



# Downtown Arlington Business Association

Board Meeting Minutes

March 2, 2016

5:15 – 6:15 pm

Location: City Hall Council Chambers

## Minutes:

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### Board Members Present:

President Mike Britt, Treasurer Cristy Brubaker, Secretary Dana Fowler, Board Member Rich Senff, Board Member Bill Dettrich, Administrator Wendy Gill.

### Meeting Called to Order at 5:29 pm.

#### 1. Approval of Board Meeting Minutes Held 2-3-2016

##### Action Taken:

- Dana Fowler Motioned
- Rich Senff Seconded
- All in favor
- Opposed?
- Motion Carried.

#### 2. Bank of America Signature Card

Wendy stated she had communicated with Jeff Phebus and asked that he return the DABA debit card. He stated he would.

Mike Britt noted that all board members have signed the signature card except for Jeff Phebus. He was supposed to go sign on Monday, 2-29-16, to sign.

Rich Senff raised a concern that Jeff seemed to be having great difficulty in executing on his duties. He asked if it was required to have Jeff's signature on the card. Mike replied no but we would have to officially vote on that and re-submit minutes to Bank of American and then all Board Members would have to sign again.

Mike stated that Jeff has had some work conflicts. He does not get off work until 6:00 pm every day. Mike suggested that we could change the board meetings to Mondays which Jeff has off every week and therefor could be present at more meetings. But this may not work for the other Board members.

Mike polled the board members if we are open to moving the meetings to another day of the week. None raised their hand.

Cristy would like a quarterly board meeting where we can spend more than one hour as a board. Further discussion among Board Members indicated a meeting two weeks in advance of the member meeting on a day that worked well for all would be a good idea.

All members agreed that Mondays would work so the next Board meeting date was set for March 21, 2016 at 5:15 pm. Location is Britt Sport Card. Meeting time will be two hours.

Mike also asked if we could move the member meeting from 6:15 to 6:30 pm. Mike asked if that's okay. Most Board members agreed.

If urgent matters arise outside of these scheduled meetings, the Board can meet in a special meeting to address and administrator, Wendy Gill will notify board members via email.

### 3. Administrator Role

#### a. Weekly Administrator Meeting

Dana asked if we could meet with Wendy on an individual basis on a weekly basis to ensure more efficient communication among the board and better coordination with DABA activity. She understands that Wendy is very busy with a full time job and emailing back and forth among Board members can be a burden.

All present agreed but decided weekly may be too frequent so it was decided to definitely have one monthly meeting in advance of the new board meeting on Mondays. Time is TBD.

#### b. Non-Disclose/Confidentiality Agreement

Mike stated that we would like to draw up this agreement and have Wendy sign as she is our only paid employee. Board members could sign voluntarily but of course we cannot require it. He cautioned board members to not discuss DABA matters that were not officially noted or agree on as this can cause disruption in relationships with various members and entities that we partner with.

We just want to make sure that our commitments to others are rock solid. This way no misunderstandings can occur and damage relationships with our partners, members, etc.

### 4. Website

#### a. Advertising

Dana asked the board to vote on whether we should move forward with this? It would be open to the public and DABA members and would create revenue stream. Rich said yes that would be great as long as Wendy can manage it within her budgeted hours. We can bill at 6 or 12 month intervals.

#### Action Taken:

- **Dana Fowler motioned to begin offering advertising on our website at rates to be determined for public and DABA members both.**
- **Rich Senff seconded.**
- **All in favor?**
- **Any opposed?**
- **None.**
- **Motion carried.**

#### b. Directory Updates

Rich is waiting for sunny day and will go out and take photos.

**5. City of Arlington Hotel/Motel Grant Reconciliation Report**

Dana has forms to get this done. This is a new report that all grantees must submit.

Cristy recommended that we do this report after each event. Dana will do this as secretary in coordination with Treasurer and administrator as part of the close out process.

**6. Viking Fest – Call for Chair, Budget Discussion**

Discussion tabled due to lack of time. Will address this in the next meeting.

**7. REET Grant Follow Up – Need Award Letter**

a. Pedestrian Plaza Project Update

Dana gave quick overview of meeting with Sarah and plans to spend this money. We should be able to get most of the plaza done as we don't need a survey and will have the plans done by a parks and re commissioner who is a landscape architect student.

**8. Strategic Planning Minutes Update**

Dana reported that the laptop had been given to Jim from Arlington Computer to see if he could find any partial or temporary files stemming from that time frame that may contain this information. Dana will follow up to see what results were.

**9. Chamber Perpetual Plaque for Presidents Award**

Mike will follow up with the Thompsons to get this done. He has the wording but it needs to be edited down to a manageable length to fit on the plaque.

**10. New Member Welcome Packet Update**

a. New in Town

b. Welcome to DABA

Wendy and Dana to meet on this. Dana will help to save administrator budget hours as this project will be fairly time consuming.

**11. Membership Reports (Minutes & Agendas)**

Wendy will follow up with Mike post meeting to discuss.

**12. Membership Forms**

a. Discuss Sections Under Navigation Tab "Membership"

Wendy stated she had created a new tab at the top of the DABA landing page and should be easy to folks to get to. Dana suggested some edits to this page and layout and would meet with Wendy to discuss.

- b. Print out Copies and Deliver to Chamber Kiosk

Mike asked Wendy if she could do this and she stated yes.

- c. Ask City to Post Form on their Website under Business Resources

Not discussed due to lack of time.

### **13. Membership Brochure Update & 2016 Snohomish County Tourism Guide**

Dana gave quick overview of this opportunity and cost \$395. Mike thinks this ad would be a duplication of DABA current tourism brochure effort and the cost is not worth the size. Rich agrees.

The Board agreed to not pursue this opportunity. Dana will email the Snohomish County contact. Further this opportunity would not be announced to DABA members as the due date for art had already past.

### **14. Membership Dues for 2016 – Rules of Order to be Updated by Administrator**

Wendy has updated the rules of order with the new membership fees. Board will review and sign at next meeting. We will ask the members to approve the updated language and then send to legal counsel on the Chamber Board for additional review.

### **15. Membership Renewals Update**

- a. Stats on Annual Renewals
- b. Map of Downtown to Review & Assign Sections to Board Members

Dana and Wendy reported that we have 92 total members at this point.

### **16. Tourism Update by Cristy Brubaker**

Cristy will report on this during member meeting. Cristy thinks the tourism studios is an excellent networking opportunity.

### **17. DABA Attendee at All Sponsored Events**

Mike stated that we will go through this in more depth in the next board meeting.

### **18. Board Meeting Date & Time Review**

This topic was addressed earlier in this meeting.

## **19. Eagle Festival Wagon Rides**

Mike reported that the City paid for this activity and so they were able to offer this at the Eagle Festival. Mike let Mark Winterhalter know that the Hometown Holidays Wagon Rides will be discussed at a later date and we would communicate our decision to him.

## **Board Meeting Adjournment**

### **Action Taken:**

- **Rich Senff motioned.**
- **Dana Fowler seconded**
- **All in favor?**
- **Meeting adjourned at 6:13 pm.**