



# Downtown Arlington Business Association

## Board Meeting Minutes

March 21, 2016

5:15 – 6:15 pm

Location: Britt Sport Cards

### Agenda:

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**Board Members Present:** Board Member Rich Senff, President Mike Britt, Vice-President Jeff Phebus, Board Member Bill Dettrich, Secretary Dana Fowler, Administrator Wendy Gill. Treasurer Cristy Brubaker absent – excused.

**Meeting Called to Order at 5:23 pm.**

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

##### Action Taken:

- Rich Senff motioned to approve the minutes.
- Dana Fowler seconded.
- All in favor?
- Any opposed?
- Motion carried.

#### 2. An Individual Membership Review

Mike Britt stated he had some troubling news regarding a member of DABA from various public and private sources. This member has caused consternation among members in the past and acted unethically. He is concerned that this member's actions may negatively affect DABA's reputation in the future as well.

Mike would like to see DABA not have any further association with this member in future. It is unprecedented for DABA to terminate memberships but he feels strongly there is justification in this instance. He asked the board to vote on revocation of their membership.

If the board votes to do this, we will send a letter explaining our actions. Jeff recommended that we send our members a notice that this person has no further association with DABA and our events.

The Board had further discussion and all agreed action should be taken to protect DABA from any further negative consequences.

##### Action Taken:

- Jeff Phebus motioned to revoke their DABA membership.
- Rich Senff seconded.
- All in favor?
- Any opposed?
- Motion carried.

Dana stated that she would like DABA to refund all or part of their membership.

##### Action Taken:

- **Jeff Phebus motioned to refund the full membership of \$20.**
- **Dana Fowler seconded**
- **Any opposed?**
- **None.**
- **Motion carried.**

### **3. Bank of America Signature Card**

Jeff Phebus has signed the card.

### **4. Website**

#### **a. Advertising**

Dana Fowler gave a quick overview. DABA needs additional revenue stream. Opening up the website to anyone who wants to pay for it. The main reason is to help support the administrator position ongoing. Wendy would manage this process with the treasurer. We could offer 6 and 12- month advertising subscriptions.

Wendy has a call into our administrator to find out how many spots would be available at the same time. Rich asked about costs? Dana countered with asking if any board members had advertised in this manner for their businesses? Rich did a while back and thought it was pretty cheap.

Dana stated that currently three spots are available on the landing page but assumes Wordpress has the ability to allow multiple businesses beyond the three to rotate in like a flash player.

Mike suggested that we offer Wendy commission based on the selling and maintenance of the advertising. If we charged \$25 per month then Wendy could have \$10 of that in commission with DABA receiving the balance. The Board briefly discussed fees. We should do more research to ensure we are competitive with other sources. We should definitely have different rates for members versus non-members. Also, DABA would offer discounts for longer term contracts.

We would limit business changes to advertisement slot to once per month. Jeff stated we could also look at a service charge to update advertisements.

Dana noted that pricing should be competitive with other website ad opportunities. Businesses will want to know what they are getting for their money as well. So we need to get a google analytics report that shows traffic over the last 12 months. Dana also noted that Wordpress can help us promote the website in much more effective ways to enhance visibility. Dana and Wendy will also look at tools that exist on Wordpress.

Mike stated that our DABA website and Facebook websites need to be connected. Also, would visitors to the website see the ads no matter where they land within the site? Dana and Wendy will use Google to make sure DABA is coming up first in the search list and is associated with the correct search terms.

Mike would also like to see us develop a Wikipedia page.

Dana and Wendy will send out a proposal to all board members and ask to review and approve so we can move forward before the next board meeting.

b. Directory Updates

Rich Senff has asked Wendy for a member list so he can start going around and taking photos.

Jeff asked Wendy for a list of all memberships so he can go around and help get their membership renewals turned in.

Mike stated that we will only do annual membership renewals now.

Dana stated that the bulk of all renewals fall on 12-31 regardless of year.

**5. REET Grant Project Description**

Dana gave quick overview of situation. She provided an updated description to Snohomish County for approval as we no longer need a survey to be done at the site of the planned pop-up park. We also have a landscape architect student who has offered to draw up the plans for free. The updated request to the county is asking to allow the awarded funds to begin development of the park. The student will provide three separate designs.

**6. Viking Fest**

Mike provided quick update. We are moving full steam ahead on this event. He stated that Dana Fowler will be the chair and Shauna Olds will be the assistant chair. We are scaling back daytime business activities. Budget is only \$2,000 but we can look to sponsors. Jeff offered to help get donor prizes for raffles.

Dana told the board the dates, which is September 30<sup>th</sup> – October 2<sup>nd</sup>, 2016.

Dana insert overview of all the moving parts.

Road closure up for further discussion.

**7. Strategic Planning Minutes & Schedule Meeting in May (3-hour session)**

Mike Britt met with Dana and determined the minutes are not recoverable. Mike has given a lot of thought to this and there is nothing to do but work with what we do have and we will plan a new strategic planning session. We only need half a day or less. Need to re-create action plans. Let's set the date for mid-May. Dana stated that Friday, May 13<sup>th</sup> is around the middle of May. Board set date as this date from 5:00 – 9:00pm. DABA will provide dinner.

Mike stated that we only want to have one person recording all minutes. He recommends looking to hire a reporter/stenographer for around \$125.00. Dana stated that we will record this meeting as well. Mike will research and find qualified candidate for this.

## **8. Chamber Perpetual Plaque for Presidents Award**

Mike stated that we have the plaque ready to roll. They are waiting for wording from Mike. Mr. T's in Mount Vernon is creating the plaque for us. Mike will call tomorrow and ask Dawn how many characters we are allowed in the design we selected.

## **9. New Member Welcome Packet Update – ON HOLD**

- a. New in Town
- b. Welcome to DABA

Mike asked that we do create window sticker through Action sports. Also need cover letter with contact information and the brochure as needed.

## **10. Website User Experience & Layout / Directory Update**

Dana discussed this earlier in the meeting. Dana and Wendy to meet and walk through and update language, photos and page layout.

## **11. Board Photos & Badges**

Mike stated we need to take new photos and order badges. Wendy said she had a new camera and offered to take photos. We will take photos on Wednesday, April 6<sup>th</sup> after the member meeting.

Mike reminded that we changed the member meeting to 6:30 on the first Wednesday of every month.

## **12. Membership Brochure Update**

Dana gave brief overview of where at in design and renewals. Membership renewal cut-off today at midnight.

### **Action Taken:**

- **Bill Dettrich motioned to offer sponsorships at \$300 for non-footprint DABA members and \$200 for in-footprint DABA members.**
- **Rich Senff seconded**
- **Any opposed?**
- **All in favor?**
- **Motion carried.**

## **13. Membership Dues for 2016 & Rules of Order**

Mike stated rules had been updated. After review, more edits to language need to happen:

Mike gave Wendy the language he would like to see changed and she took notes as well. She will have it updated and ready for approval at the next meeting.

Bill asked if we could keep the older system of membership payment.

Dana stated that all memberships currently expire on 12/31 and we lost money by allowing memberships to run through the end of the next year. So an annual renewal makes more sense financially for DABA.

#### **14. Map of Downtown to Review & Assign Sections to Board Members**

Dana gave overview of map and how she thought of dividing up sections of Olympic with one block east and west of each block of Olympic and extending north to Burke.

Map was divided up and each board member took on a section as desired. Bill suggested we walk our route and note how many businesses in each sector to ensure it's not overwhelming.

Wendy will re-create map and send out to Board members.

#### **15. DABA Attendee at All Sponsored Events – Informal Polling/Raffle**

- **Car Show**
- **Street Fair**
- **Viking Fest**

##### **Ask members to donate certificates to their stores as needed?**

Dana Fowler gave overview and asked that we have a board member at each event with a clipboard and walk around asking where folks are from and whether they are staying overnight. All board members agreed. We need this for grant applications and justification. Better than anecdotal. Mike stated that the city attorney stated the funds would get much more competitive in future.

Mike and Dana will create a list of events and ask that each board member sign up for each event.

#### **Board Meeting Adjournment**

##### **Action Taken:**

- **Rich Senff motioned**
- **Jeff Phebus seconded.**
- **All in favor?**
- **Meeting adjourned at 7:17 pm.**