



Downtown Arlington Business Association

Board Meeting Minutes

August 21, 2017

5:15 pm

Location: Action Sports

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

Approval of previous board meeting minutes held July 17, 2017 – Approved by Motion of Senff and Dettrich– All in Favor

Communications, Meeting schedules, Etc.

- Joint Meeting between the Chamber Board and the DABA Board – Kathleen is working on
- Brainstorming list – It is apparent that a Motorcycle Show is #1 on the list and it is important that it be scheduled carefully to not conflict with other events.
- President’s meeting with the Mayor –next meeting is scheduled for August 31 and Kathleen reported that collaboration with the Chamber and City is a good thing. The Mayor has named this group as the Main Street Group and would like us to help develop block captains for both the east and west sides of Olympic to increase communications – this should not be DABA Board members as the goal is to get more people involved and informed. In addition, we need to schedule a strategic planning session for November and begin to plan for the future of DABA.

New Business.

- Main Street Program: Kathleen will be contacting Mt. Vernon to schedule a meeting with their Main Street Group and we will continue to gather information. Cristy expressed that it is important that the City recognize Downtown as an important commercial group as they develop and promote other areas of the City. Bill questioned what the reaction of the Chamber might be if we sever our relationship with them. These are all concerns and questions that should be addressed as we investigate our options and do our strategic planning
- Arts Council Auction: It was suggested that DABA support the Arts Council by purchasing tickets for their Auction event in October. Motion by Fowler and Senff to purchased up to \$500.00 worth of Auction Tickets that would then be given away to DABA members to attend. Motion Carried.
- Centennial SK8fest: Mike gave a report regarding this upcoming event that has previously received support from DABA. Angela Kuhn will be at the DABA membership meeting on September 6th to make a presentation and it was noted that it does not conflict with any of our other events, and will bring approximately 2000 to Arlington for the event.

Old Business

Electronic Billboard Status: The Board reviewed that this has been a positive experience and it was suggested that we increase the amount for 3 months to \$300.00 from the original \$250.00 and that all businesses who are currently participating be polled to see if they would like to continue. Cristy will also verify with Andy from Stillaguamish Media what the terms for a new contract would be.

KXA Radio Ads: According to Maury from KXA/KRKO our contract is up on Sept. 15th – Cristy will make contact and update at the next meeting.

Sound System and how to use: Cristy noted that if we are going to use the sound system for anything more than voice announcement or playing of music from a cell phone that we need to hire someone to run the system for us. There was much discussion and it was suggested that we ask Bigfoot Music if they could put together an operation manual for us.

Welcome Pack – Tabled

Sponsorship of Stage at Legion Park – Cristy and Rich advised the Board that drawings are being prepared by Ruth Gonzales and the Engineer who did the original calcs. There was also some discussion on the status of fund raising and a way to recognize anyone who contributes.

Event/Project Reports

Viking Fest: Dana reported that blocks of rooms at a special rate have been secured at the Best Western and the Medallion Hotel. Ads are being boosted on Facebook, Liquor Permit has been secured, and she has 3 food vendors, several other vendors and the next Committee meeting is August 27th at noon at Legion Park, which will be a work party. They will be having some new hands on feats of skill and strength component and they are thinking about using a carnival type of approach where you purchase several coins and then use the coins for participation in the events. She also indicated a need for the following – raffle items for the event, wood for tent frames which will belong to DABA and volunteers.

Street Fair: Cristy reported that Jeri is updating the forms for 2018 and is also in the process of polling the vendors on staying late one night and any other input they might have to make the event better.

Brochure: Cristy reported that she has contacted Certified and arrange for payment for distribution of the folder through the end of 2017 and then starting in 2018 our contract will be on an annual basis. This will help with our grant applications. In addition, she has a meeting with Penway regarding a bid to complete the printing for the next run.

Hometown Halloween: Cristy will advise at the Member meeting that we can order candy from the Grocery Outlet at 10% over cost if anyone is interested.

Hometown Holidays: Kathleen stated that Jessica will be the Chairman and that we are looking at expanding the event with the help of the Chamber and the City.

Genealogy Conference: Kathleen reported that the shopping event on Thursday night was a success and that next year we should look at having a booth at the conference to let people know about what's in Arlington.

2018 Car Show: Kathleen appointed Bill Dettrich and Cristy Brubaker as Co-Chairs for the 2018 Car Show

Secretary/Treasurer Report

- Bank balance is \$29941.49
- Budget report – Cristy Reported that Everything looks Good.
- Membership –Cristy reviewed the updated list with the Board and there were a few unpaid members that where deleted because they are no longer in business.
- Website/Software – continued maintenance
- Member Meeting Agenda for September 6, 2017 – was reviewed and approved

Board Meeting was adjourned by motion at 7:30PM. Motion carried.

Next Meeting – September 14th– 5:15 at Action Sports.

Cristy L. Brubaker

Secretary /Treasurer