



Downtown Arlington Business Association

Meeting Minutes

DABA Meeting Date: 12/3/2014

Meeting called to order: 6:11pm by President Mike Britt.

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

Officers/Board Names absent: None.

Member Introductions.

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. DABA members are asked to introduce themselves.

DABA Official Business Commenced at 6:15 pm.

Opening Business

- **Guest Speaker:** None today.
- **Approval - Prior meeting minutes:** Mike noted the agenda and minutes are now posted online.
 - *Brian Bovee motioned to approve the minutes.*
 - *Jeff Phebus seconded the motion.*
 - *A unanimous vote is taken with all in favor to approve the prior meeting minutes.*
 - *The motion is carried.*
- **Treasury report** – Mary said no profit and loss information as we're in between events. Balance is \$29,338.57. Reconciled as of October 31, 2014.

Old Business

Committee Updates

- **2015 Show & Shine Car Show Report:** Mike Britt reported that event coordinator, Helen Meadows, sent a report and related documentation from the 2014 Show & Shine earlier in the

day. The report is particularly helpful as much of the historical information from past car shows is missing. Her report also contains some suggestions for improvement for 2015. One of the attached documents contains all registration information for attendees and sponsors. Mike thanked Chuck for spearheading the show this year. Will keep it local.

Chuck Lacy, Committee chair reported that he is looking into the NW Car Shows trade magazine which is considered to be the most comprehensive source to ensure advertising is placed by their deadline. Mike noted that Helen Meadows suggests also advertising in Cruisin' magazine as they're free.

Car Show Date: Mike announced the car is officially set for **June 13th, 2015**. Jennifer Holocker from the American Cancer Society pointed out that this date parallels the Relay for Life event.

Sponsorships: Mike stated that there were two outstanding sponsorships from the 2014 Show & Shine. DABA has and will continue to work on collecting them before the end of the year.

Graphic Design Support: Chuck asked about the design of flyers and brochures. Jeff Phebus said Chuck could go to Penway. Mary Andersen said that Countrymen is our usual art designer.

Chuck stated that not all of the email addresses came through correctly in Mike's committee member email. Mike will re-send.

- **2015 Street Fair Report:** Committee Chair not present. Nothing new to report.
- **Winter Holiday's Decoration Report:** Virginia Hatch reported the holiday window painting for businesses are done. Nola and others commented about how beautiful they were. Virginia stated there was a steep learning curve with the teens and getting them lined up all on the same day and time but everyone had fun. She also thought the activity provided an opportunity for them to create a connection to local businesses and give back to the community in general. Unfortunately, they ran out of time as the teens were on a limited time frame so not all businesses who signed up for the decorating were reached.

Mike suggested in addition to the arts council volunteers, utilizing the local schools and other youth groups next year. Virginia said they had been invited but there was no response. Mary asked if there were any funds that needed to be paid to the Arts Council. Virginia said yes, \$50.00. Mary will cut a check.

- **Hometown Holidays Report:** Chair Nola Smith was present and reported. The DABA sponsored wagon rides will start their route on the south side of the clock on the first weekend only. On the second and third Saturday he will revert to his usual position in front of City Hall. Otherwise, everything else is going very well.

Mike asked about an article featured in the North County Outlook about Hometown Holidays and how DABA was not mentioned as a sponsor. Mike was unclear who put article out? Terri McClay is our contact there. Virginia suggested sending a little note to them letting them know that it was missed.

Advertising: For the first time in event history, Hometown Holidays will be featured in an ad on Fox News Sport Channel radio station.

Jeff Phebus stated he is leasing a PA system for his group Sessions of Grace. Jeff offered the leased equipment to other performers if needed. Nola requested funds to offset the cost to lease the PA equipment, which is \$300 for all three weekends. She noted that her advertising costs were higher this year and the PA equipment leasing cost could cause her to go over budget.

- ***Nola Smith motioned for \$200.00 to offset PA system costs.***

- *Pam Evans seconded the motion.*
 - *A vote is taken with all in favor.*
 - *The motion carried.*
- **New Ideas and Events Report:** Chair Kim Fisher not present. Nothing to report.
 - **DABA Business Brochure Report:** Chair Jeff Phebus reported. Brochure print date will be set back by one week to allow additional new members to sign up and get him their business information for inclusion in the brochure. He stated that he has personally approached 50 businesses for this project.

Printing date is tentatively set for the 15th but 3 days of art work will required to set up the brochure so the 18th is closer to the true print date. Jeff is cutting off participants by next Wednesday, December 10th, 2014.

The brochure contains a symbol that people can scan with their phones that will take them to the DABA website/business directory page. Only DABA members within the downtown Arlington footprint will be listed in the brochure. All DABA members will be listed on the DABA website directory.

Other Old Business:

- **DABA Membership Form:** Mary stated that this project is complete. The forms are waiting at the printer. She will pick them up as soon as she is able.
- **Black Friday Ad:** Mike and other members expressed that they really liked the ad and pointed out that a two page ad normally costs \$1,900 per page however DABA was able to negotiate a two page center-fold holiday ad for \$1,000. Pam Evans asked how to pay for her sponsorship. Those members who purchased a sponsor space in the ad were directed to make their \$50 payment directly to DABA no later than December 31, 2014. Fourteen sponsorship slots were available. Only one space was not filled by a business.
Members would like to do this again next year.
- **DABA Membership Database Update:** Dana noted that all membership information received to date has been entered. Current software being used for the database is an Excel spreadsheet. The member tally is currently at 59 members but not all membership forms have been received. When Jeff has completed his brochure project, the database will be used as the source for listing DABA member businesses on the DABA website.

New Business

- **Part-time Administrative Assistance:** Mike Britt reported that Stacey Rourke of the Chamber is available 8-16 hours per month for administrative support. There is a lot of administrative work that DABA does that it would be great to have her take on. It would also provide a secure, physical, central location in which to archive DABA information and act as a depot– i.e. place for folks to come in and make payments, asked questions, etc. for DABA related business. Mike noted that officers spend an enormous amount of time on these tasks and this administrative support would free us up to do other important jobs. Mike said we would reimburse the chamber.

Nola asked if Stacey were a contracted employee and would this additional work impact her contract/schedule? She thought Stacey was only allowed to work 33 hours or less per week.

Questions were also asked about how the reimbursement process would work. Mary stated we could reimburse Chamber as a management fee and they continue to pay payroll.

Dana suggested we do more exploration into payment/reimbursement questions and re-visit next meeting. Mike stated this new business is to be set aside until more information can be gathered.

- **Chamber Newsletter Distribution to DABA Members:** Mike asked if everyone was getting the Chamber newsletter. Pam stated if you were a member of chamber, then yes, you automatically get their monthly newsletter.
- **DABA Board Member Installation January 13, 2015:** Mike stated that he would like all Board members to attend. Please register in advance. However, you can register on the day of the even if you need to. Please be there by 11:30 am. Mike will send Stacey a list of the Board of Directors' email addresses so that the officers can receive a newsletter and an invite to the installation directly from the Chamber.
- **Strategic Planning 2015:** Dana stated that DABA will be having a Strategic Planning session in early 2015. We will email all members to see if any are interested in participating that day and becoming Strategic Planning Committee Members. Six seats will be available on that committee.
- **DABA Logo Update:** Mike reported that Dana was updating the logo to make it more readable as the lettering gets quite small when placed on a business card or badge, etc. No major changes are being done to it at this time.

Closing Business

- **Member Announcements:**
Jennifer Holocker mentioned that Festival of the Trees is this Saturday, December 5, 2014. Please come.
- **Special Business to Business Raffle item give away at the end of the meeting.**
- **Meeting Adjournment:**
Meeting Adjourned at 7:21 pm.
 - *Zeph Ragland Motioned to adjourn the meeting.*
 - *Jeff Phebus Seconded the motion.*
 - *A vote is taken with all in favor.*
 - *The motion carried.*