egger from the Chamber and Sarah Lopez from the City to expand the event. Cristy will be contracting for the Wagon Rides and submitting the Event application for that.

e. 2018 Car Show – We will be submitting information to Cruizin Magazine and the Yellow Book for next years show in the next two weeks.

7. Secretary/Treasurer Report

a. Bank Account /Budget reports presented at meeting

b. Membership - update at the meeting

c. 2018 LTAC Grants – Submittal Deadline October 6, 2017 - Attached you will find information regarding the schedule for the 2017 LTAC Grant Information - Cristy will have grants in final draft form and will review at the Meeting. Minutes approving the submittal for the grants must be included in the grant application packets -

- Tourism Brochure
- 2018 Downtown Show & Shine
- Street Fair
- Viking Fest
- Hometown Holidays

8. Website/Software – Cristy Continues to work on keeping the website updated.

9. Member Meeting Agenda – See attached Draft for October 4th

10. Next Meeting – October ?

11. Board Meeting Adjournment