



# Downtown Arlington Business Association

## Member Meeting Minutes

May 3, 2017

5:30 – 6:30 pm

Location: City Hall Council Chambers

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### Opening Business:

- **Meeting Called to Order and Member Quorum Confirmed at 5:30 pm**
- **DABA Board and Member Introductions and Announcements**
  - **Jessica Ronhaar reminded us about the Youth Dynamics Fund Raiser on May 20<sup>th</sup> at the Arlington United Church**
- **Minutes of the prior Member meeting were approved by motion of Phebus and Dettrich – All in favor**
- **Guest Speaker – Maury Eskanasi of KXA and Fox Sports Radio gave a presentation regarding the “Visit Downtown Arlington” Membership Radio Promotion.** This radio promotion would partner businesses with an ad that promotes coming to Arlington to attend an event, generally visit the Arlington area and discover many of Arlington’s amenities – the Centennial Trail, passing through to destinations beyond Arlington – and would end with a specific invite to check out specific local businesses. An example would be – Come to the 18<sup>th</sup> Annual Show and Shine in Downtown Arlington and while you are there be sure to stop by Action Sports and check out their wide variety of youth baseball gear. KXA and Fox have a listening base of 200,000 and broadcast from Canada to Tacoma – covering Snohomish, North King, Island, Skagit and Whatcom Counties. Additional information is attached to these minutes.
- **Secretary/Treasurer Report:**
  - Accounts are balanced and the end of month balance was \$31,176.37.
  - Membership Renewals continue to come in and we have several new members.
    - Gooder N Chicken
    - Stilly Sand & Gravel
    - Penway Media

### Old Business:

#### Committee Updates:

- **Car Show:** Bill reported that everything is progressing and registrations are starting to come in – City Event permit has been approved and committee meetings will be shifting to weekly from now until the show.
- **Street Fair:** Jeri reported that the City Permit is approved, off duty police officers for night patrol has been arranged. Jeri does need someone to help coordinate the entertainment because Sarah Lopez will not be available to do this. Also, they are having trouble locating shuttles to operate from the Street Fair to the Fly-In.

- **Viking Fest:** Dana Fowler reported that committee meetings have been well attended and planning is in process to add more demonstrations and feats of strength. A Beer Garden is in the works and there will be a marketplace, Viking Court and Weddings over the two-day event. She is working on advertising through other events, Instagram, Pinterest and Facebook. They will need volunteers to man some of the stations and she will be working on the event permit and sponsorships.
- **Brochure:** Board will be checking the inventory of brochures and discussion what the next step will be.
- **Coloring Book:** There was a brief discussion regarding the coloring book and it was decided that the Board would be having further discussion at their next meeting.
- **Digital Sign Board:** Dana Fowler indicated that she had sent a message to all members just before the meeting asking if there was any interest. This is a significant opportunity for exposure for our businesses. Lisa from Olympic Escrow stated she is getting response from her ad – but it is hard to gauge.

**America's Best Communities** – It was noted that although Arlington did not land in the Top 3 – we are still among the Top 8 America's Best Communities 2017.

? Stansbury of the Arlington Robotics Team was present and thanked the DABA Membership for their generous sponsorship to help them go to Internationals where they placed 4<sup>th</sup> in the World and all students were able to attend with the help of all the sponsors.

**Resignation of Jeff Phebus as President - At the close of the meeting Jeff Phebus resigned as President. VP Dana Fowler will step in as President until the Board has met on this issue.**

**Meeting was adjourned at 6:30 PM**

Cristy L Brubaker, Secretary/Treasurer