



Downtown Arlington Business Association

Special Board Meeting Minutes

June 26, 2017

5:15 pm

Location: Action Sports

Board Quorum verified and Meeting Called to Order – Board Members present Kathleen Shalan- President, Dana Fowler – Interim President, Bill Dettrich – Board #1, Rich Senff – Board #2, Cristy Brubaker – Secretary/Treasurer. Mike Britt – Past President joined the meeting later.

Approval of previous board meeting minutes held May 22, 2017 – Approved by Motion of Fowler and Senff– All in Favor

Communications, Meeting schedules, Etc.

- General – The Board discussed how to work better together and make sure we communicate effectively between meetings. Cristy will check on sending emails using the read receipt option.
- Joint Meeting between the Chamber Board and the DABA Board – Kathleen is working on setting this up as there are several topics to discuss.
- Insurance – it was noted that DABA has paid their portion of the Insurance for the year – budgeted amount was \$1800.00 and the actual cost was \$1698.78. It was also noted that the Insurance and the Chamber have expressed concern regarding the Viking Fest Beer Garden and Dana had contacted Jennifer Hollicker, Manager of the Chamber regarding this. It was noted that the Chamber Board would be meeting on June 27th at 7:30 AM and this item would be on the Agenda. Both Kathleen and Dana will try and attend.
- President’s meeting with the Mayor –Kathleen did meet with the Mayor and the first meeting was just a general discussion of the relationship about collaboration and how the Mayor considers the Chamber and DABA as one entity – the next meeting is scheduled for July 20th. The Mayor also talked about the Washington State Main Street Program with Kathleen – which some of the Board Members are familiar with. Cristy will be contacting someone from the Mainstreet Program to set up a meeting with the Board.
- Mike Britt noted that the Chamber received LTAC Grant funding to participate in the Cascade Loop Guide a promotional booklet that includes information about cities that are located along that route. It was noted that DABA should see what opportunities there may be to also be included.

New Business

- Yabba DABA Do – Business of the month: It was decided by consensus that we would just call this “Business of the Month” and Kathleen noted that Found It had mentioned that not many people had visited their store and we need to encourage DABA Members to do so. She also noted that Gooder N Chicken has expressed interest in being our Business of the Month for July. It was also discussed that we have DABA items that can be used as prizes for the drawing.
- DABA Picnic Meeting on July 12 – The Picnic Meeting was briefly discussed and Kathleen and Cristy will be doing the shopping and set-up for the meeting.

Old Business

Electronic Billboard Status: Kathleen and Cristy will continue to coordinate with Andy Brown of Stillaguamish Media on this project. There are several DABA Members participating this advertising opportunity on a pay up front basis. \$250.00 for 3 months – 3rd Quarter of the year Advertising on the Media Board.

KXA Radio Ads: Cristy is working with Maury Eskenazi regarding this and we do have some preliminary ads running.

Location of Electronic Files: Cristy noted that we have started backing up the laptop on a flash drive and asked about more cleaning up of the files on the computer – general discussion of what we can delete – such as old/out of date forms, logos – etc.

Sound System and how to use: We now have the equipment labeled as to what plugs go where and could set it up and use it for the Car Show successfully – (Thanks to Rich). However – we still need to coordinate the sound set up for the Street Fair - Cristy is contacting Trent Nunemaker and any other options we can come up with as this requires set up and tear down for all three days of the street fair.

Welcome Pack – to be worked on

Sponsorship of Stage at Legion Park – Cristy will ask John Green to attend our July 17th meeting.

Event/Project Reports

Car Show: Cristy reported that everything went very well for the Car Show and that most of the bills are paid, all the sponsors have paid and we are below budget on expenses and exceeded our projected revenue – before we submit for LTAC reimbursement. There are some issues that need to be improved upon – but we know what they are and will work on that for next year. Several of the Sponsors have expressed a desire to sponsor the 2018 Show. Cristy suggested that we evaluate requesting LTAC money for this event as well as the Street Fair in 2018 as they are showing a profit, and look at other new opportunities that we could use LTAC funding for.

Street Fair: Cristy reported that Jeri continues to bring in more Vendors and it appears that it will be larger than last year, there was discussion about the DABA Booth at the Street Fair and Kathleen suggested that we have a map and ask attendees as they walk by where they are from and then put a dot on the map. This is one way to find out who is visiting the event for our LTAC report. We reviewed who was available to work the DABA Booth and Cristy signed up for Friday and Bill said he could work on Sunday. Saturday was up in the air and it was hoped that Jeri would be available for some of that time. Rich said that his staff would be available to help as needed.

Viking Fest: Dana reported that she is working on the budget revision and explained how the Beer Garden would work – noting that Sam Adams will be the provider and will have certified pourers for both cider and beers. There will be staff present for carding and to act as bouncers. Estimated cost is \$3.00 cover to get in and \$2.00 for an etched shot glass for tastings. Chips for drinks will be \$3 - \$4. There was some discussion regarding the pricing and size of the drinks in addition to how the Beer Garden will be separated from the rest of the event. Rich explained his experience with other events where they required actual fencing of the area and Dana talked about hay bales, stakes and rope to separate the area. It was suggested that she attend the Stilly Beer Garden on the 4th of July to see what their set up is. The discussion on the budget revisions were tabled until the next meeting – but Dana explained that they are estimating 20 kegs for the beer garden and the permit for the event is \$45.00. There were questions regarding the cost for paying the pourers, would there be tip Jars, what is the cost of the T-Shirts and a Banner. Dana noted that she is advertising in the program for the Enumclaw Highland Games, an event in Tacoma, Social Media and an Ad in the program for a Bellingham event. It was again noted that there is some conflict between the reenactors and Dana will have more information after their July 9th meeting at Legion Park.

Brochure: Cristy reported that we currently have 6 cases left in the warehouse at certified and they indicated that based on the current usage we will need more by the end of July. Our distribution contract renews in August and we need to decide if we want to pay monthly or pay annually and save \$430.00. Our LTAC Grant specifically identified the cost of printing the brochure as what we will use the grant for – not the annual distribution contract. Cristy noted that perhaps we should use all costs as the basis for our LTAC Grant application for 2018 on this project. It was decided that we needed to have a meeting on just the brochure and discuss the following items:

- Cost of Printing – get quotes from Penway and Foster
- Most Current Member list
- Opportunities for advertising to members within the brochure
- Redo the Event Section
- Quick way to verify phone and website of members

- Historic Downtown Arlington – versus Downtown Arlington
- Add the Library
- Get a Volunteer to do Local Delivery of Brochures – start a list (Hospital, Jim Creek, Darrington, Angel of the Winds, Schools, PUD, Chamber)
- Bring up at Member Meeting that we are re-doing and those who aren't current on their dues need to take care of that. Also recruit anyone who is not a member to join and be included.
- Criteria for sponsorships – someone who supports the community? Pay or be included free if DABA Member.

Coloring Book: Cristy reported that everyone that had paid has been sent a refund check.

Secretary/Treasurer Report

- Bank balance is \$33,998.90
- Budget report – tabled until next meeting
- Membership –Cristy continues to maintain list and bill members as needed.
- Inventory – Cristy is setting this up
- Website/Software – Cristy is working on updating website, Kathleen wants to learn and Dana will assist as needed.
- Member Meeting Agenda for July 12 – was reviewed and approved with amendments.
- Donations/Sponsorship – plan for how to go forward and establish protocol's. – It was motioned to have Cristy draft a form and process for application to DABA for scholarships/sponsorships that would be submitted for consideration as we prepare our budget so these types of funding can be decided upon and promoted appropriately.

Board Meeting was adjourned by motion at 7:45 PM. Motion carried.

Next Meeting – July 17th – 5:15 at Action Sports.

Cristy L. Brubaker

Secretary /Treasurer