



# Downtown Arlington Business Association

## Member Meeting Minutes

June 3, 2015

6:15 – 7:15 pm

### Opening Business

---

- **Welcome**
- **Meeting Called to Order**  
Meeting called to order at 6:18 pm.
- **Roll Call**
- **DABA & Board Member Introductions**
- **Member Quorum Confirmed**
- **Guest Speaker: None**
- **Member Announcements:**

Jeff Phebus announced that Lil Thrift will be going out of business. May not be permanent. Final day open is June 15<sup>th</sup>, 2015. Chuck asked if he would have a big sale during the car show. He said he was having a lot of car related memorabilia brought to the store to sell that day.

Jeff will stay active in DABA and patronize local stores. Mike said he was sad – Jeff has been a good neighbor. Kathleen agree that it is sad he's leaving. And she noted there is no traffic these days.

Mike re-emphasized that attending the DABA meetings could help with this. We need everyone to come together. Kathleen said there are ways to increase foot traffic. Mike asked her for specific ideas. She referenced a Granite Falls passport event with 25 participating shops offering a flat screen TV participants could win at the end of the event.

Mike said DABA is willing to support this and asked if anyone was willing to take this project on? Kathleen said she would. Both Rich and Kathleen said that last year's traffic was better than this year. Rich stated that he believes it may have something to do with re-locating City offices to the Airport and that we should make a formal request that they move back.

Mike noted Fire Helmets was a great project that demonstrates our stewardship of the City and its resources.

Pam Evans said events are critical for any City. There's been research on what's working for certain cities and getting inside their heads on what works. We need big and little events.

Chuck Lacy said we don't have a niche. Snohomish and other cities have a key draw or niche that attracts tourism. Pam Evans said we do have Centennial Trail. She thinks of all the outdoor events, hiking biking, etc. that are a big draw already. Maybe we can build on that.

Kathleen thinks shopping is a good theme. She thinks we should have a sign on Hwy 9 and 530 where we should advertise to catch tourism traffic. Oz Ragland noted there is a vacant billboard on Hwy 530 we could use.

Mike thinks it starts with the City and getting them downtown. They should be here and have a presence. What kind of image are we projecting when the City wants to leave downtown?

Dana offered to have a petition put together with all these thoughts. And have everyone sign and present at a City Council meeting. Marilyn Oertle also said she would be happy to share this with the council. She has in the past and will re-iterate.

Further, regarding billboard advertising, Mike discussions have taken place between DABA and the Arlington Arts Council. Mike stated we have discussed this opportunity at a member meeting several months ago, but at the time we did not have cost information. Oz talked to the company who owns that billboard. Cost is \$4-5,000 per month but less for non-profits. Kathleen said we can negotiate with them as well. If the board is empty you can negotiate lower rates.

Mike wants everyone to come with ideas and help us execute. The board members can't take all this on without support.

Pam Evans said we need to brand ourselves. We should work with marketing person to develop Arlington's brand. Mary Andersen added that we did billboards and banners on buses in 2010. We can build off that or re-brand.

Mike asked everyone to say one things about Arlington. Several key themes were offered:

- Small town
- Community
- Historic

Sara Arney said we can use public radio ads to promote Arlington's theme once it is decided.

Jeff Phebus said we should all coordinate together. He noted that music might be a good draw. Everyone loves music. So, maybe have a band play there every weekend.

Mike had a discussion with business owner in 1975. It was interesting because he said that he was told you're dumb for starting a business here because every other business was failing or boarded up. We have a rich history of businesses that have made it. Sometimes businesses fall victim to the cycles of enterprise. We need to inspire businesses to come here.

- **Approval of Prior Member Meeting Minutes Held 5-6-2015**

**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.*

- **Treasurer Report**

Treasurer Mary Anderson reported that the current bank balance is \$28,545.58. Mary said we have paid out a lot of money tonight for events. Kathleen Shalan wondered why the balance was lower than the last report. Mike/Mary noted one big payment to Certified Folder Distribution Services was paid lately. Dana clarified this is for one year of distribution services. Cost was almost \$5,000.00. Additionally, we have current outgoing expenses for events that are not fully reconciled yet.

## Old Business

---

### Committee Updates:

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

Chair Chuck Lacy reported:

- There are 55 cars registered as of today. We are expecting 275-300 cars as the weather is supposed to be clear and not too hot.
- Car show posters have been distributed primarily in the outskirts of Arlington.
- We have more sponsors this year - \$1,600 dollars more than last year. We have great raffle items for car owners.
- A couple of the raffle items will be open to the public so please come down and enter.

- **2015 Street Fair Report**

Chair Kathleen Shalan reported:

- Posters for the Fair are done and showed members the end result. She stated that she had a stack available at the meeting for those members who still do not have one.
- Deposits to date total \$7,275.00 representing 95 vendors this year. It looks like the Fair may surpass last year's number of vendors.
- All the music for her event will be down at Legion Park.
- She is still struggling to track down Farmers market representative. To date, there has been no response. She is concerned because having the market there seemed to really be an additional draw.
- They have a good variety of food vendors line up to date.
- The Arlington Idol Contest is on Friday. There will be prizes for teen, adult, etc. Sarah Arney is helping run this.
- Kathleen asked for help to set up morning of Friday. Rich and Naomi said they would help. Starts around 8:00 am. There will be a master list and block list once all vendors are entered. Kathleen also needs to monitor vehicles unloading and

not moving out of the way quickly enough. She will send email to all vendors about unloading and setting up.

- Mike stated that Mary is looking into missing check that vendor sent in in August.

- **DABA Business Brochure Distribution**

Mike said members are aware of what we are doing with this.

- **Promotion & Ads Oversight**

Zeph Ragland was not present to report. Left meeting early.

**Other:**

- **2015 Membership Renewal**

Nothing to report. Mike stated that we have lists.

- **DABA Branded Fire Helmets**

This was already discussed earlier in the meeting.

## New Business

### **Creation of Pub Crawl Style Event in October:**

Dana has had conversations with several local pubs, brewers, distillers, etc. Many are interested in having an Oktoberfest event in downtown.

- Arlington Arts Council appealed to City last year to create ordinance to allow alcohol in Legion Park. They are having Art in the Park and would like to have local folks giving out beer samples in their garden. This takes place in September.
- Jack Hatley of Whiskey Ridge Brewery said as far as putting on a brew fest – several breweries are interested but cannot pull off this year. A good place to have a beer festival would be in Legion Park with entrance on one side and exit towards downtown.
- Attendee Jalynn from Stickle Press has 30 years' experience in marketing. She likes many of the ideas presented and offered another: Downtown could put on a monthly multi-musician festival where the musicians are placed in stores that want to participate. The business usually provides food of some kind. Families love these events. Tend to shop in every store.
- Mike said he had recently been to San Diego/old town. Had great experience at Mexican experience there with mariachi band. It was so great and fun. Can't wait to do it again. Mike likes music idea.
- Brian Bovee also referenced a big music festival in Iowa where the city blocks off downtown and all bars participate.
- Arlington Arts Council does a lot in downtown and wants to be our partner. They will do anything they can to help drive business to downtown.

- **DABA Radio Spots**

Set aside until next meeting.

- **Mary Anderson Announcement**

Mike stated that Mary Anderson is leaving the DABA board to have a baby in September! We are looking to find a replacement. Would love to get someone now so Mary can train them. We are sad to see her go. She has helped DABA so much. We would not be in the position we are in today without her support.

- **DABA to Join Chamber**

Need vote on joining chamber. As no DABA members are also chamber members, DABA will apply to this as a business so Pam Evans can continue to be our Liaison. Pam was not able to renew her membership with Chamber.

**Action Taken:**

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

## Closing Business

---

- **Business Raffle**

- **Meeting Adjournment**

**Action Taken:**

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

Meeting adjourned at 7:28 pm.