



# Downtown Arlington Business Association

## Member Meeting Minutes

Date July 12, 2017

6 -7 pm

Location: Legion Park

### Opening Business:

- Meeting Called to Order at 6:00 PM and the Member Quorum was confirmed.

Member and Board Roll Call and Introductions – This was a casual meeting with a picnic dinner provided by DABA

- Cristy received a beautiful bouquet of flowers, card and several gift certificates from the Downtown Businesses for her work on the Car Show. Many Thanks to You All.
- The meeting was attended well and it was nice to see some fresh faces.
- President's Minute – Kathleen welcomed everyone and invited them to network and get acquainted.
- Previous Meetings Minutes – The Minutes of the June 7, 2016 Member meeting were approved by Motion of Stansberry and Dettrich – All in Favor – Motion Carried
- Treasurer Report – Bank Balance of \$36,272.80

### New Business

- Yabba DABA Do – Business of the Month “Found It” – New Program: A representative from Found It was unable to attend and a business for the month of July had not been confirmed. The Board will continue to work on this promotion.
- Brainstorming Session: The list of items identified were rate by the attendees 1 – 2- 3 according to priority and there was some additional discussion on the following topics:
  - Ability of stores to stay open later occasionally or on certain nights. By the people get home – the stores are closed. There was discussion regarding opportunities for staying open later when there are other activities occurring in town – such as music in the park or Homecoming Parade night, etc.
  - Develop an event/promotions calendar and try and plan for a full year.

### Old Business-Committee Updates:

- Car Show – Bill and Cristy reported it was an Overwhelming success – 259 cars and Elvis was a hit! We are already working on 2018's event.
- Street Fair – Jeri was unable to attend, but the event was a wonderful success – many good reports from Vendors and attendees. At the DABA Booth we were able to get some information about where attendees were coming from. It was mostly from the Arlington-Stanwood-Marysville area – but it was surprising the many locations from outside the area that were identified.
- Viking Fest – Dana report that work continues the event which occurs on October 7-8 at Legion Park. The theme is Raiding and Trading and there will be a Beer Garden, Feats of Strength, A Viking Wedding, A Viking Court – of which she has been asked to act as Judge, Storytelling and a Viking Marketplace.

Over 70 reenactors will be taking part in the event. Sponsor letters were mailed on July 12. She is still in need of volunteers and items for raffle prizes. Vendors are needed, but they must be Viking related and period oriented.

- Outdoor Media Board - Businesses continue to sign up and we are working through the set-up process and refining it as we progress to make it better,
- Radio Ads – Ads are running and Cristy has received the billing and will be sending invoices to those businesses who have participated.
- Brochure – Rich Senff reported on his conversation with the gentlemen who recently delivered a case to us for our use – who told him that the DABA Brochure is one of the most used brochure and that because of the paper we used and how it is fold it is even more attractive because it stands up well in the brochure rack. He rated it in the top 15 out of about 100 brochures that they handle. Cristy reported that we are looking at an update in August and it will be a quick turnaround – so we can get more printed before we run out. We also want to increase our local distribution through our membership – and get these in the local hotels, the Hospital and any other facilities where out of town visitors could make use of this information. Members were encouraged to review their information in the brochures and get updates to any one of the Board members.
- Website – Board members are working to update the website
- Stillaguamish Valley Genealogy Society Conference – Kathleen reviewed that the Genealogy Conference has requested that downtown don the evening shoppers event on Thursday August 17<sup>th</sup> – staying open until 8 and having a postcard size promotion where the visitors would shop in the business – get a certain amount of businesses checked off and then be able to drop their card in to be drawn for a prize. Cristy and Kathleen will be working on this for August 17<sup>th</sup>.

#### **Closing Business:**

- Meeting was adjourned at 7:12 PM

Respectfully Submitted,

Cristy L. Brubaker  
Secretary/Treasurer