



DABA Meeting Minutes

DABA Meeting Date: 10/1/2014

Meeting called to order: 6:07 pm by President Mike Britt

Roll Call: President Mike Britt, Treasurer Mary Andersen, 1st Board Zeph Ragland.

Officers/Board Names absent: Vice President Brain Bovee (Excused) Secretary (Vacant)

President/ Chair confirms quorum: President Mike Britt confirms that there is a member quorum.

President Welcomes Members, Chamber, Visitors, and City/County Officials: President Mike Britt welcomes and thanks the individuals for attending our business meeting. Introduction of Members by name and business.

DABA Official Business Commenced at: 6:10 pm

- **Guest Speaker:** United Way CEO/President Dennis Smith. Been in Snohomish County for over 10 years. Been working with Mayor Tolbert closely since March 22 event. United Way has been meeting with community members having conversations to gather feedback and concerns. Feedback has come in from over 500 folks – 6 core topics have presented themselves. United Way would like feedback on what issues we are concerned with. Activity- place your 'vote' on 1 topic you feel you'd like to see investment in (housing/homelessness, basic needs, job training/employment, public transportation, education and youth opportunities, drugs and mental health). United Way is using this info to decide where to focus their efforts. Members participated, and all made a suggestion as directed and based on their own interest and opinion.
- **Committee Sign-Ups Book Notice Update:** Mike lets people know that at every meeting, members can join committees that are active. New Committees, 2015 Car Show, 2015 Street Fair, 2014 Hometown Holidays, Downtown Business Brochure. However, the green folder was left behind by accident today and was not available for review.
- **Nomination for Secretary Position.** President Takes Nominations from the floor, no nominations came forth at this time.

- **Nomination for 2nd Board Position.** President ask for nominations from the floor. Jeff Phebus from Lil- Thrift nominated himself and gave a short bio introduction to the members. Currently, Jeff is the DABA Brochure Chairman.
 1. ***Rich Senff Motioned to appoint Jeff Phebus to the 2nd Board Position.***
 2. ***Kim Fisher Secoded the motion.***
 3. ***A unanimous vote is taken with all in favor.***
 4. ***The motion is carried.***

- **Approval of Prior Minutes:** President Mike Britt states that the prior meeting minutes are now available on line for members and people researching DABA, to review at their pleasure in advance of the meeting.

September 3rd 2014 Meeting Minutes

 1. ***Zeph Ragland Motioned to approve the minutes.***
 2. ***Rich Senff Secoded the motion.***
 3. ***A unanimous vote is taken with all in favor to approve the prior meeting mintues..***
 4. ***The motion is carried.***

- **Treasury Report:** Treasurer Mary Andersen gave a power point presentation via projection screen. There is **\$29,378.52** in bank account and it is reconciled as of **9/30/14**.

Old Business:

- **2015 Show & Shine Car Show Update** – 2015 Committee Establishment and Chair Appointment of Chuck Lacy, Chuck Lacy Presentation. Mike Britt Stated that; “this year were better prepared now and have this Committee established in plenty of time to hit all the main publicity articles and magazines ec. There are still extra T-Shirts from the last show that we are for ways to either sell them or donate them to a non-profit organization. Chuck Lacy suggested that we try and sell them for a discount during next year’s event. Everyone thought that was the best option. Mike Britt stated that; “We still need to make a donation to the Food bank on behalf of DABA and the Car Show event. Mary Andersen pulled historical contributions for the food bank and she reported; **\$1000.00** was donated based on prior years records. No vote was decided on at the meeting. The Board can discuss this at the next board meeting being called later this month.
- **2015 Street Fair Committee Update:** Chair Kathleen Shalan reported nothing new, except that she has had 2 new registrations already for 2015.
- **Hometown Holidays Committee Report:** Chair Nola Smith, Next week the committee is getting together with Sarah Lopez from City of Arlington to start finalizing details. Hoping to have wagon rides again if DABA would like to fund it. Debating radio advertising. Gingerbread contest hasn't been successful in the past. Looking to increase traffic in town the 2nd and 3rd Saturday. Nola inquired about the postcards we had in the past of the wagon and horses for stores to have to sell. Mike will contact Sarah Lopez and ask her about these postcards. Mike stated that he hadn’t seen any in the DABA inventory he has.

- **New Ideas and Events Committee Report:** Chair Kim Fisher reported a list of different ideas that she and others have considered. The list in order follows:
 - 1) **Downtown Business “Meet your neighbor” pot luck.** Possibly joining functions with the Chamber. It would be a great tie in since our membership structure has changed. I have contacted Michele Wiley, Ambassador with Arlington Chamber. A (BAH) **Business After Hours Event** is schedule on Oct. 16th 5:30-7:00pm at the Downtown Arlington’s Country Rose owned by Kathleen Shalan. Kathleen indicated that she would prepare refreshments for the event.
 - 2) **OSO benefit in March** – Showing a day of remembrance and continued support
 - 3) **A summer cook-off.** We could have a theme every year like chili, BBQ, etc. All entries pay a fee (\$50 or something). Cash prizes. Maybe try to make it a qualifier for a larger cook off. Since the park now can have wine tastings, we thought we could invite local breweries/wineries to pour tastings, etc. to complement the cook off. I think we could make this an annual event that grows every year.
 - 4) **Oktoberfest event.** The Mirkwood is planning on having a haunted house in their basement the month of October. Maybe we can plan an event and tie in the haunted house and shopping downtown.
 - 5) **Winter Holiday decorating.** Create a contest with all of the business owners. Have a theme to decorate town with at least lights in front windows. Maybe we could tie this in with hometown holiday? I have already mentioned this to the Arts Council and they may Sponsor part or all of the contest.
 - 6) **Holiday Shopping event.** Maybe tie in with Hometown holiday? The shopper can earn a “gift” at each location with purchase. Encourage them to shop at other locations to collect the whole set (holiday decoration). There would be an expense from each location to purchase the gifts.
 - 7) **Advertise Historic Downtown.** Some way to show a united unit filled with great stores and shopping. I have a Historic Downtown Marysville add. Maybe even add a historic self-tour like real estate has for houses. Where cars can tune to an AM radio station and as they go through town it tells them the business and the history behind the building.
 - 8) **A Downtown Arlington Coupon book or flyer** – The new brochure covers this.

NOTE: A determination with regards to Idea #5 on the list above was made; Ronda Howard volunteered to Chair a Downtown Arlington Business Christmas Decoration Committee to help stores decorate windows for Christmas. President Mike Britt Appointed the **Winter Holiday’s Decorating Committee** and Chair to oversee this project. It was agreed to give the Decoration Committee a working decoration supplies budget of \$500.00... This event committee members include so far, CHAIR- Ronda Howard, Krystal Grant, Sarah Arney and Virginia Hatch. Others are welcomed to join. Ideas were suggested to include different Art groups to help decorate the stores, particularity schools, to help the businesses who are unable to participate in decorating their stores themselves in some way.

1. **Ronda Howard Motioned to approve a \$500.00 budget towards Decoration Supplies.**
2. **Rich Senff Seconded the motion.**
3. **A unanimous vote is taken with all in favor to approve a \$500.00 Decoration Supplies Budget...**
4. **The motion is carried.**

- **DABA Business Brochure Committee Report:** Chair Jeff Phebus reported that the Committee met on 9/30. Jeff also met with John at PenWay Printing about the cost of the brochure. 10,000 brochures would cost \$1,850, + \$300 in artwork change. The geographic area will be only downtown Arlington businesses and connectively surrounded businesses within the Committee approved geographical footprint. Opportunity for all businesses to proof the brochure for accuracy will be done prior to printing. To be in the brochure you must be a current DABA member (\$20 membership due) and fall within the downtown Arlington Footprint determined by the committee. The project maximum cost through 2015 is expected to be \$3,500 or less.
 1. *Jeff (Chairman) proposes that we approve \$3,500 towards the projection.*
 2. *Kim Fischer motions that we approve \$3,500 to put towards the projection.*
 3. *Ronda Howard seconded the motion.*
 4. *A unanimous vote to approve \$3,500.00 towards the projection.*
 5. *The Motion Carried.*
- **DABA Membership Brochure:** Mary Andersen developed a prototype/sample of a DABA Membership form that could be used for future DABA Memberships. Mary showed the members, the example on the overhead slide projector during the last meeting. The board will have a meeting this month to finalize this forms development. Set Date for Board Meeting in October – Mike is going to email all board members to set a date.
- **Grants Preparations:** Our grants are due October 17th. Mary indicated she will handle the grants.
- **Pretty & Pink Breast Cancer Walk,** Saturday Oct 25, 20 minutes down Olympic Ave then onto the trail. (same day as hometown Halloween)

New Business:

- **Chamber/DABA Business After Hours (BAH):** Come to Downtown Arlington Businesses, Thursday October 16 from 5:30pm-7:00 at Country Rose. Hosted by Kathleen Shalan.
- **Hometown Halloween:** Saturday October 25th List of Events planned for that day including business trick or treat.
- **DABA Officer Elections for 2015 are coming up next month.** Mike Britt Mentioned that Elections for the DABA Board are coming next month. If you are interested in joining the Board for 2015, then please fill out a nomination form. We will do a written vote for positions next meeting. If you have questions about any of our positions, then please contact Mike.
- **Dollars for Scholars bingo night** – Virginia Hatch, Arts Council is going to have a table. Should DABA have a table? Nothing was determined with regards to participating in this event. Although, members were advised of it's happening.
- **Special Business to Business Raffle item give away at the end of the meeting.**

Meeting Adjournment 7:38 pm

1. *Rich Senff Motioned to adjourn the meeting.*
2. *Jeff Phebus Seconds the motion.*
3. *A vote is taken with all in favor.*
4. *The motion carried.*

Meeting adjourns at: 7:43 pm