



Downtown Arlington Business Association

Board Meeting Minutes

November 4th 2015

5:15 – 6:15 am

Location: City Hall Council Library

Minutes:

Present: Mike Britt, Jeff Phebus, Zeph Ragland, Brittany Kleinman. Dana Fowler absent (excused).

1) Record Meeting via Electronic Device

Mike Britt stated that we would be using an electronic device to assist Wendy Gill in taking the minutes. This is not an official record but need Board approval to use an electronic device during the meeting.

Action Taken:

- **Brittany motioned**
- **Jeff Phebus seconded.**
- **All approved?**
- **Motion carried.**

2) Approval of Board Meeting Minutes Held 10-7-2015

Action Taken:

- **Zeph Ragland Motioned to approve.**
- **Jeff Phebus seconded.**
- **Any opposed?**
- **All in Favor?**
- **Motion Carried.**

3) 2nd Board Position Member Resignation

Mike Britt reported that Taira Knee had resigned her 2nd Board Position as of October 19th, 2015.

Mike wants to be sure we send Taira a letter thanking her for her service. She did a great job with the Viking Fest and on the board.

Wendy Gill asked if we can still issue the thank you notes Taira asked Wendy to print for businesses that participated in Viking Fest?

Mike said yes, after the final report goes out and the event is fully reconciled.

(Wendy passed the cards around to be signed)

4) Board Elections

Mike Britt stated that he has three nomination forms:

- Dana Fowler for Secretary.
- Bill Dettrich for 1st Board Position.
- Mike Britt for President.

Discussed remaining nominations which would be discussed at the member meeting.

Zeph Ragland will not run for a second term.

Jeff Phebus will run for his first term as Vice President. (Wendy gave him a nomination form at this time).

Brittany Kleinman has not turned in her nomination form. She feels she is not able to take on this volunteer role as she has other significant time commitments with job and family.

Mike stated that he has someone interested in the position that has been coming to the meetings.

At this current moment, Brit does not have any intention to run, but does not want to leave DABA in a difficult position. If DABA can find someone who is qualified and interested and she will help transition them in and end her term at the first of the year.

Mike states he has someone is interested, who will be becoming a member tonight, and is interested in coming onto the Board.

Mike asked if we have make the treasurer position a little more simplified than it was before through various new protocols and online banking. It was a different system under our previous Treasurer that was appropriate for her background as an accountant.

Brit states that yes, it is simplified, at times there is nothing to do, but in times of events, it can be a significant time investment. With more cash coming in and little hiccups coming up. Like deposits that she does not have any record of. Bank of America has been somewhat challenging.

If we are going to continue to do Viking fest we need to improve those protocols.

Mike asked, all in all the problem is your lack of time rather than an accountability/process challenge.

Brittany confirmed.

Mike reported that Kristy Brubaker will be nominating herself for the Treasurer position. Her family started the annual Show and Shine car show. She does not have a business, but does have a long history with downtown. She has expressed a desire to get on the board.

There is also a 2nd option. Secretary, Dana Fowler, could take over the Treasurer role.

But right now, we have a nominee. It is not clear if she will embrace the position in the long term but would like to give her a change as she has expressed a desire and does have more time available. Key is you have to give someone a chance that wants it, and let them grow, we need to embrace them. Kristi has also been part of DABA before.

Mike Britt stated that Rich Senff would be nominating himself for the 2nd Board Position.

When Mike took over he was the only positions that had a business downtown. Now, we have half of the Board positions with downtown businesses.

Zeph stated he is very happy to see nominations come in from people that have some time with DABA and the organization. Taking more pride in the community.

At the end of this year, Mike wants to be able to turn the board into a group that will take pride in DABA and keep it growing. If you are not growing you are dying.

5) 2015 DABA Member Survey Report

Administrator, Wendy Gill presented the report.

Response rate was 27%. Emailed out 77 surveys and had 21 businesses respond.

Jeff Phebus asked if responses were anonymous. Wendy stated yes and that she put this in the introduction of the survey.

Mike Britt re-iterated that the report was done solely by Wendy with no involvement by the Board to ensure it was an organic report and done without any distractions for her.

Mike commented that we had a few responses that were not completed.

Wendy said that next year, she will not allow members to skip questions.

Mike felt that the survey response rate was good and contained valuable information about DABA, what our strengths are and where we need improvement. Further, many of the survey responses touch on the ABC initiatives and work we hope to accomplish through that.

One key strength was our events and one commonly noted weakness was a lack of volunteers.

It will be interesting to do again in 2016 to see where we have improvement.

Mike stated that DABA should publish this information on the website for public consumption. He would also like a PowerPoint to be created as he would like to present this. Thanked Wendy for her hard work on this and really appreciated her efforts.

We will discuss this again at the next Board Meeting to approve a final version to publish.

6) City of Arlington Hotel/Motel Grant Update

Mike Britt stated that he had reviewed the grant that Dana Fowler wrote on behalf of DABA. Looked really good. Dana asked for Wendy to submit this on her behalf as she was out of town.

7) Hometown Holidays Banner

Mike Britt stated that Jessica Ronhaar will be giving a presentation at the member meeting.

Mike stated that one key issue to decide will be the replacement of the old banner. The previous banner was ruined in the high winds of last year.

The previous banner was done prior to Mike's tenure. However, Sarah Lopez has the vendor information. Sue Kempf put together the previous banner according to Sarah's information.

Jeff Phebus stated that we also have other printing companies downtown. We should allow them an opportunity to see if there is a lesser expensive and high quality banner. Mike Britt agreed but we cannot delay the timing as this event is around the corner.

We should ask for three RFQ's and give them 24 hours to respond. We should definitely make sure the previous vendor Sue Kempf is given an opportunity to bid.

Let Jessica to determine final deadline and to decide which quote to run with.

Brittany Kleinman stated that Tuesday afternoon is the latest she can cut the check as she is heading out of town.

8) Community Clean Up

Mike Britt stated we're somewhat overwhelmed right now. It would nice to have something going into Hometown Holidays.

He will put this out to the members in the meeting and ask for volunteers. If we don't get any support and leadership, we won't move forward with this event at this time.

9) Strategic Planning Report Development Update

Mike Britt noted that we do need to follow up on this. Right now we are overwhelmed. He pointed out that the fire department plan he helped develop over a year ago still has not been updated.

Wendy stated we ultimately need a finalization session, for action plans to work out fine details.

10) DABA Service (President's) Award

Last year the President's award went to Mary Andersen.

Mike Britt stated that his recommendation for next years' award will be Temporarily Undisclosed. This person is very committed and very good at managing the Temporarily Undisclosed. The event this person manages has the fewest challenges. This person is quick to reconcile and keeps excellent records. And they continue to step up to the plate year after year.

The Board will have to vote. Asked if there were other recommendations from the Board.

Action Taken:

- **Jeff Phebus motioned that we give the President's Award to Temporarily Undisclosed.**
- **Zeph Ragland seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

11) New Member Welcome Packet

Mike Britt stated that Administrator Wendy Gill is working on putting together a Welcome Packet for new DABA members.

Also, Board Members will be assigned sectors of downtown to develop relationship with and introduce them to DABA. One on one communication is critical to achieving close relationship.

For example, Mike saw Jeff Phebus going around to businesses yesterday with tie and badge. This is great representation for DABA.

The packet will be presented to the Board. Any items with associated costs will be voted on by the Board.

12) Membership Form - Add Receipt?

Mike Britt stated that members may like to have a receipt they could tear off from the membership form as a record of their payment.

Brittany stated that she would like to see payment receipt information on the form that would be an internal office function noting when form was received, what payment method was used and deposited and given to secretary for addition to the database.

Mike requested a mockup to be created to review and discuss.

Wendy Gill will create this and share perhaps at the next meeting.

13) Member Brochure Update – NEW FORM:

This item tabled to discuss at the member meeting.

14) Membership Renewals

This item tabled to discuss at the member meeting.

15) Viking Fest & Pub Tour Report including remaining Playa Bonita Gift

Mike Britt stated this would be handled in the member meeting but wondered if there were any quick questions or issues from the Board.

Brittany Kleinman said she had a quick report she could give, and she had located the Playa Bonita gift cards in the back of one of the books.

Brit has a profit and loss. Total spent 3940.54 with income (includes Sponsorships, business participation, tours. 2335. Plus 23.00 – check she just received. That makes it a loss of \$1,082.40.

Brittany says she still thinks it was a great event, because business has a lot of business.

Mike: It served its purpose, we brought a lot to people in town. The reason we were able to do this event is because our previous events were good. We didn't actually have a budget for it.

Hometown Holidays does not make a profit. But we still do it.

Zeph asked if any of the Viking Fest cost for this year has grant reimbursement attached?

Mike said no, not this year.

Mike: It's not about making a profit, but we cannot operate in the red. Without getting grant reimbursement for it. Let's look closely at it, we have 11 months. We have the option to formally add it to our budget.

Brittany found two gift cards from Playa Bonita in the amount for \$25.00 each. Not sure what their purpose was originally.

She also found the itemized book.

Mike said we will be raffling the gift cards at tonight's meeting.

Jeff disagrees, thinks we should use them for a different revenue making event, a family in need. Multiple things we can do with them, besides giving them away.

Mike Britt stated that's fine as long as we do it before year end.

Mike Britt asked for a show of hands for giving away outside of tonight's member meeting?

Zeph raised a concern about acting in bad faith. He thinks we should approach Playa Bonita and see what they would like to do first.

All board members agreed verbally. No vote.

16) ABC Committee Update

This item tabled to discuss at the member meeting.

17) North Country Black Friday Ad

This item tabled to discuss at the member meeting.

18) Administrative Supplies

Wendy Gill showed Mike the printed sheet with Microsoft Office pricing for \$219.00. She said it is in admin monthly budget. Mike gave the approval to purchase.

Brittany asked how she could reimburse herself for administrative costs.

Mike said to save her receipt, do check request and have two people sign. It is probably better to have two signatories of whom she is not one. If ever there was a question on reimbursement, the Board would certainly address it.

19) Board Meeting Adjournment

- **Brittany Kleinman motioned to adjourn**
- **Zeph Ragland seconded.**
- **All in favor?**
- **Meeting adjourned at 6:20 pm.**