



DABA Meeting Minutes

DABA Meeting Date: 9/3/2014

Meeting called to order: 6:04 by President Mike Britt

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

Officers/Board Names absent: Secretary Nikki Hardy Resignation.

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: 6:08pm

- **Guest Speaker: Arlington Police and Fire Community Crime Prevention Presentation:** Presentation from APD Sgt. Mark Pennington. The department is taking steps to making the problem go away. All divisions are involved, city, businesses. Legislation within the city council has helped by creating tools quickly to aid city staff in addressing the issue. The state and DOT helped clear out the area along/under the bridges. Neighboring cities are doing a lot of the same things to address the issues. Nov 1- Pro-ACT team starts to focus on illegal activity and stop offenders. Panhandling has decreased after the campaign to asking citizens to donate to a local charity instead of giving to the homeless. If customers are feeling uncomfortable shopping at a store they are encouraged to notify a store manager so the police department are able to respond. The response to the Haller Park camera has been good. Many useful leads/reports after citizens call in. If you see something call 911, the police department will follow up on the complaint. Graffiti has become an issue in Smokey Point. Currently it is the businesses responsibility to clean it up. There is a group trying to organize an effort to use grants that will help clean up the graffiti on businesses. Vacant homes in the city are becoming an issue. The policy department are seeing squatters. The police department is working with the owners of the homes (banks etc . . .) to get the proper paperwork in place to remove those individuals. The cold weather shelter will be opened again this year. Last year there were issues with drug use at these shelters which had not been seen before. Virginia Hatch indicated that the police department responded well last year when complaints were made. The "We are all in" campaign is heating up and is asking businesses to commit to suspicious activity.

- **Committee Sign-Ups Book Notice Update:** Mike lets people know that at every meeting, members can join committees that are active. New Committees, Car Show, Street Fair and Hometown Holidays.
- **Nomination for Secretary Position.** Today, Secretary Nikki Hardy resigned via email stating having too many obligations that prevent her from carrying on as Secretary. Since this is an Executive Board Position, I will be looking for an interim to appoint ASAP, Mike Britt Stated. Nominations can go to the floor if anyone is interested in volunteering to take over the remainder of Nikki's term. If no nomination come forth, then Mike will actively search for her replacement and may have to call for a Special Board Meeting to get someone in place. We've worked really hard putting together a Minutes system that works favorable for the person recording the information. It's a system that repeats it's self from Agenda to Minutes to next Agenda and so on. Each meeting you work directly off the Agenda using the DABA computer. It's a very simple process and keeps the information detailed and current. Mike Stated, that Nikki has the DABA computer and we need to get it returned ASAP. No nomination came forth today.
- **Nomination for 2nd Board Position.** President takes nominations from the floor. No nomination came forth at this time. This position will remain vacant until filled by member nomination, Mike Britt stated.
- **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.

August 6th 2014 Meeting Minutes

- 1) ***Brian Bovee Motioned to approve the minutes.***
 - 2) ***Zeph Ragland Seconded the motion.***
 - 3) ***A unanimous vote is taken with all in favor.***
 - 4) ***The motion is carried.***
- **Treasury Report:** Treasurer Mary Andersen gives power point presentation via projection screen. There is **\$30,566.48** in bank account and it is reconciled as of **8/31/14**.

Old Business:

- **Show & Shine Car Show Update/ Event Finalization Report** – Mike Britt Stated; this event was on the June 14th 2014. The total revenue for this year was \$11,049. Bob Ketchum was present at the meeting and spoke briefly with regards to next year's event. Bob is going to be helping find a Chair for this 2015 Car Show right away so that no time goes by and we can get on the multiple publication lists that this hobby subscribes to. Last year we missed most or at least many of the publications. Mike Britt Stated that; "this year were better prepared and will have this Committee established in plenty of time to hit all the main publicity articles and magazines ect, Mike stated. Even if we decide to hire an event planner again, I don't think we'll need to, but that's still an option since the last experience was profitable. Excluding the inclement weather, this last car show was profitable even with the paying the event planner Helen Meadow's. I'm hoping to have someone come forth, Mike stated, and messages are being sent out right now to advise people we are looking for someone to take over this event for us in 2015." Mike also stated; "There are extra T-Shirts from the Show and he would be looking for ways to either sell them or donate them to a non-profit organization.

I spoke with Terry Marsh and he is facilitating a conversation with a local tribe that maybe we could donate some of the shirts to. Also maybe we should consider donating some of the shirts to the local food bank. The key is to get people wearing them, right? Since we still need to make a donation to the Food bank on behalf of DABA and the Car Show event, maybe the shirts could be a bonus donation of some sort. Mary Andersen pulled historical contributions for the food bank and she reported; **\$1000.00** was donated based on prior years records.

- **Street Fair Committee Update/Event Finalization Report:** Chair Kathleen Shalan to give a final status report. Mike indicated that Kathleen has requested and will Chair this event next year.
- **DABA Amendment of the “Rules of Order” ARTICLE II MEMBERSHIP: Membership:** On Aug 26 2014, the Chamber Board Approved the Amendment to Article II in the DABA Rules of Order. The Rules of Order will be updated with the New Article II and an official copy will be distributed online along with a copy of the Governing Bi-Laws. The updated Rules of Order will be written as soon as Mike receives a copy of the Chamber Minutes that approved the Amendment. Mike has requested the Minutes from The Chamber Director Stacie Roark. A copy of the Chamber’s approval minutes will be filed with the original amendment in DABA’s archives, and with these minutes, once Mike has received the approval minutes from the Chamber Office.

The amended Article II States:

“Any individual, business or organization may subscribe to general membership with the Downtown Arlington Business Association. All employees of member organizations are considered to be members of Downtown Arlington Business Association. However personnel classified as independent contractors (i.e. realtors), must obtain individual memberships.

Membership fees are \$20 per year. Any member joining after June 1 will pay for the following year, however the membership fee will be waived for the last 6 months of the current year. Each member shall pay dues annually in January. The amount will be reviewed and set annually by the board of directors.

Each paying membership shall have one vote per membership fee.

Volunteers shall be involved in events and projects without paying a membership fee however will not have a vote during elections and other business requiring a general membership vote.

A quorum for any membership meeting shall be fifteen percent (15%) of voting DABA members.”

- **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. Every Year members will need to renew your membership in January. The Membership form is very important to us, given the recent amendment of Article II regarding “Membership” We may need to dedicate some funds to this project.” What do we want the membership form to say, and is what Mary has developed good enough? The members liked the example. The board will decide what will be included on the membership form and how it developed. Mike wanted the members to see what it will look like.

- **DABA Brochure for The Visitors Center:** President Mike Britt stated that: “During the last DABA meeting on August 6th, Arts Council Member Virginia Hatch talked about the possibility of creating a 'DABA' brochure for the Visitors Center. One that also will be made available at businesses, The Downtown Chamber Office/Visitor Information center, Information Depot’s and trade shows etc. We need to consider a couple of things when building this brochure. One being membership and the other, who will be included in the brochure? If it’s a DABA sanctioned/sponsored project, how will it be paid for, DABA exclusively or through Businesses, and who will be included in the print, DABA members, non-member or combining both respectfully? The Visitors' Center is now open on Saturdays from 11:00 - 3:00, and starting in August it’s became staffed by volunteers recruited by the Chamber. It was suggested that we fund a brochure that gets the word out about what particularly downtown Arlington has to offer.” Randy and Edith Farrell, About the Wow, were present at the last meeting and gave some insight on how they would like to see a brochure developed. Frankly, there were about three or four different ideas on how this brochure could be produced. After sitting down and going over notes and minutes, I’ve come up with what seems to be a good idea and compromise. Determining how to develop this brochure will be addressed tonight, where we can spend some time and come up with a plan to get this project produced and distributed. One idea has come up that seems to cover some of the conundrum of creating a brochure that fits us, and that is to have Pen Way Media developed the brochure. Pen Way already has a template on file that’s ready to go, it would be quite easy for them to develop an updated version, but rather than soliciting individual businesses to pay for their own separate advertisement slot, as a DABA member, it would become an annual benefit, included in your membership. It would be one of the benefits described in the membership form, along with other benefits that DABA membership offers, such as discounted fair booth sites and Business to Business networking with participation opportunities that join together different business ideas and activities which bring people into town, which is why we now have a events and ideas committee chaired by Kim Fischer of the Bella Bungalow. With regards to this brochure, rather than soliciting an expensive advertising campaign, we could solicit DABA membership with benefits that are included in their \$20.00 annual membership dues. If you join DABA, your business advertisement will be automatically included in each annual brochure renewal, so long as your membership is current and your business is operational. DABA would have an annual obligation to keep the brochure current and DABA will cover the cost. That’s why I really think we need an oversight committee into place to monitor this project for us. I suggested this at the last meeting but nobody came forth to volunteer to chair a specific committee related to this project, but someone did offer their services to develop this project for a fee. So we need to discuss and consider all options here. Understandably, where all very busy people, but yet, everyone agreed that they want this brochure done ASAP. Members of the Arlington Farmers Market also joined in the last meetings discussion, and gave their thoughts on how they would like to see a brochure developed. I’d like to dedicate the remainder of this meeting to developing this plan of advertising our businesses. This is a very important project for DABA members and we have the money to develop it and it would help create DABA membership while at the same time it promotes our businesses in a direction to draw people into town. We will make this project a priority along with the developing our membership form. It would be nice to get some plan completed tonight, but I don’t know if that will be possible. Does anyone have a better idea?” Mike stated.

Member Feedback: *What types of brochures are needed? For instance, one for local visitors with store info, and one that brings visitors from outside of Arlington? Mike also asked the members about who will be included on the Brochures and whether or not this would actually become an exclusive benefit to DABA membership?*

The members continued the discussion and decided that they would like to make the brochure a primary and exclusive benefit of DABA members only, and their DABA’s annual membership dues would include their organization on in the brochure automatically. Mike stated that, “We need a Committee to oversee this project for DABA. To keep the Brochure current, it would be the annual responsibility of the committee members to update the brochure with DABA member’s current information, and it would need to be updated annually sometime around Feb 15th or so. Mike also showed examples of a Brochure he had received from Pen Way Printing, and Mike stated that this brochure is ready to have our businesses placed on it. The members had a chance to review the Pen Way Brochure example. The committee can decide if that example

he displayed is the direction they want to go. Mike stated, "It has taken us some time to get into this wonderful position of putting our funds towards projects that support and bring people to town and back again. This brochure and your membership with DABA does exactly that!" Mike stated that we would need to take a vote to make the brochure and exclusive DABA Membership benefit.

- 1) **Pam Evans Motioned to make the Business Brochure an Exclusive DABA Membership annual benefit.**
- 2) **Brian Bovee seconded the Motion.**
- 3) **A unanimous vote is taken with all in favor.**
- 4) **The motion is carried.**

DABA Brochure Committee Establishment: President Mike Britt officially appointed a Brochure Oversight Committee. Jeff Phebus ("Lil Thrift owner") volunteered to Chair the project, and Kim Fischer, Kim Dougherty, Brian Bovee volunteered to sit on the oversight committee. Mike stated; "he would like to get as many people as possible to help produce this brochure, but too many would be counterproductive and we may as well have a DABA meeting for it. Around ten or so members would be good." Mike Stated. Mike also stated that, "he will be joining the committee as an ex-official and non-decision maker". Mike advised members to join and get involved since it benefits your business. Mike will send out notices to the members, inviting them to join this important committee, and Mike will send their responses to Jeff. Once we have the committee members established, Jeff can call for a meeting, and one of the first things they'll need to do is decide a budget to be approved by the DABA Board of Directors. "If you decide to go with Pen Way Printing, then inviting a rep from Pen Way to give a presentation during your committee meeting might be a good idea, Mike Stated."

- **2015 Grants Preparations:** Our grants are due in October. Mary indicated she will handle the grants.

New Business:

- **Pretty & Pink Presentation,** Jennifer Holocker. Saturday Oct 25 Breast Cancer Walk, 20 minutes down Olympic Ave then onto the trail. (same day as hometown Halloween)
- **Appointment of Pam Evans to the DABA/Chamber Liaison Position:** Mike Britt thanked Nola Smith for doing such a wonderful job while Representing DABA during Chamber Board Meeting's. Mike Stated that, "Your dedication and commitment in relaying information to the Chamber Officials was vital, especially since January when DABA started it's rebuilding process. Building a better and transparent relationship with the Chamber has led us to where we are today, and may not have been so easily accomplished had it not been for Nola's professionalism skills. Thank you Nola for serving in this important DABA position." Thank you Pam Evans for volunteering to take over this important position. As a policy, I try to keep you informed and invited to all the special meetings and happening so that you have a thorough understanding of what needs to be relayed to the Chamber. You will do a wonderful job, and Nola I'm sure will continue to help guide you where needed. Thank you both for your support of DABA. We appreciate all you do for us.
 - 1) **Brian Bovee Motioned to appoint Pam Evans to the DABA/Chamber Liaison position.**
 - 2) **Mary Andersen Seconds the motion.**
 - 3) **A unanimous vote is taken with all in favor.**
 - 4) **The motion carried.**

- **Special Business to Business Raffle item give away at the end of the meeting.**

Meeting Adjournment 7:35pm

- 1) *Mary Andersen 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: 7:35 pm