



Downtown Arlington Business Association

Board Meeting Minutes

September 14, 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 and Past President Mike Britt. VP Dana Fowler – absent.

Approval of previous board meeting minutes held August 21, 2017 – Approved by Motion of Senff and Dettrich– All in Favor

Communications, Meeting schedules, Etc.

- Cristy & Kathleen and Jen Eggers from the City are working with the City on recruiting block captains to help with communication.
- President’s meeting with the Mayor –next meeting is scheduled for Sept. 20,
- Cristy will be joining Jen Eggers from the Chamber on a Tourism Field Trip to Darrington on Sept. 20, 2017
- **New Business.**
- **Arts Council Auction:** Cristy reported that we have purchased 6 tickets to the Auction for \$240.00 and donated \$260.00 to the Arts Council for a total of \$500.00
- **Centennial SK8fest:** There was some discussion regarding a potential booth at the Centennial Sk8fest – but we had no one available to staff it.

Old Business

Electronic Billboard Status: Cristy verified that the 4th quarter contract costs for the Stillaguamish Media Board will remain the same and there appears to be more interest by other businesses to participate. Motion by Senff and Dettrich to approve the 4th quarter media contract if there is enough interest – at a cost of \$100.00 per month or \$300.00 for the 3-month period. All in favor – motion carried.

KXA Radio Ads: Motion by Senff & Dettrich to proceed with additional radio advertisement if there is enough interest by members. All in favor – motion carried.

Sponsorship of Stage at Legion Park – Cristy reported that she has been working with Sarah Lopez from the City on a LTAC grant application for the material costs of the stage – using contributions committed to by DABA and others as match for the grant. After a brief discussion it was motioned by Senff and Dettrich to prepare a letter of support for Kathleen’s signature for this grant application. It was also motioned by Senff and Dettrich to support continued project management by John Green - All in Favor – Motion Carried.

Event/Project Reports

Viking Fest: Tabled

Brochure: Cristy reported on her meeting with Penway regarding the design and printing of the brochure – Cost would be \$1000.00 for design and \$4500 to print 50,000. Noting that Penway is willing to split the billing for payment in 2017 and 2018 – which helps us with our grant request. Motion by Senff and Dettrich to proceed with Penway on the Brochure with a goal of going to print in 30 days – All in Favor – Motion carried.

Hometown Halloween: Cristy will send email asking for interest in purchasing candy from Grocery Outlet

Hometown Holidays: Cristy reported that she will be working with our Chairman Jessica Ronhaar and Jen Eggers from the Chamber, as well as other groups working on the many Hometown Holiday events.

2018 Car Show: Cristy reported that we will be submitting information in the Yellow Book and Cruisin Magazine with the dated for the Car Show.

Secretary/Treasurer Report

- Bank balance is \$26,649.97
- Membership –Cristy
- Website/Software – Cristy reported that as of this date we have 97 members – some of which will be renewing in the 4th quarter.
- 2018 LTAC Grants - Cristy reported that the submittal deadline is October 6, 2017 and she will have grants in final draft soon. It was noted that minutes approving submittal of the grants must be included in the grant application packets. She then reviewed the list of applications and motion was made by Senff and Dettrich to approval submittal of the 2018 LTAC Grant Applications for the following:
 - Tourism Brochure
 - 2018 Downtown Show & Shine
 - 2018 Street Fair
 - 2018 Viking Fest
 - 2018 Hometown Holidays

All in favor – Motion Carried.

- Member Meeting Agenda for October 4th – Kathleen and Cristy will prepare prior to the meeting.

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

Next Meeting – October 26th– 5:15 at Action Sports.

Cristy L. Brubaker

Secretary /Treasurer