



Downtown Arlington Business Association

Member Meeting Minutes

April 1, 2015

6:15 – 7:15 pm

Opening Business

- **Welcome**
- **Meeting Called to Order at 6:14 pm.**
- **Roll Call**
- **DABA & Board Member Introductions**
- **Member Quorum Confirmed**

- **Guest Speaker:**

Annique Bennett, Strategic Tourism Coordinator, Snohomish County Economic Development Office. The Tourism Department has created a new forum (Stilly Valley Tourism Roundtable) for Snohomish County businesses and other invested stakeholders to come together to share information about events and tourist related activities in our area. The forum will also serve to allow attendees to network and coordinate activities. It will also help the parks and recreation and tourism departments better understand the current work and challenges within and around Arlington. The first roundtable will be on April 17th, 2015 from 10:00 to 12:00 pm. The meeting will be quarterly thereafter.

Annique passed around a sign-up sheet to attending members to get on the invitation list. Dana Fowler and Mike Britt stated they were attending the kick-off meeting and would send out an email invitation to all DABA members to RSVP as well.

- **Member Announcements:**

1. Virginia Hatch loves that we have a visitor center but she feels we are not maximizing it as much as we could. She would like to see it open more often for folks coming off trails, weekend activities, Art Walk attendees, etc. Last year the Arts Council staffed the visitor center for a few weekends. While they have a ton of traffic, the visitors who did pass through had lots of questions.

Kathleen Shalan pointed out that the North County Outlook has a free community calendar where an ad could be placed to find more volunteers to staff the center. Mayor Barb Tolbert felt that this conversation definitely needed to take place with Chamber representatives so they know how important it is to DABA and member businesses.

Mike Britt stated that the Chamber cannot staff this on weekends with existing staff and hours budgeted.

2. Shane Henderson stated that an Arlington Community Dance takes places the 4th Saturday of every month at the Cisco Heights Community Center.
3. Mike Britt stated that the Cascade Valley Senior Living will start sending a representative to our meetings. DABA is looking forward to working with them in future.

- **Approval of Prior Member Meeting Minutes, March 4, 2015.**

Action Taken:

- *Brian Bovee 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, March 23, 2015**

Action Taken:

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

Jeff thanked Olympic Diner for providing a great breakfast during the special board meeting.

- **Treasurer Report:**

Treasurer Mary Anderson reported: As of the last reconciliation, which was close to end of month but not quite, the Bank of America account had a balance of \$30,025.04. Mike Britt asked if a check had been received from North County Outlook as we sent them a duplicate payment. Secretary Dana Fowler said yes and it had been shredded as recommended by bank staff. Mike also thanked Jeff Phebus for sending in the reimbursement for the Hometown Holiday PA System Rental and thanked City Officials present for helping facilitate the final reimbursement for activities under the Hotel/Motel Grant.

Old Business

Committee Updates:

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

Committee Member Dana Fowler Reported as the Chair Chuck Lacy was not present:

The quest for sponsorships is going well. We already have several sponsors at the \$500.00 and \$250.00 levels but we are still looking for the Cadillac sponsor which is \$1,500.00.

We have about 30 car owners pre-registered at this point. The car show is unique in that we allow any make and model of all cars and trucks rather than focusing on any particular genre or genres.

The awarding of trophies this year has returned to the more popular participant voting model instead of a panel of judges. So far we have 25 categories including a DABBA Presidents Trophy and a Mayor's Trophy.

The focus of this year's car show is to create activities for both car owners and attendees that will bring them down for the entire day. To that end we have:

Lots of family friendly activities will be available in Legion Park including live entertainment between noon and 3:00 pm, many activities for kids including carnival games, a giant slide, face painting and arts and crafts. The American Legion will also host a pancake breakfast for both car owners and attendees at 9:00 am with the entry fee being higher for attendees.

Relay for Life with support of their partner Walmart are helping with the majority of these activities in Legion Park and they will be also hosting their popular "Paint the Town Purple" event to coincide with the Car Show. So hopefully, we will see lots of businesses decked in purple in support of that. The Arlington Food Bank is also having a food drive during the car show. They will have their big food truck there with volunteers to collect food stuffs. All advertising will be asking for all owners and attendees to bring canned goods for the Food Bank as they are experiencing seasonal food shortages.

Also new this year is having Police and Fire vehicles there on display. They will sit in the parking lot next to City Hall. There may be an opportunity for DABA to be advertised on the Fireman Hat giveaways that need to be acquired by the Fire Department. More to come on that.

- **2015 Street Fair Report:** Chair, Kathleen Shalan reported:

Vendors: So far Kathleen has 42 vendors signed up whose booth rental fees total \$3,800.00. Jeff Phebus asked if there was a target number she had in mind for the Fair? Kathleen replied that it would be great to have the same number as last year at the very minimum and any above that would be fantastic. Most vendors wait until May and June to sign up so she won't know until closer to the Fair. They turn down no one, so 200 vendors would be really great.

Entertainment: Kathleen stated that the City has given them \$2,800.00 in grant funds towards entertainment for the Street Fair. So far she has acquired a gospel choir/band to perform on Sunday at the Legion where all entertainment will be held. They will also hold the Idol Contest again on Friday. She is still looking to solidify an act for Saturday but believes it will be in the Blue Grass genre. Jeff Phebus asked how many bands are needed/planned. She replied that she is open, perhaps two or three total. Jeff stated that he could bring his band on Saturday.

Shuttle: Mike asked if Kathleen had found a shuttle driver yet for Friday and Saturday. She replied she had not. Councilwoman, Marilyn Oertle stated her husband has volunteered to drive the shuttle.

- **DABA Business Brochure (Distribution):**

Mike Britt noted that if any members still need to get the brochures, he brought some to the meeting tonight for pick up. He had several high-school students needing community service hours come down to his store and re-fold them and group them in bunches of 25. He also noted that Jeff Phebus has done a great job of getting these done and distributed.

Jeff stated that he really liked working on this project and getting to know the business owners. He let them know that DABA is here to help them. He also thanked Virginia Hatch who sat on the committee. He is looking forward to working on this project again next year.

Mike stated that we are thinking of having a company distribute the brochures to chambers, ferries and rest stops for a monthly fee.

Plastic Brochure Holders: Our brochure vendor, Penway quoted a high rate per holder. Through TAP plastics (Brian Bovee reference) we can get them for \$1.55 per and order 100. Action Sports can adhere logos on the front for \$55.00? This will help us replenish and not have brochures lost/thrown out. Two members stated that TAP plastics is great to work with.

Website: Mike stated that this will be completed as soon as possible. Dana Fowler, Kim Fisher and Becky Phebus are working together to get this done and keep it updated ongoing in the future. Dana stated she has already removed all old outdated business listings and updated shopping members. Others will be completed in the next two weeks.

- **Promotion & Ads Oversight:**

Mike Britt stated that the member brochure project will be handed over to the committee as well as the Black Friday Ad promotion project. It seems appropriate that the Black Friday Ad project may be re-tooled into a Small Business Saturday promotion.

Kathleen Shalan noted that Stilly Valley Little League Banners are not readable from the stands. This should be taken up by the committee.

Chair Zeph Ragland stated that he is putting together agenda and will set up a committee meeting.

Other:

- **Stilly Valley Little League Banners:**

Mike Britt stated that he and others will go out and look at them. Mayor Tolbert also noted that she had been to the Little League fields and agrees that the business names and logos were somewhat challenging to read. Kathleen actually measured the letters for the business names and discovered they are only two inches high.

Mike said that one of the primary motivations for doing this project was to demonstrate our unity as business owners as supporters of the community. Mayor Tolbert said the games are very well attended. On a positive note, Virginia Hatch stated it sounded like a good first step to letting the community know that we support them. Mike also noted that one set of

banners was definitely well placed and easier to read so that at least some attendees will get the message.

Mike further stated that the Oversight Committee would take the Banner project on to address and improve.

- **DABA Rules of Order, Article 2:**

Mike Britt stated that the new Rules of Order with the modified language in Article 2 has not yet been written. He will try to get this done over the next month or so.

- **2015 Status Budget Report:**

Mary Anderson Reported: The budget is done. She still needs to finalize the changes in two line items as approved in the Special Board Meeting held on March 23, 2015 that will move money out of general advertising to administrative support. She will make the changes soon and finalize the budget to send to the Chamber.

- **Black Friday Ad:**

Mike Britt asked Secretary Dana Fowler if she had gathered an updated list of those members who still needed to pay for their Black Friday Ads. Dana replied that she had not but will have it on or before the next member meeting.

- **2015 Membership Renewal:**

Mike Britt noted that he will compile a current list of those members who need to renew for 2015 and send an email with membership form to remind them.

- **DABA Code of Ethics:**

Mike Britt noted that DABA is still working on creating this informal policy.

- **DABA to Hire Photographer:**

Dana Fowler stated she had a conversation with a local photographer who is interested in taking this on for DABA. For the short term, the Car Show & Street Fair were discussed at length to let the photographer know exactly what DABA desired to achieve by hiring a professional photographer for these events. Several cost options were discussed and the photographer felt it would be best to charge a total project rate that would give DABA around 150-200 photos for our library with full ownership rights. The photos would be provided in two formats – one for digital production and the other for website usage. A follow up discussion is planned in later April and the photographers' proposal will be sent to DABA board members for review and approval.

New Business

- **Strategic Planning Meeting Scheduled for May 7th, 2015:**

Mike stated that this planning sessions has been officially scheduled. The session should last 5-6 hours. We will look to have 10-12 total stakeholders attending. Mike asked if Mayor Tolbert had any time to attend. She thought she might have a couple of hours she could make free.

Location: Dana commented that the Food Bank had not yet returned her call inquiring about their conference room. Mayor Tolbert stated that the City may have a conference room at the Municipal Airport that seats about 12 people. Brian Bovee also stated that the Legion may have their second floor available. Mayor Tolbert recommended DABA call Wendy at the City's administrative offices to find out about other rooms.

Mike gave brief overview of what will be accomplished in this session – to create a short and longer term vision and plans for DABA and its member businesses.

- **Web-site Advertising:**

Mike Britt stated that Cascade Valley Hospital had contacted him about doing advertising on DABA website. This was discussed in the Special Board Meeting however no action was taken by the board. Generally, the Board Members feel it is a good idea but had some concerns about how advertising would be administered since all members are volunteers and have very little time to invest in the oversight. Additional discussion led to the concept of hiring a part time administrator to oversee this activity as well as several others.

- **Hire Administrator:**

Mike Britt stated that DABA will put money aside in this years' budget to hire a part time administrator. This is supported by a significant growth in DABA activities and the expansion of the scope of current activities, etc.

Mike asked Mary to please make the changes to the budget in support of this and send the final budget to the Chamber right away.

- **Closing Comments & Questions:**

Mike Britt talked to President of Aquasox who was really excited about the idea of doing a possible new promotion activity with DABA. They would like to host an Aquasox day in downtown Arlington. Mike said the Aquasox are a great partner and they advertise in really big markets leading up to events.

Kathleen Shalan asked if we had new Hometown Holidays chair? Kathleen has a promotion idea that would benefit downtown retail stores. She is bringing it up now because the idea would require the order of holiday items that go out of stock very early on in the year. The promotion is a treasure hunt for shoppers. They go into stores to get one item of a total set

of holiday themed collections. She pointed out that the City of Snohomish does this for their event. But again, in order to do this in 2015, DABA and its members would have to decide and order now because collectibles tend to go out of stock months before the holidays.

Mike Britt stated that Jessica Ronhaar was going to take the Hometown Holiday Committee Chair spot but now is having a baby. Kathleen said she would take it over but really needs some good help on the committee.

Jeff Phebus agreed that we should get stuff going and he will sit on the committee.

Mike Britt stated that DABA will be trying to get decoration updated and expanded upon for 2015 and beyond. He said the City is keen to partner with DABA to get this accomplished. Mayor Tolbert said Arlington has annexed so many new places that it makes it hard to stretch the existing decorations. And they sit in very inclement weather that shortens their shelf life. So, even though some of them are newer, they are already showing sign of wear and tear.

Virginia Hatch said the Arts Council really enjoyed the window decorating for the businesses but will need a lot more support to get to all the businesses who expressed interest this year.

Closing Business

Mike thanked everyone for coming to the meeting tonight.

- **Business Raffle**

- **Meeting Adjournment:**

Action Taken:

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

Meeting adjourned at 7:23 pm.