



Downtown Arlington Business Association Board

Meeting Minutes

June 3, 2015

5:00 – 6:00 pm

Location: City Hall Council Chambers

Agenda Items

1. Approval of Board Meeting Minutes Held 5-6-2015
2. DABA Rules of Order, Article 2
3. DABA Code of Ethics
4. Strategic Planning Session Re-Schedule
5. DABA Member Brochure Distribution
6. Promotion & Ads Oversight Committee
7. Vote on DABA Radio Spots on KRKO/KXA
8. Mayorial Election Discussion
9. Pub Crawl Event Discussion
10. Further Discussion on Hiring Administrator / Advertising
11. Fire Helmet Update (tell members that this needs to be added)
12. Car Show Popcorn Cost
13. Post Member Meeting Youth Dynamics Sponsorship

Minutes

Board Members Present:

President Mike Britt, Vice-president Brian Bovee, Treasurer Mary Anderson, Secretary Dana Fowler, Board Member Jeff Phebus. Board Member Zeph Ragland.

Meeting called to order at 5:25 pm.

1. Approval of Board Meeting Minutes Held 5-6-2015

Action Taken:

- *Zeph Ragland motioned to approve with correction.*
- *Jeff Phebus seconded.*
- *A vote was taken for all in favor.*
- *Motioned carried.*

2. DABA Rules of Order, Article 2

Mike stated this is on hold/set aside until we get past the major events.

3. DABA Code of Ethics

Mike stated this is set aside until after the Street Fair.

4. Strategic Planning Session Re-Schedule

Dana noted that the Board must set the date for some time in August session at this meeting per May Board Member Meeting Minutes.

Liaison Pam Evans is present and Mike asked her to attend. Mayor Barb has also been invited. Jennifer Holocker will also be invited as she is the Chamber liaison to DABA.

Brian would like to see Paul Ellis attend if possible.

Timeframe is approximately 8:00 am-4:00 pm.

Mary stated Fridays were good for her. Mike asked for show of hands for Friday. Most members said that was okay.

Date is set for August 21, 2015 from 8-4:00 pm. Location TBD. Mike will find out if Large Conference Room or Council Chambers is available. Details to be discussed in much more length at July meeting.

5. DABA Member Brochure Distribution

Mike said he had conversations with both Jeff and Dana. Dana has put in a lot of work. He also asked Jeff to bring a plan of action to this meeting. Jeff requested any and all background document/information be sent to him then he will call a committee meeting. Jeff would like to have prototypes to take to committee. Dana offered to request from Certified and send if desired.

6. Promotion & Ads Oversight Committee

Zeph reported that they haven't had a meeting yet. Zeph will get a meeting scheduled within next week.

7. Vote on DABA Radio Spots on KRKO/KXA

Set aside til next meeting.

8. Mayorial Election Discussion

Set aside til next meeting.

9. Pub Crawl Event Discussion

Discuss more during member meeting.

10. Further Discussion on Hiring Administrator / Advertising

Set aside til next meeting.

11. Fire Helmet Update

Mike stated that the helmets should be done anytime. Mary asked who we make check out to: Mike replied City of Arlington. Mike gave Mary invoice and paperwork supporting project.

Mike clarified that we split cost with the Fire Department which is a relief on their budget. Jeff asked if we needed to set aside time/people to adhere stickers. Mike said no, company generating sticker will adhere them. Sticker is shaped like helmet badge on front.

12. Car Show Popcorn Cost

Mike stated that LifeWay will be showing the Cars movie on day of car show. Idea came about that every kid who gets a helmet can go fill their helmet with popcorn at the showing of Cars in Olympic Theatre. Mike believes we should provide some money to offset the costs of providing free popcorn to the kids. Church has machine to make popcorn that will be set up inside Olympic Theatre. Jeff asked if LifeWay will have bags for kids who don't have helmets? Mike thinks so but is not sure. Jeff offered to go to Arlington Hardware to see if they'll donate sleeve of popcorn cones.

Action Taken:

- ***Jeff Phebus motioned to cut LifeWay Foursquare Church a check for \$50.00.***
- ***Brian Bovee seconded.***
- ***A vote was taken for all in favor.***
- ***Motioned carried.***

13. Post Member Meeting Youth Dynamics Sponsorship Notification

Post Member Meeting on May 6th, 2015, the Board Members who remained after voted to purchase bronze level sponsorship in the amount \$250.00. Board members were Mike Britt, Mary Anderson, Brian Bovee and Dana Fowler.

Action Taken:

- **Dana Fowler had motioned.**
- **Brian Bovee had seconded.**
- **All Board members present were in favor.**

Date of decision is 5-6-2015.

Meeting convened at 6:08 pm.