



Downtown Arlington Business Association

Board Meeting Minutes

October 7, 2015

5:15 – 6:15 am

Location: City Hall Council Library

Minutes:

Present: Dana Fowler, Mike Britt, Brittany Kleinman, Jeff Phebus, Zeph Ragland, Taira Knee, Wendy Gill-Peterson, Mary Anderson.

1. Approval of Board Meeting Minutes Held 9-2-2015

Action Taken:

- Jeff Phebus motioned to approve.
- Dana Fowler seconded.
- All in favor?
- Any opposed?
- Motion carried.

2. Procedures Overview for DABA mail, correspondence (events and regular), membership forms, gathering and distributing funds, copy process for events & financial documentation.

Mary Anderson stated that she and Administrator Wendy Gill had created a process flow for all types of mail and related payments. She passed out a copy to each Board Member. She felt that this process flow could alleviate conflicts and solve time inefficiencies. She walked members through the process for the membership form process from receipt in the mailbox to final entry into the database. She asked if there were any other questions? None were asked.

Action Taken:

- Brittany Kleinman motioned to approve.
- Taira Knee seconded.
- All in favor?
- Motion carried.

Mary also noted that if you do printing at Arlington Copy, Mail & More, please submit the receipt to the Treasurer as this constitutes an invoice. Dana and Taira also pointed out that Arlington Copy, Mail & More has the ability to put the event name in the memo of the print job receipt which could also help track costs more closely during events to help manage budgets.

3. Strategic Planning Report Development and Missing Minutes

Mike Britt stated that the minutes Dana had recorded have accidentally been deleted and may not be recovered. Dana stated she had done some searches on the hard drive for the document in its entirety with no success. Next, she will take the laptop to a computer repair shop to see if they can find it. Wendy Gill has re-created the minutes from the facilitator, Annique Bennett and

added in Mary and Taira's minutes. There are some gaps and the flow is somewhat convoluted. Also, no specific information around the action items is not present. Dana and Wendy will get together to see what can be done. Meanwhile, Mike Britt will set up a follow up meeting with the Board to re-capture the action items.

4. City of Arlington Hotel/Motel Grant Approval

Dana Fowler stated that this grant is due October 23, 2015 and DABA will be applying for a total of \$22,900. Several events like the Viking Fest and the Stilly Valley Little League Banner Ads were added while other events will ask for an increase in support as they are growing over time. Dana stated that the Board must approve applying for the grant in an amount not to exceed \$25,000. This amount is the based request and does not include matching amounts. Further, she will add an Appendix to these minutes that shows the specific amounts applied for in each event area.

Action Taken:

- **Zeph Ragland motioned to approve.**
- **Jeff Phebus seconded.**
- **All in favor?**
- **Motion carried.**

5. Member Brochure Update

Jeff Phebus, Chair, reported that he had fallen behind on getting this brochure re-designed. He has the invoice from the graphic designer who works for Certified Folder and has submitted a check request in the amount of \$750.00 to pay for the design.

Jeff has further asked Dana to step back in to the project to help get it done. Together they will work to have it done by December to start circulating in January of 2016.

6. Viking Fest & Pub Tour

Taira Knee, Chair, reported that there were a total of 139 Pub Tour Maps and 70 Daytime Shopping Maps sold. She estimates that 6-800 attendees came out for this inaugural event. Next years' date is already set as the first Saturday in October. She will not continue on as Chair next year. Sarah Lopez has committed to serve on the committee again.

Taira stated that the Vikings of America want to attend again next year and will bring more re-enactors. Sponsors were pleased at the outcome as were many of the businesses involved. Whiskey Ridge Brewery stated that they had had the largest sales day since opening during the Viking Fest. Around 130 Swedish pancake breakfasts were served.

Taira turned in a binder and flash drive to administrator Wendy Gill.

7. Debit Cards at Bank of America & Event Payment Device

Mike Britt briefly mentioned that DABA is getting a device that can be at all events to take payments.

8. ABC Committee Update

Not discussed.

9. Board Elections

Copies of by-laws and rules of order were circulated by Mike Britt.

Rules of order are now current and a copy has been submitted to the Chamber.

Mike Britt asked if anyone has any conflicts.

Mike asked if the Board agreed that right now we have a conflict around elections. Jeff, Taira and Dana said yes.

Mike asked if Board members would nominate themselves for a position next year.

Mike is meeting with Marilyn soon and will pass on nominations to her in November for elections in December.

Dana stated that she is concerned about the momentum of DABA going forward and the lack of qualified candidate.

Taira agreed there is a conflict and will run as President even with some reservations.

Zeph will not run again for a board position.

Jeff Phebus is undecided about running for President. Wants to keep momentum going. Has structured companies for last 25 years. He emphasized that the President's position must be transparent. If elected, he would spend lots of time with Mike going forward if need be and will stay very involved. We must focus on downtown business. He does not to see another business shut down.

Mike also stated that Bill Dettrich will nominate himself for the Board.

Taira asked if anyone objected to her running. Dana stated that she did because she would rather have someone who had been on the board longer. She would like to see more execution over a longer period of time. Further there were quite a few relationship aspects that she did not feel Taira had to be successful both at the public level and with the DABA member businesses.

Dana also stated that there was a concern that DABA has lost its focus because of derision among Board Members.

Taira stated that she would be all in as President or off the Board.

Jeff stated he also had a conflict with Taira. If elected he will vacate the board. He would not support her in that role due to lack of a solid track record, though the Viking Fest was amazing. Just not enough experience.

Mike had the Board pull out the by-laws and rules of order. In the event of a conflict between Board Members that would cause DABA to dissolve, the Rules of Order which state that directors only serve two years successively in any position could be over-ridden by the By-laws which state that a director could serve a third year. To that end, Mike has decided that he

cannot leave DABA with a conflict that could cause its dissolution so he will run again for President.

He asked if Jeff would be okay with serving again as Vice-President. And he stated that he would. He further asked if any Board Members would have a conflict with his serving a third year. Dana stated no. Brittany stated she was undecided and declined to state why. Taira said she had a personal conflict with Mike so she would not run for any position and would resign at the end of her term.

Mike indicated that the 2nd Board position wasn't required to be filled and if vacated would be filled at the next election.

Mike stated his regret and said thank you to Taira for her service as Viking Chair.

10. Board Meeting Adjournment

- Zeph Ragland motioned to adjourn.
- Brittany seconded.
- All in favor?
- Motion carried.

Meeting adjourned at 6:16 pm.

Appendix A

City of Arlington

2016 Hotel/Motel Grant Budget

Item	Amount	Match	Cash	Volunteer	Total
Eagle Fest Wagon Rides	800	300	X		1100
Show & Shine Car Show Advertising	4500	1500	X	X	6000
Annual Street Fair on Olympic Avenue	3300	1300	X	X	4600
Viking Fest & Pub Tour	4000	1500	X		5500
Stilly Valley Little League Banner Ads	1000	350	X		1350
Hometown Holidays Advertising & Wagon Rides	3500	1500	X	X	5000
Member Directory and Tourist Location Distribution	5000	2000	X		8000
Highway 530 Billboard Advertising with Arlington Arts Council	2600	1300	X		3900
RSVP Bike Ride Support	300	100	X	X	400
Totals	\$ 25,000	\$ 9,850			\$ 35,850