



# Downtown Arlington Business Association

## Board Meeting Minutes

July 18, 2016

5:15 – 7:15 pm

Location: Britt Sport Cards

### Agenda:

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**Board Members Present:** Mike Britt, Jeff Phebus, Cristy Brubaker, Rich Senff, Bill Dettrich, Dana Fowler. Administrator Wendy Gill also present.

**Meeting Called to Order at 5:16 pm.**

#### 1. Approval of Board Meeting Minutes Held 6-20-2016

##### Action Taken:

- **Cristy Brubaker motioned to approve minutes from 6-20-2016.**
- **Bill Dettrich seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

#### 1(B). Guest speaker item inserted into the regular agenda

##### Centennial Sk8 Festival 2016:

Arlington Skateboard Race – Arlington is one of the top destinations for long board race events. International Distance Skateboard Association ranks Arlington as a Tier 1 destination. Race is moved to Haller Park over two days. Will have kabuchi garden where live go-cams from racers will be viewed. At this garden will have games. People flying from all over US to participate but want to focus on I-5 corridor. First race takes place on September 24<sup>th</sup>, 2016 at R-MAR trailhead next to Strawberry Fields. That race is 8.5 miles. Will also host an international skate film contest.

The main race is will be held on September 25<sup>th</sup>, 2016 and strongly supported by Snohomish County Sports Authority. They anticipate at least 200 race participants.

Angela is looking for sponsors – primarily for prize money. Looking to raise women’s prize amount be equal to men’s which is rare for these events. They can advertise DABA ad on screen at Olympic Theater in-between live action shots being shown. Will also be recorded and posted on social media. Will also have DABA logo on all posters placed. Entries being taken until September 2<sup>nd</sup>, 2016. Will also offer t-shirts and medals. Normally asking sponsors \$7-900. Asking DABA for \$250.00. Two weeks is the deadline.

Jeff Phebus is asking if we have looked into our advertising budget lately? Mike said no. We will take this into consideration and discuss as a board either at today’s meeting or via electronic vote.

Cristy asked if they could send out downtown brochures to participants who register ahead of time and Angela said yes. Cristy said we also have films that we could put out there on their social media, etc. Dana also noted that the pump track film could be entered into the contest.

Cristy stated that we could offer our members an opportunity to advertise in the film contest as well and pay a small fee. Rich asked if we pay \$300 versus \$500? Mike said no, it would help them a

great deal though. And he likes raising the women's purse to match the men's. Dana feels we should do the \$250.00.

**Action Taken:**

- **Jeff Phebus motioned to give this organization \$300.00 for the advertising package.**
- **Rich Senff seconded.**
- **Mike asked for a raising of hands in favor. Five members raised their hands. One did not.**
- **Motion carried.**

Abstaining member shared their deep concern over the ongoing spontaneous support of sponsorships when that budget is or should be limited. We do not have unlimited supplies of funds that are not re-imbursable. We need to sit down as a board and strategically decide on how much funding would be available to go towards sponsorships and stick to that budget.

**1(C): Treasurer Report (Item inadvertently left off Agenda)**

Cristy stated we have about \$23,000 in the bank right now. Still have car show money that needs to come in.

**2. Administrator Position Review**

Mike and Wendy had a brief conversation before the meeting started today. There has clearly been some communication challenges. Wendy stated she has been super busy of late and was not able to even put in 10 hours next week. Wendy had not anticipated being this busy during this time of the year. She also doesn't want to leave us in the lurch. Mike asked Wendy if the list of administrator protocols and duties can even work with her work schedule as it stands right now. Wendy said no – several of them don't work.

Jeff Phebus asked what the resolution would be. Mike said that we would look to put the position on hold for an indefinite amount of time. Wendy said that would be okay with her. Mike and several other board members stated they understand it is no one's fault, it just is what exists today with our needs and her schedule. And we re-iterated she had done a great job.

Mike stated that we need to address the technical / legal aspects of the contract. Mike said we can expunge the position. Mike asked Wendy to relay this to Mary.

Cristy asked who would take over her tasks? Mike stated we would have to sit down and work this out. We did this before as a board and can figure it out again.

Rich stated that we could ask our membership to also take over some tasks.

Mike stated he is less concerned about the tasks going forward as we have almost a full board committed to moving forward into 2017.

Jeff asked that the board do a formal vote on expunging the contract for the administrator position and re-negotiate the tasks at a later date.

Mike stated that we will take a vote based on the inability for the board and the administrator to meet the requirements contained in the contract.

Mike asked before we vote, did Wendy have anything she would like to say. She just asked that we quickly address the DABA content on hand at Andersons' Accounting Solutions.

Jeff asked if Wendy is an agent for Anderson Accounting Solutions? And Mike said Mary had delegated this to Wendy.

**Action Taken:**

- **Jeff Phebus motioned to approve the expungement of the administrator position effective as of September 1, 2016.**
- **Dana Fowler seconded.**
- **Mike Britt asked for a show of hands for those in favor.**
- **Five hands were raised. One hand was not raised. That member was asked to share their reservations. They stated they are very concerned about who will take over the duties of this position.**

Mike stated that DABA board members had always done these things in the past and believes that we can easily trim these duties and re-absorb them.

**3. Chamber of Commerce**

**a. Insurance Request – Meeting Requested for August**

Cristy stated that she had met with the chamber board and they said they could meet August 22<sup>nd</sup>, 2016. They need to know if DABA can be there or not. Mike stated that we could.

Meeting location is Britt Sport Cards on August 22, 2016 at 5:15 pm.

**4. ABC Competition & Project Management**

Mike had a meeting with several city officials and DABA board members. DABA is the task leader delegated by ABC Project Manager Sarah Lopez and the Mayor of Arlington, specifically Mike Britt.

Mike stated that Dana could join the committee for the Business Consulting task. Dana said she had planned to reach out to Jennifer Holocker to discuss this.

Mike said regarding the initiative assigned to DABA is the Community Tool Chest. He said anyone was welcome to join this committee. He will leverage DABA's work and plans already in motion. Mike said we need to put together a wish list with associated costs. We also need to partner with Darrington. Dana asked if the Darrington Task leader had been established? Mike said he thinks that there is a person identified and being approached.

Rich said we should ask our members via e-mail what they would like to have in this tool chest. Dana stated she would prefer that members were invited to the next meeting to share their thoughts.

Jeff is concerned about the liability and asset depreciation management going forward. We need to inquire into this at the meeting with the Chamber Board.

## **5. Street Fair**

Cristy stated that we had taken in \$9,800 in revenue and expenses will be around \$5,700. She believes this event could show \$5,500 – 6,000 profit. She will do up a spreadsheet that reflects this and have at the next member meeting.

Cristy asked about the appointed chairs for next years' show? Mike stated that we had appointed to gals who are current vendors and have been for several years. Jerry and Jerri were taking lots of notes on Sunday on how to improve. Mike will try to get them to the next meeting to introduce them.

Mike gave Cristy the street fair reconciliation and cash box. Britt Sport Cards donated a Ken Griffey Junior autographed photo to raffle with the proceeds above the market price going to DABA. Raffle brought in \$185.00 so Mike and DABA both got \$92.50.

Dana asked how much we made at the Fair overall selling merchandise. Cristy will do a report and have at the next meeting.

## **6. Car Show Brief**

Mike stated he had re-appointed Bill as chair. Bill stated that there are still a few sponsors. Cristy will give Bill a list. Dana asked if UW was able to pay via credit card and Wendy said no it did not go through and she is not sure why. Cristy will investigate and figure that out.

Cristy will follow up with Joann and let her know that we did not approve of the artwork for the Splash Ad nor the Everett Herald. Dana stated she never saw the artwork and did not approve the joint event ad. Also, she only authorized the Herald for a car show ad, not the three events.

Dana to also follow up on the BMX invoice which Cristy has not received.

## **7. Website**

- Advertising – Dana to Provide Proposal
- Directory updates
- User experience and layout – Completed

## **8. 2017 Officer Board Committee Appointment & Board Position Discussion:**

Mike asked Jeff Phebus where he stood as he was absent from the last meeting where we discussed. He re-iterated that all others would move forward in the same position except Dana who would move forward into the Vice President position.

Jeff said he understood that Kathleen Shalan wanted to take this over. Dana stated that her biggest concern is the time commitment and the networking that it takes to make this a successful position. Jeff agreed and stated that his biggest fear is to not giving the time it takes to make DABA successful. Jeff feels that DABA has really hit its stride and forward momentum. Mike asked Jeff to present to the board during the August meeting whether or not he wants to move forward as President. Mike would stay on as ex-officio President with no voting capacity. He would mentor the next President.

Cristy mentioned that Jeff would have a lot of help from the rest of the board as well.

#### **9. Genealogy Society Passport Shopping Event**

Mike and Dana went to this meeting last week. Businesses are participating. Dana said we had 12 participating businesses downtown. Each business will give \$25 towards main raffle pool and \$10 to create postcards.

Rich also mentioned that they are doing an informal car show and we may want to give out information on DABA's car show. This event is August 18<sup>th</sup>, 2016.

#### **10. Board Photos Still Needed/Badge Protocol**

Mike stated that we need to make sure we are wearing our events at all DABA related meetings. Dana apologized that they have been ordered and are probably sitting there. Cristy said she would look for them when she goes to pick up the mail next time.

#### **11. Assignment of Downtown Footprint Members by Alpha**

Dana stated the whole reason why this came about was a board to member relationship development opportunity. They need to know who we are personally and how we can help them. Cristy stated that we can enlist members to be ambassadors. Dana is okay with this as long as there is a training program for them so they pass accurate information.

Further discussion at the next board meeting.

#### **12. Event Surveys & Headcounts – Car Show vs. Street Fair**

Mike stated that we did not do a good job of this at the last two events. We need to have the chairs do this during the events. It is critical information for the hotel/motel grants.

Dana noted that we will be applying to Snohomish County for the hotel/motel grant for the brochure costs. That is due September 2, 2016.

#### **13. New Event in 2017 – Extension of Car Show to Bike Run on Sunday?**

Mike asked Dana to have a conversation with the Snohomish County Sherriff's office as well as the City Police. Dana has also talked to the original Arlington Bike Show organizers.

#### **14. 2016 Tourism Brochure Update**

Dana stated that she had to take a picture of the executed check to send to Fosters before they will release the print job. She took a photo of it at tonight's board meeting and will send to Foster tomorrow am.

#### **Board Meeting Adjournment:**

- **Jeff Phebus motioned to adjourn.**
- **Rich Senff seconded.**
- **Meeting adjourned at 7:18 pm.**