



Downtown Arlington Business Association

Member Meeting Minutes

February 4, 2015

6:00 – 7:00 pm

Opening Business

- **Welcome**
- **Meeting Called to Order** 6:10 pm
- **Roll Call:** Board Members present – Mike Britt, Dana Fowler, Jeff Phebus, Zeph Ragland. Absent – Brian Bovee, Mary Andersen (excused)
- **DABA & Board Member Introductions**
- **Member Quorum Confirmed**
- **Guest Speaker:** Amy Rusko, Stilly Valley Baseball League

Amy, Sponsorship Coordinator, presented a newly resurrected sponsorship opportunity the League is offering this spring. Mike stated this opportunity would provide a promotion opportunity for all members during a time of the year when DABA overall does fewer promotions - between Eagle Fest and the Car Show and previous to when we start really gearing up for Hometown Holidays.

The newly revamped advertising opportunity would look like this:

- Businesses can purchase four, 4 X 8 banners – one to hang on the inside fence of each little league field.
- Fields are located at Quake and Evans Parks by the Airport on the eastside.
- As DABA is an association, our banners could host up to 10 business names on each banner.
- Amy provided a mockup of a couple of options with regards to business name placement and level of detail.
- The opportunity would run coincidental to league schedules which is Mach through June and then August through October. Also have district one Jamboree held there which incorporates teams from the west side of Snohomish.
- Total cost for four banners is \$1,000.00 or \$250.00 each.
- If each business listed paid a \$100.00 sponsorship fee, this would pay for the banner.
- The banner should hold up for 2 or 3 years, then DABA would re-purchase.
- There will be an annual renewal fee which is yet to be determined by the League.
- Artwork would be determined by DABA. All banners must have the same business names listed on each.

Reasons Why We Should Pursue:

- Viewership: League currently has 400 participants and volunteers and countless attendees to games.
- League wants to be known as a local business supporter and particularly those located downtown. League would really like to draw patrons to downtown.

- League also wants to provide reasonably affordable promotion opportunities for those same businesses.

A couple of other clarifications based on member questions:

- Lettering would be about 4 inches in height. Any smaller and the business name could not be read as they will be about 200 feet from viewers.
- One banner would be facing 188th street on outside of fence. First ones to get banners would get prime location on this fence.
- Deadline is anytime in February. The League needs to have banners up by the first week in March when practice starts. But can purchase anytime during the season.

Action Taken:

- ***Kathleen Shalan motioned.***
- ***Rich Senff seconded.***
- ***A vote was taken for all in favor.***
- ***A vote was taken for any opposed.***
- ***Motioned carried.***

Mike Britt asked for 10 businesses to sign up during the meeting. A show of hands was requested. Eight business owners/representatives raised their hands. A sign-up sheet was passed around for the eight businesses. Mike stated he would send out an email to all the rest of the membership not present at the meeting for two additional listings to complete the banner. He stated that if more than two responded, he would meet with the Board to approve additional banners.

DABA 2nd Board Member Jeff Phebus stated that he would like to see this opportunity be of even greater benefit to the members by having DABA pay half of the cost for each spot on the banner. He proposed that DABA pay \$50.00 for each spot and the members pay \$50.00. This would make it easier for members to sign up as \$100.00 might be cost prohibitive for some. Mike asked if any of the present members who had not signed up at the \$100.00 promotion cost would now sign up at the newly proposed \$50.00 cost. Several additional members raised their hands. Mike the members if that would help them and many stated yes. Mike asked for a new vote based on the modified proposal.

Modified Action:

- ***Pam Evans motioned.***
- ***Virginia Hatch seconded.***
- ***A vote was taken for all in favor.***
- ***Motioned carried.***

Project description: Each business will sponsor this project at \$50.00 each and each business will have their names on at least 4 banners. Mike stated that the DABA board will approve other Stilly Little League Banner Sponsorships if other DABA members desire to participate in this opportunity. They will participate in the exact same manner with the same conditions of sponsorship with DABA as approved above. The DABA Board will continue to approve banner creation will approve Banners to the highest little league sponsorship of \$1,000.000 ea. depending on the number of business that get on board and contribute \$50.00 per business to DABA.

Example: The DABA approved Little League Sponsorship of \$1000.00 which provides equals 4 Banners. DABA Approves the Sponsorship and DABA members on behalf of their business will contribute \$50.00 ea. up to 10 businesses included in one Sponsorship. DABA will round its sponsorship to the highest little league Sponsorship regardless of final number of Business contributors. So, for example, if DABA has 36 business that sign on to contribute \$50.00 ea, DABA would sponsor 4 \$1,000.000 little league sponsorships which would be 4 sets of 4 banners with 9 nines on each set of 4. Since the number of business will be equally distributed on ever banner, the banner's printed names would be a little larger font per name per banner to make up the lesser name space on each banner.

Below are the 10 businesses who signed up for this new promotion opportunity during the meeting and whose names will be used in the first banner sponsorship approved today.

1. A-Z Transmissions, Bill Dettrich
2. Country Rose, Kathleen Shalan
3. Inspire Hair Studio & Creative Designs, Pam Evans
4. Arlington Arts Council, Virginia Hatch
5. New Beginnings Thrift Store, Zeph Ragland
6. Flowers by George, David Boulton
7. Vintage Restoration, Linda Gudde & Jennifer Morgan
8. My Favorite Things, Donna Baker
9. Lil' Thrift, Jeff Phebus

- **Member Announcements:**

Mike Britt asked Kathi Cherrier from Bank of America and who also sits on the board of the Food Bank to share the highlights from the conversation they had had earlier in the week. Kathi stated that summer is lowest time for food stuffs. She would like to combine the food drive with car show and street fair events. She clarified that no DABA effort would be required, the Food Bank will provide a truck and volunteers.

Jeff Phebus thought this was a good idea and stated that we should have this in the advertising for these events so attendees can bring non-perishable goods to these events. Kathleen Shalan, Chair of the Street Fair stated she will definitely support a food drive at the Street Fair and would post this on her Facebook page for the event.

Virginia Hatch asked whether there were collections stations posted permanently throughout the community. Kathi replied yes, but she wasn't 100% certain where they were located. Individual businesses could also have food collections barrels put in their stores.

Jeff further stated that he would like to see this food drive continue on throughout the year with contest among businesses.

No official action taken on this request.

- **Approval of Prior Member Meeting Minutes Held 1-7-2015:**

Action Taken:

- *Rich Senff motioned.*
- *Jeff Phebus seconded.*
- *A vote was taken for all in favor.*
- *A vote was taken for any opposed.*
- *Motioned carried.*

- **Approval of Special Board Meeting Minutes Held 1-19-2015:**

Action Taken:

- *Zeph Ragland motioned.*
- *Jeff Phebus seconded.*
- *A vote was taken for all in favor.*
- *Motioned carried.*

- **Treasurer Report:**

Dana Fowler stated that the DABA bank account balance is currently \$34,651.93. It is reconciled as of 1-31-2015. Mike stated that we will get additional reimbursement from 2014 City of Arlington grant award with regards to expenditures that had not been accounted for due to lack of invoices received before the end of the year.

Old Business

Committee Updates:

- **2015 Show & Shine Car Show Report:**

Mike Britt reported on behalf of Chair Chuck Lacy who is on vacation. There was a great turnout for the first committee meeting of 9 or 10 people. The committee has created new sponsorship levels and subsequent benefits. These should be finalized soon.

Additional events are being considered like photo opportunities with Chuck's Model T.

The date for the show is June 13, 2015. A task list is being put together by Dana Fowler, Committee member to help track progress on all the moving parts of the event.

Other events changes include having the registration table in front of Britt Sport Cards, placing all vendor booths in the main staging parking lot by Playa Bonita and using the lot next to Legion Park for extra parking for attendees.

- **2015 Street Fair Report:**

Committee Chair Kathleen Shalan reported that she had deposited \$950.00 in vendor registration fees into the DABA bank account so far. She also stated that she will be having a committee meeting in a couple of weeks.

She has changed the address on the registration form to her business address for ease of processing.

Her focus this year is to reduce costs as she has a better budget to work with than last year. Mike asked if she needs more people on committee. Kathleen said no but she needs someone to drive the shuttle since George Bolton cannot. Mike asked Marilyn if we could work with City to create shuttle service. She said she would look into it. Kathleen stated that there aren't a lot of people being shuttled to downtown during the Fly-In so the task isn't too onerous. The shuttle they use is from Olympic Senior Citizen Home and the driver must have insurance/valid driver's license.

- **DABA Business Brochure Report:**

Committee Chair Jeff Phebus reported. He met with Penway on Monday. He had help with the artwork and member information from Dana Fowler. He is very pleased with the overwhelming response. But this also caused the project to be slightly delayed.

He further stated that on the following Monday will have a mockup. He will then take the mockup to get sign off from all businesses. He wants to ensure that each featured business has the opportunity to review for typos and other errors as this happened on the last brochure. John, the representative from Penway said this is going to be one of the greatest projects he's worked on all year.

- **Hometown Holidays Final Report/Committee Chair Recruitment:**

Not given as Nola was absent.

Other:

- **4th of July Kids Carnival:**

Mike Britt stated that DABA will not be doing the carnival. The Chamber will continue to manage/run this.

- **Member Survey:**

Dana Fowler gave brief rundown of this DABA activity. The survey will be launched during the month of February. The purpose of the survey is to get more specific information about business operations and to get a sense of how DABA can be of greater service to members in the coming year.

- **Grant Reimbursement Hometown Holidays:**

This was discussed under the Treasurer report.

- **Member Meeting Location Change:**

Mike Britt stated that starting next month we are moving the monthly member meetings to City Council chambers. Directions to the new location will be sent out with member invitation emails.

- **Black Friday Ad Payment:**

Mike stated that there are a few people that still need to pay for this ad. He will send out an email reminder to those businesses.

- **Hometown Holidays PA System Reimbursement:**

Jeff Phebus stated that \$87 is due back to DABA as the equipment was utilized only one weekend during this events instead of the originally planned and paid for by DABA.

New Business

- **Holiday Decorations Downtown:**

Mike Britt stated that at the special Board Meeting on 1-19-2015 we talked about working with City to restore and add to the hometown holiday decorations outside of the businesses location throughout the historic downtown footprint. He had an informal conversation with Paul Elis, City Administrator, who really likes the idea. Mike has proposed that DABA put up some money – perhaps \$1k per year for 5 years. He would like the City to match any funds put towards this endeavor by DABA. He will send Paul an email outlining our proposal. Mike really wants to turn downtown into a destination that is charming and inviting.

- **Contract with Website Administrator:**

Dana Fowler gave a brief rundown on the changes we would like to have done to the DABA website. Highlights of the biggest changes include adding a capability for members and vendors, etc. to pay with a credit card, updating the logo and adding pages for DABA events.

Virginia stated she would like to see a TV installed in the visitor center that displayed local event information, perhaps displayed directly from the DABA website.

- **DABA Rules of Order, Modified Article 2 Official Copy:**

Mike Britt stated that we will obtain a copy of the modified Article from the Chamber and ensure it is posted on the website, etc.

- **Super and Small Business Saturday Promotion/Black Friday Committee**

Mike Britt stated that many members have expressed interest in promoting these events and that we will be developing a campaign to support them.

Closing Business

- **Business Raffle**
- **Meeting Adjournment:**

Action Taken:

- *Marily Oertle motioned.*
- *Virginia Hatch seconded.*
- *A vote was taken for all in favor.*
- *Motioned carried.*

Meeting adjourned at 7:16 pm.