



# Downtown Arlington Business Association

## Meeting Minutes

**DABA Meeting Date:** 11/5/2014

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

**Roll Call, President calls out position and position accounts as present:** **President** Mike Britt, **Vice President** Brian Bovee, **Interim Secretary** Dana Fowler, **Treasurer** Mary Andersen, **1<sup>st</sup> Board** Zeph Ragland, **2<sup>nd</sup> Board** Jeff Phebus

**Officers/Board Names absent:** None

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

**President Welcomes Members, Chamber, Visitors, and City/County Officials:** President Mike Britt welcomed everyone and thanks them for attending. Board and DABA members are asked to introduce themselves.

**DABA Official Business Commenced at 6:09 pm.**

- **Nomination for Secretary Position.** President Mike Britt Appointed Dana Fowler as Interim Secretary to fill the remainder of Nikki Hardy's term through 2014. Dana expressed an interest in volunteering with DABA long term and will nominate herself for the 2015 Secretary position. Dana gave an introduction of herself to the members. Dana is from San Diego, CA. She currently works as an independent business development consultant and freelance grant writer.
- **Guest Speaker: None today due to Election of 2015 Board/Officers.**
- **DABA Officer Elections for 2015:** Mike Britt Mentioned that Elections for the DABA Board will take place during this meeting. If anyone is interested in joining the Board for 2015, then please fill out a nomination form. Voting slips were handed out in which all members who desired to run for office were listed by each available position. No additional nominations were forwarded.

The Executive Officers will be, President, Vice President. Officers will be Secretary, Treasurer. Board Members will be, Board Position 1, Board Position 2. The Board also utilizes a Chamber of Commerce Liaison position. The Chamber Liaison is appointed by the Board.

The nominations for each position were as follows:

- ❖ President – Mike Britt
- ❖ Vice President – Brian Bovee
- ❖ Treasurer – Mary Andersen
- ❖ Secretary – Dana Fowler
- ❖ 1<sup>st</sup> Board Member – Zeph Ragland
- ❖ 2<sup>nd</sup> Board Member = Jeff Phebus

- *David Boulton motioned that we accept the board nominations on the ballot as is.*
- *Oz Ragland seconded the motion.*
- *A vote is taken with all in favor.*
- *The motion carried.*

Nola Smith voiced a 'thank you' to Mike Britt for leading the charge in 2014. Mike thanked the others on the board and the committees for carrying the load.

- **Committee Sign-Ups:** Mike noted that at every meeting members can join the following active committees:

- ❖ New Ideas
- ❖ 2015 Car Show
- ❖ 2015 Street Fair
- ❖ 2014 Hometown Holidays
- ❖ Downtown Business Brochure
- ❖ Winter Holidays Downtown Decoration

- **Approval of Prior Minutes:** President Mike Britt stated 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.

#### **October 1st 2014 Meeting Minutes**

- *Brian Bovee motioned to approve the minutes.*
- *Zeph Ragland seconded the motion.*
- *A unanimous vote is taken with all in favor to approve the prior meeting minutes.*
- *The motion is carried.*

- **Treasury Report:** Treasurer Mary Andersen gave a power point presentation via projection screen. There is **\$29,418.57** in the DABA bank account and it is reconciled as of **9/30/14**.

## Old Business

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- **2015 Show & Shine Car Show Report:** Chair Chuck Lacy reported to Mike Britt via Email. Chuck Lacy has asked for a DABA email, [carshow@arlingtonwa.org](mailto:carshow@arlingtonwa.org). Mike Britt that he will be sending Chuck a list of former committee members to touch base with so that he can organize a committee meeting. Tina Smith from the Whitehorse Saloon has volunteered to assist Chuck getting information distributed and would also like to become a committee member.

Mike stated that we need to do a vote to approve a donation to the Food bank on behalf of the Car Show event. Mary Andersen pulled historical contributions for the food bank and she reported; **\$1,000.00** was donated based on prior years' records. Kathleen suggested that we make a donation in the spring as well as a holiday donation.

- *David motioned that we donate \$500 to the food bank this year.*
- *Jeff Phebus seconded.*
- *A vote is taken with all in favor.*
- *The motion carried.*

- **2015 Street Fair Committee Report:** Chair Kathleen Shalan provided an update: A few applications have come through so far this year. Kathleen stated that planning for this event will begin in earnest in January of 2015. She also noted that there were increased costs in staging last years' Fair. This was primarily due to increased advertising costs, which she felt was successful in getting more attendees. She also said that the entertainment was more expensive than in years past. She will be addressing the entertainment costs as

well. For 2015, she has already identified several bands who are less expensive and would like the opportunity to perform at the venue.

George Boulton will not be available to run the shuttle service from the Street Fair to the Fly In. A replacement should be found for him as the shuttle service is critical to attendees.

- **Winter Holiday's Decoration Committee Report:** Committee Chair, Ronda Howard, was not present at the meeting. Committee Member, Virginia reported in her stead. She stated that the committee is working to get the white lights up around town. The Kiwanis are offering holiday swags for sale if interested. If any business would like to have their window painted for the holidays, please contact Virginia. They will be using non-acrylic paint this year so all decorations will be placed on the inside of the windows. An artist will train her volunteer painters and another local artist has created stencils for those not comfortable for free-hand painting.
- **Hometown Holidays Committee Report:** Chair Nola Smith was present and provided an update: Jessica Rohnaar is looking for singers/carolers for the 2<sup>nd</sup> and 3<sup>rd</sup> weekend. Nola is helping to coordinate the singers and making a list of which stores do not want singers in their store. Kathleen suggested that Jessica place an ad on the North County Outlook calendar to find new singers.

**Postcards:** Mike reported that someone dropped off a box of DABA records at Rich's shop last month. In this box were an assortment of postcards with holiday/Arlington photos. Mike said that businesses were free to take as many as they like. A question was raised as to whether or not the postcards were supposed to be sold or given away. Virginia stated that the Arlington Arts Council had had them commissioned and were not necessarily intended to sell. So Mike noted that businesses could sell them or not as they desired.

**Advertising:** The radio station will be involved this year to help get the word out. Kathleen suggested that we contact Kirk at Arlington Times to do an article about the Hometown Holidays. Mike shared an old newspaper advertisement from 1993 that was in the Herald showing the Hometown Holidays events and downtown businesses.

- **New Ideas and Events Committee Report:** Chair Kim Fisher not present – nothing new to report
- **DABA Business Brochure Committee Report:** Chair Jeff Phebus reported: Jeff has gotten 38+ businesses to join DABA and be a part of the downtown brochure. Printing should take place late November. We should have brochures in hand by early December. Only current members will be listed on the DABA brochure. Jeff is also working on updating the business directory that is located on the DABA website.
- **DABA Membership Brochure:** Mary Andersen developed a prototype/sample of a DABA Membership form that could be used for future DABA Memberships. The new membership forms were handed out for everyone to review.
- **Grant Preparations:** Mike thanked Mary for her help with the grant writing this year. Only one grant was submitted this year to cover costs of events – primarily advertising and other operating costs. The funding comes from the 2015 hotel/motel tax fund managed by the City of Arlington.
- **Chamber/DABA Business After Hours (BAH):** The Event Happened on Thursday October 16 from 5:30pm-7:00 at Country Rose. Hosted by Kathleen Shalan.

## New Business

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- **Arlington Arts Council Presentation:** New Snohomish County Visual Arts Attractions Brochure was presented. Also noted was an their upcoming Legends of the Blues II concert to be held on Saturday, November 22, 2014 from 7-10 pm. Tickets are \$15 dollar per adult. Kids under the age of 12 are free. Virginia also noted that posters would be available to hang in businesses promoting the 8<sup>th</sup> Annual Eagle

Festival, which is a very significant event for Arlington in terms of the activities offered and the attendance it brings in from Arlington and beyond.

- **Black Friday: Action Sports owner, Janell proposed that the downtown businesses start leveraging this “holiday”.** Kathleen mentioned that the Saturday after Black Friday is Small Business Saturday. Many ideas were promoted by members as to what type of Black Friday event would be most appealing to shoppers. Since no immediate agreement could be reached, Mike asked if Janell would reach out to all businesses and try to form a consensus. DABA would support their endeavor by providing \$1,000 for the advertising of this event
  - *Jeff Phebus motioned that we approve \$1,000 to go towards this ad.*
  - *Zeph Ragland seconded.*
  - *A vote is taken with all in favor.*
  - *The motion carried.*
  
- **Development of DABA Membership database:** Dana and Mary will be working on developing a new database and eventually Dana will be taking over entirely. Current DABA members must fill out a Membership form annually in January. Hard copy membership forms will be retained and used as the source for the new electronic version. Jeff also has a database from the Chamber that he will make sure we have access to in order to ensure that no membership data is omitted. The New membership form will be available next month during the meeting. We will be sending out membership renewal notices in December
  
- **Reorder Business Cards and New Name Tags for New Board Members:** Mary will pass on ordering information to Dana Fowler. Hopefully, these can be ordered in time for the December meeting.
  
- **New Signature Card at the Bank of America:** We need to have all the Board members sign the card. Mike will talk to Mary Anderson at B.O.A and she can hold the card open so that we all can go in and sign. Every time you update the card, everyone has to resign it.
  
- **Santa Parade on Dec 6<sup>th</sup>:** Business are encouraged to join in the parade. If you have questions on how to join, please contact Sarah Lopez at the City’s office.
  
- **Eagle Fest 2015:** DABA will be sponsoring the wagon rides.
  - *Nola Smith motioned to approve the \$700 for the wagon rides.*
  - *Brian Bouvee seconded.*
  - *A vote is taken with all in favor.*
  - *The motion carried.*
  
- **Special Business to Business Raffle item give away at the end of the meeting.**

Meeting Adjournment 7:28 pm

- *Brian Bovee Motioned to adjourn the meeting.*
- *Jeff Phebus Seconds the motion.*
- *A vote is taken with all in favor.*
- *The motion carried.*

Meeting adjourns at: 7:29 pm