



# Downtown Arlington Business Association

## Member Meeting Minutes

July 1, 2015

6:15 – 7:15 pm

### Opening Business

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- **Welcome**
- **Meeting Called to Order** – Meeting called to order at 6:11 pm.
- **Roll Call** - Vice President Brian Bovee is absent.
- **DABA & Board Member Introductions**
- **Member Quorum Confirmed**
- **Guest Speaker:**

Tara Knee of Paramount Business Coaching presented DABA sponsorship opportunity. Paramount Business Coaching encourages and inspires owners to be the best they can be. Tara is also a volunteer with the local Police Department. She plans to join DABA. The opportunity was described as follows:

She is walking in the Parade and is printing two large banners to hang on her car. She would like DABA to pay for half of the printing costs for two banners that are six feet long. The DABA logo and the Live, Think Buy Local Logo as well in addition to her business name and logo. Logo will be 8 x 8 inches. The cost for each banner is \$40.00. If DABA paid half of each banner that would be a total investment \$40.00. Office Depot is creating them this year as she had limited time and Penway was unable to meet the dealing. Next year she will utilize local business.

#### **Action Taken:**

- **Rich Senff motioned to pay for half of two banners for a total investment of \$40.00.**
- **Jeff Phebus seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

Mike Britt thanks Tara for thinking of DABA.

Members let Tara know which local businesses could create banners for next year: Arlington, Copy, Mail and More and Stickles Press.

- **Member Announcements:**  
None.
- **Approval of Prior Member Meeting Minutes Held 6-3-2015:**

#### **Action Taken:**

- **Jeff Phebus motioned to approve.**
  - **Mary Anderson seconded.**
  - **All in favor?**
  - **Any opposed?**
  - **Motion Carried.**
- **Treasurer Report**

Treasurer Mary Anderson reported:

Current bank balance is \$34,618.75 as of 6/30/2015. Bank statement not online to fully reconcile.

Treasurer Financial Report – Events: Annual view versus where at today. Event revenue vs expenses vs operation expenses. The majority of the event budgets have been expended.

    - Car Show Event – performance over five years. Biggest year was 2011 had more sponsors that year. Had 325 cars this year to compensate. Really good show. Almost best in 5 years.
    - Street Fair Event – five year view. Revenue versus expenses versus net proceeds for both car show and street fair.

## Old Business

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### Committee Updates:

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

Mike Britt reported:

The show had a final registered 325 vehicles. It was the biggest turnout to date and most profitable show ever. But of course we are a non-profit and the idea is to bring people so even if we broke even that would be okay.

Need to decide on contribution to what cause/organization to donate to from profits. We are going to leave it up to membership to determine where money goes. Zeph is taking suggestions for local groups.

In meeting suggestions include: Rotary's water park project, Food Bank and Relay for Life. Kathleen Shalan noted that there are quite a few local charities.

Mike stated that we normally donate 20% of total profit in the past. From this years' show, this would amount to \$1,200.00.

Zeph Ragland recommended the top two will put in front of membership for approval at August member meeting. Between now and then, please send suggestions to Mike Britt or himself.

Mike also announced that he is appointing Bill Dettrich as the chair of the car show committee in 2016 and thanked him for stepping up. Mike will co-chair after he steps down as President in January. Lastly, DABA will offer first right of refusal to Dwayne Lanes as our Cadillac Sponsor. If they do not want to commit to this, Bill Dettrich and A-Z will commit to this.

- **2015 Street Fair Report**

Chair Kathleen Shalan reported:

The Fair starts next Friday. To date she has deposited over \$10,000.00 representing 115 vendors. And she is still getting calls.

She finally get in touch with the Farmers Market. Bonnie does not have time to run this at event. But did offer vendors via Bonnie to have free spot Friday – Sunday.

Mike asked if she has enough volunteers. Kathleen said she does not have any. She would like help on Friday morning at 7:00 am to help guide vendors to their locations. Need four or five people – one per block with vendor list and location. The locations are also mapped out on sidewalks, but still helps to have people.

Mike asked for volunteers from attendees. Five members raised their hands.

Also the Boy Scouts are helping with garbage detail. And she has hired police department staff to patrol on Friday and Saturday. Lastly, she is excited about the music lineup this year – a really good variety of talented groups and performers.

- **DABA Business Brochure Report:**

Chair Jeff Phebus reported:

Mike stated that DABA has approved mass distribution through a third-party company.

Jeff noted that the brochure will be re-designed to make it more compact and fit properly in the holders at locations. A fourth panel will be added and the front cover artwork will be updated to leverage our hired photographer photos and entice folks to pick up the brochure. Further there are legal concerns with existing design as it is copyrighted. The concept will be honored. Original amount to be distributed through Certified Folder Display Service is \$25,000.00. ETA is at least one month out, perhaps more.

Police Representative said they use these at their trainings which can last a week with 50 attendees and he give them our brochure. Very useful.

Kathleen asked if we were going to consider allowing any and all DABA members be listed in brochure?

Mike and Jeff clarified the downtown footprint and how it came to be. They want to preserve historic value of downtown.

- **Promotion & Ads Oversight**

Chair Zeph Ragland, Chair reported: Due to various events, the committee will meet post Car Show and Street Fair.

**Other:**

- **2015 Membership Renewal:**

No update.

- **Creation of Pub Style Event in October, Appoint A Chairperson:**

Dana Fowler gave overview of intended design. All local businesses – staged downtown. Do we have time – Mike? Do we have any money in the budget? Is this something that would benefit everyone?

Tara offered to spearhead this event. Kathleen feels we do have time. Mike asked Tara to have budget and plan. Kathleen will help co-chair. Need permit first. Tara has event experience.

- **DABA Radio Spots:**

Set aside.

- **Creation of Passport Event with Raffle:**

Chair Kathleen Shalan reported:

She hasn't written up a formal event plan. She sent out a survey email to all DABA members and several have expressed interest (approximately 20 businesses). The event is based on something she knows was successful in Granite Falls:

- Participants would have two weeks in September to visit participating businesses. Purchases are not required.
- Participants fill in their entire passport and put it in for a drawing.
- Drawing is for large screen TV to be paid for by DABA. Cost for TV might be \$500.00 plus printing of passports.
- Individual business can have own prize to give away as well.

Kathleen needs DABA to commit to \$1,000.00 or so. Though she does not anticipate using that full amount.

Much discussion was held on how the event would work and how many businesses minimum should participate to make it worthwhile. And a suggestion was thrown out that we could possibly combine this event with the Oktoberfest event.

No consensus was established so this was set aside until the next meeting.

- **DABA Branded Fire Helmets:**

Mike Britt stated that a total of 2,000 were ordered and around 350 were handed out during the car show. The Fire Department will continue to hand them out at their events as well as DABA events if they are attending them. They will be at Street Fair.

Mike has also personally handed out about 100.

- **Strategic Planning Date Set:**

Mike Britt stated that this meeting has been set for August 21, 2015. The plan will look to map out the next three years for DABA. Time frame is 8-4pm in Library in City Council. We are planning a total of 12 people to be involved. Six Board members plus six additional. He asked if any attending members wanted to be at this meeting? None had the availability.

- **Treasurer Vacancy Coming in September:**

President Mike Britt announced that Mary Anderson is leaving the Board. Whoever inherits this position is lucky as Mary has it running smoothly. The list of duties is scripted out if anyone wants to review them.

Mary stated that she has had a couple of people approach her about this position.

## New Business

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- **AAC and DABA Billboard Approval:**

Mike Britt stated that the Board approved the Arlington Arts Council proposal they gave at meeting in June. DABA will pay ¼ cost – or half of second month. These funds we can apply to our Hotel/Motel Tax grant application this Fall. Mike showed black and white copy of billboard art approved.

Bill Dettrich commented that Granite Falls just put an LED sign on way to town which is easy to update with each events, etc.

- **America's Best Communities Seed Money:**

An email from DABA will go out to ask if any want to make a contribution to American Best Communities. Arlington, Stilly Valley and Darrington made semi-quarter finals list which has a total of 50 cities. Local folks in Arlington are being asked to contribute as \$15,000.00 is needed to move up to next level. The funds needed by August 4, 2015.

Overall competition winner gets \$1,000,000. Contributors to \$15,000 seed money decide how the money is spent. DABA may make contribution and then if Arlington won, DABA can sit on committee that decides on how money is spent.

- **Code of Ethics:**

Zeph Ragland passed out a copy of the newly created Code of Conduct that will support a Code of Ethics. He noted that the list is intended to guide members about being respectful to each other and the DABA meeting and keeping things flowing. Avoiding contentious arguments that don't support forward movement. Zeph read the Code of Conduct to the Members.

Mike said we can always make amendments if needed but it is a good start.

- **DABA Elections Committee**

Mike Britt noted that elections are coming up in October and we are in need of a chair. Any volunteers. Marilyn Oertle will help. Mike will provide her with the guidelines which are straightforward and simple.

- **Project for 2016:**

Kathleen Shalan suggested that DABA help install multiple bicycle racks for visitors – perhaps 3 to 4 racks per block. Bike owners are nervous about leaving their expensive bikes on the Trail so they don't come downtown to shop and hang out. Marilyn Oertle said bike racks

might be a challenge if it impacts the flow of traffic on the sidewalks and become a hazard. There are standards around this. This suggestion to be re-visited at next meeting.

## Closing Business

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- **Business Raffle**
- **Meeting Adjournment**
  - **Jeff Phebus motioned.**
  - **Zeph Ragland seconded.**
  - **All in favor.**
  - **Meeting adjourned at 7:31 pm.**