



# Downtown Arlington Business Association

## Board Meeting Minutes

January 23, 2017

5:15 – 7:00 pm

Location: Action Sports

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**Board Members Present: Phebus, Senff, Dettrich, Brubaker and Fowler**

**Meeting Called to Order at 5:30 pm.**

**Approval of Board Meeting Minutes Held December 26, 2017**

Action Taken: Approved by Motion of Fowler and Dettrich – All in Favor

**Communications, Meeting Schedules and Member Meetings:** An open discussion was held regarding meeting schedules and the option of changing the Member meeting to the first Thursday of the month at 5:30. It was decided to bring this to the members at the next meeting. There was also discussion regarding board meeting schedule and communication amongst the Board. It was agreed that we would maintain the current schedule of the 3<sup>rd</sup> Monday of every month at 5:15 and be open to adjustment if needed and that everyone would make the effort to communicate throughout the month, especially when working on any specific events or projects.

**2017 Event Budgets as well as overall budget and Impact of LTAC Grant:** Cristy presented a proposed 2017 General Budget, as well as proposed 2017 budgets for all events, each reflecting what occurred in 2016 and a proposal for 2017. Mike Britt reported on the status of the LTAC grant and since we are waiting for the results of the City Lodging and Tourism Grant the board decided to review the proposed budgets for further discussion at the next Board meeting – after we have the LTAC results. As a part of the budget discussion it was also reported that everyone is working on their events for 2017.

**Welcome Packet** – The Board reviewed the draft of the welcome packet with the following initial comments:

- Add Members Rules of Conduct
- Add Member Application
- Should be a combined packet for new businesses and new members

Board will be redlining for further discussion at the next meeting.

**2017 Special Project – Continued Discussion and Brainstorming:**

Board discussed how to proceed gathering ideas with other local agencies and be more collaborative. Look at other projects and see how we can be more prepared with our projects and bring awareness to working together.

**Advertising Ideas for DABA:** The group brainstormed about types of advertising such as – ME TV, event calendar, call to action, press releases, encourage members to look at website and face book. We also need to work on polishing up the tools we currently have. Cristy will gather some detailed information for the next meeting.

**Revenue Streams** – There was some discussion regarding potential items for the website – further discussion at the next meeting.

**Membership Renewals** - Cristy reported that she is working on bringing the membership records up to date and hopes to be able to start billing and getting everyone current in the next few weeks.

**Secretary Position** – Mike advised that the Owner of Found It – is potentially interested in filling the Secretary position. It was decided to invite her to the next Board Meeting.

The Membership Agenda was reviewed for the Meeting on February 1, 2017 and the next Board meeting will be February 20<sup>th</sup> at 5:30 PM.

The meeting was adjourned at 6:50PM

Cristy L. Brubaker

Secretary-Treasurer