



Downtown Arlington Business Association

Member Meeting Minutes

March 4, 2015

6:15 – 7:15 pm

Opening Business

- **Welcome**

- **Meeting Called to Order:**

Meeting adjourned at 6:17 pm.

- **Roll Call**

- **DABA & Board Member Introductions**

- **Member Quorum Confirmed**

- **Special Presentation: Presidents Award:**

President Mike Britt introduced a new award that he created to honor the work of DABA officers and Board Members. The inaugural recipient is Mary Andersen. She has done extraordinary work for DABA. The accomplishments of the past year would have been much hard to achieve without her help and support. What really stands out is her involvement with the OSO slide and getting the road re-opened. Mary attended a high level government meeting to take minutes, canceling an important doctor appointment to take care of this. Looking to the future, it is good for DABA to have an avenue to award people for the work they do with us and for us. It's impossible to measure her contribution so from now on, future recipients will have to measure up to her. Ongoing the award will be in her name.

- **Guest Speaker: DABA President Mike Britt, Contentious Meeting Policy Address:**

Mike Britt stated that DABA meetings are not the time/place to have contention. During meetings there is a certain order we can/should adhere to so we can get meetings done on time. We will write up a simple policy that covers everything.

We are all business owners and sometimes we have bad days. But please note and have fair warning that if you are causing undue contention, you will be asked to leave that meeting. Please give speakers time to finish their reports/announcements. Please refrain from interrupting speakers. There is always time to continue conversations that are unduly delaying meetings after meeting. Mike will always stay after as long as needed.

Any suggestions or questions? We will have this policy written by next meeting. Show of hands that we agree this policy is necessary? Almost all hands raised.

- **Member Announcements:**

Kathleen Shalan, Owner Country Rose: Country Rose, Bella Bungalow, Vintage Restoration and Silver Hanger are having a ladies shopping night on March 27th, from 5-9:00 pm. There will be raffles, discounts, etc. She is also thinking of advertising in the papers.

Nola Smith, Owner Schoolbox: The Schoolbox is officially closing on March 14th. Pacific learning Solutions is moving to new facility on April 1st. The Schoolbox will host a multi -family garage sale on 27th and 28th of March. Tell everyone you know, all merchandise is 50-75% off. It has been great being downtown. Mike said downtown will not be the same without the Schoolbox and thanked Nola for all her contributions to downtown and DABA.

- **Approval of Prior Member Meeting Minutes, 2-4-2015**

Action Taken:

- *Brian Bovee motioned.*
- *Zeph Ragland 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 2-16-2015**

Action Taken:

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

- **Treasurer Report:**

Treasurer Mary Andersen reported: Current balance is \$24,065.93. The lower balance is partly due to Stilly Valley Baseball League Banner sponsorship project. Also, the cost for the member brochures are around \$3,000.00. We anticipate additional grant reimbursements coming of approximately \$2,000.00. Incoming from member sponsorships, etc. is another \$1,500 or so.

Old Business

Committee Updates:

- **2015 Show & Shine Car Show Report / Update Committee Distribution List:**

Chair Chuck Lacy reported: Dana has been really busy. She has been doing pretty much everything. Sponsorship forms and car owner registration forms have been created and are being distributed.

Three of the car show magazines had the wrong dates in them. Chuck followed up with two of the major ones and they do have the correct information now posted on their website. He will stay on the other magazine to ensure it gets corrected.

We are still looking for our Cadillac level Sponsor which is \$1,500.00. They get co-billing on all car show related information.

He has also created a judging/trophy category list.

Mike Britt assured all members that the Board would be focused on nothing but the Car Show and the Street Fair this coming month.

Next committee meeting is moving from March 17th to the 18th.

- **2015 Street Fair Report:**

Chair Kathleen Shalan reported: We have \$2,950.00 in registration fees (which is 33 booths) and expenses of \$81.50 so far. We have several food vendors lined up.

Kathleen still needs a driver for the shuttle between fly-in and downtown. The shuttle runs on Friday and Saturday only.

She would like to incorporate the Gazebo in Legion Park this year for something. Virginia and she are doing Arlington Idol again.

Mike Britt thanked Kathleen for all her hard work. Mary Andersen also pointed out that we could send out a blast email to all DABA members letting them know they can have a booth at the fair for a very low cost. Kathleen thought this was a good idea.

Kathleen pointed out that a few businesses have asked to pay the booth fee but not put a booth there. They would prefer to keep the space in front of their business open. Mike Britt stated that although he understands the concern, he believes the placement of the vendor booths is accommodating for everyone and doesn't believe that vendors should not have access to certain spaces.

Kathleen opened the committee meeting to all attending DABA members. The next committee meeting is March 11th at the Olympic Diner & Coffeehouse.

- **DABA Business Brochure Report:**

President Mike Britt reported on behalf of Chair Jeff Phebus who was not present: All edits are final and this is in production. We know it took longer than expected to get this final, but the rewards of creating an error free brochure is well worth it. Other similar member directories recent published were extremely rushed and full of significant errors.

Did everyone see the Chamber of Commerce Directory? It's full of clerical errors that is a consequence of rushing. Ours has taken more time but it will be error free and more contemporary. Good example is member form on page 24. On back on chamber membership form is our website. It's also not current. They rushed to get something done. Director inherited from last president and had to rush to get it out. Our brochure is member reviewed and says what they want it to say. They are coming out next week and we will get them to you.

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

Mike Britt/Mary Andersen reported first that a final check request for grant reimbursement funds for this event went to the City. The request was \$2,100.00 and was for the wagon rides. DABA should have that reimbursement check by end of March or so. Advertising costs were not covered in last years' grant, so they will not be reimbursed.

Nola wanted to publicly thank business Playa Bonita who provided food for the wagon ride staff during Eagle Festival. Also, the Olympic Diner and The Bluebird Café provided food during Hometown Holidays which was great as well.

Mike Britt asked if any present DABA members wanted to chair this event next year. No hands were raised.

Other:

- **Stilly Valley Little League Banner Opportunity:**

Mike Britt announced that this opportunity was wrapped up as of today. We had 19 total businesses sign up. The Board approved a total of three banners that will be created for DABA – two for businesses and one for our two major events, the Street Fair and the Show & Shine Car Show.

- **2015 Grant Approval:**

Mike Britt thanked City Councilwomen Marilyn Oertle for support DABA in approving the grant request this year. It is a larger dollar amount than last year but we added in things like the member brochure. We will get the paperwork signed and turned in ASAP.

- **2015 Budget Due:**

Mary Andersen is waiting until the next Board Meeting to approve the 2015 budget. Mike Britt said we will set up a Board Meeting right away to get that finalized.

- **Grant Reimbursement Hometown Holidays:**

This was discussed above in the Final Hometown Holidays Report.

- **Black Friday Ad Payment Review:**

Mike Britt stated that some members have yet to pay for their ads. We want to get this wrapped up as soon as possible. Mary Andersen brought them to the DABA meeting and handed out to all those relevant businesses present. Others will be mailed shortly.

- **Hometown Holidays PA System Reimbursement Deadline TBA:**

This item was not discussed.

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

This item was not discussed.

- **Membership Renewal and Forms:**

Mike Britt stated that there still a handful of businesses who needed to renew their DABA memberships for 2015. DABA will send out an email with the form attached to these businesses.

New Business

- **Appointment of New Oversight Committee - Promotion & Ads (four total committee members)**

Mike Britt stated that this committee would be created and that Board Member Zeph Ragland would be the chair. The committee is designed to watch over and proactively manage all sponsorship/advertising events that happen outside of regular DABA events. Mike will sit in as ex-official. Kathleen Shalan and Rich Senff will join this committee. Committee is established.

- **DABA Code of Ethics to be Created**

DABA will be creating this for the organization. Stayed tuned for more on this. It will impact meeting conduct in part.

Closing Business

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

Action Taken:

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

Meeting adjourned at 6:47 pm.