



Downtown Arlington Business Association

Member Meeting Minutes

October 7, 2015

6:15 – 7:15 pm

Location: City Hall Council Chambers

Minutes:

Opening Business:

- **Meeting Called to Order at 6:20 pm**
- **DABA & Board Member Roll Call and Introductions**
- **Member Quorum Confirmed**
- **Member Introductions** – Reminder to sign in and stay for the raffle at the end of the meeting.
- **Member Announcements**

Mark Everett wanted to let everyone know a pump track was being installed in the parking lot next to his store during Halloween. More about this event in New Business.

Kathleen Shalan, Owner of Country Rose handed out flyers and proposal for Small Business Saturday event on November 28th, 2015. She stated she would send out an email to all members about this and invite them to participate.

- **Approval of Prior Member Meeting Minutes Held 9-2-2015**

Action Taken:

- **Jeff Phebus motioned to approve.**
- **Kathleen Shalan seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

- **Treasurer Report**

Brittany reported. She has been inundated still sorting through. \$24,912.67 through August 31, 2015. She is waiting to convert to online banking and will get the bank account reconciliation caught up for next meeting. This balance does not include income from the Viking Fest.

Old Business:

Committee Updates:

- **Viking Fest & Pub Tour Event**

Chair Taira Knee stated that she does not have final report yet. Asked Francine from Whiskey Ridge to share her experience. Francine stated they were very busy from 9:45 until 10:45 pm. They had an

amazing day. Their best since opening their shop. She estimates they made over \$1,500.00. Kasthleen Shalan added it was the best day her store had seen since the Street Fair and Car Show events.

Taira reported they had a total of 70 shopping maps sold at \$5.00 each. She did perform integrity check them and only a couple of them had blank spots where the merchants had not been visited/stamped.

Frankie commented that they would not have the registration table stamp the map on their behalf next year. Will make sure they have staffing to ensure stamping takes place in store next year.

Taira also reported a total of 139 pub tour maps sold at \$5.00 each.

Taira announced she is not going to chair this event next year. She would sit on committee if next chair is willing.

- **DABA Business Brochure Report**

Chair Jeff Phebus reported. He mentioned that Secretary Dana Fowler is back on board to help get this project done. He has the documentation to get artwork design done. Next phase will be designed by December.

All new footprint members will be included in the design update. He has decided that 50,000 will be printed as that is more economical.

Jeff asked if Kathleen has Street Fair photos? If so, please email to Dana and Admin.

- **Promotion & Ads Oversight Report**

Zeph had nothing to report.

- **Hometown Holidays**

Chair, Jessica Rohnhaar reported. She met with Sarah Lopez at the City. They have some ideas to do some events differently this year. They will still have a daytime parade. But will have Santa sit at the Gazebo in Legion Park for kids and others to greet and take photos with. They will still also host the ugly sweater contest in Legion Park as well. Around 2:00 pm, they will have something happening at Merchants parking lot with a Country Christmas theme. Have a couple bands playing music there, offering hot chocolate, etc. They are moving the Boy Scouts fire pits down to Merchants' lot as well. The first Saturday coincides with Super Saturday.

They would also like to stage a hay ride or train ride along Centennial Trail for kids. Will continue to offer the DABA sponsored horse drawn wagon rides.

Sarah Lopez told Jessica that UW Medicine would like to sponsor events in Arlington. They asked UW to sponsor music during hometown holidays.

Dana Fowler asked if we can also ask UW to buy lights for all downtown windows in stores to have lighting ceremony. Also could do a snow hill in legion park for kids to sled on?

Mike Britt asked if all vendors for hometown could get invoices in ASAP? This can hold up getting grant reimbursement and budget finalization. DABA will help with this process if she would like the assistance.

Mike also asked that she call a committee meeting. The sooner the better.

Jessica also brought flyers for Hometown Halloween. She requested that the member businesses don't forget this important event and please pass out candy for the kids' trick-or-treating.

Francine of Whiskey Ridge noted that some kids are allergic to ingredients in candy and stated that businesses could also offer a non-candy option.

- **Show & Shine Car Show**

Chair, Bill Dettrich reported. Mike said that we have DABA email set up for Bill.

He stated that there will be a new way to park cars in 2016 and more spaces reserved with barricades to support higher attendance. He also said the Merchant Lot will likely be parking for car owners with sponsor booths set up throughout Olympic Avenue next to any cars they bring or some other strategic location. He also said that several sponsors had already committed for 2016 including our “Cadillac” sponsor Dwayne Lane’s Arlington Chevrolet.

Bill stated the first committee meeting was on 9-28-2015 and the next is on 10-12-2015 at 5:00pm. Anyone who wants to show up, please do. Trying to get into calendars for car show related stuff.

Other Old Business:

- **DABA Elections**

Mike Britt announced that elections for Board positions will take place the 1st week in December this year. There will be 4 returning board members with one still deciding – the Treasurer. Anyone is welcome to nominate themselves for any of the positions. Mike is meeting with the elections Chair, Marilyn Oertle next Tuesday to discuss the process and nominations thus far. They will select a deadline for folks to nominate themselves.

He also noted that in the Board meeting previous to this member meeting, a serious conflict was identified in the upcoming elections. The rules of order state that directors may only serve two consecutive terms, but the by-laws state that in the event of a conflict, the by-laws would govern which allow a director to run for a third term. So, he has decided that it is in the best interest of DABA as an organization to run for a third term as President.

- **2015 Membership Renewals & Growth**

Wendy Gill, Administrator, is working on a Welcome Packet for new members who join.

- **America’s Best Communities Update**

Mike Britt stated that Mark Everett of Velo Sport Cycle has stepped up as committee chair and did a fantastic presentation for the Health Main Street committee. He is representing DABA’s interests.

- **Strategic Planning Results**

Mike Britt stated that he would schedule a follow-up Board Meeting to help keep DABA moving forward.

- **Snohomish County REET Grant Application – Submitted**

Dana Fowler stated this grant had been submitted on September 5, 2015. DABA had asked for approximately \$10,000 in partnership with the City of Arlington to purchase and install 12 single loop bicycle racks throughout Olympic Avenue and two new benches on the 300 block of Olympic. These benches will each house two sponsorship plaques that will allow businesses to buy advertising slots for an amount TBD. The plaques will allow names to be changes year over year. The grant also asked for \$3,500 to survey the Merchant Lot and draw up plans to install a pedestrian plaza or meet-up spot with seating, roof, greenery and wi-fi hot spot. This will give tourists and locals a chance to sit and enjoy downtown. The City has given us two parking stalls to convert. Kim Titterness of the

Krosswalk Pub voiced her objections that this would create a spot for vagrants and drug addicts to congregate and create a safety concern for her employees after hours when they left for home. Mike said that objection was duly noted. Dana stated that this is an issue for the City to address and is present throughout the city regardless of structure built or not built.

- **Administrative Supplie**

Mike stated that this had been adequately addressed for now.

New Business:

- **City of Arlington Hotel/Motel Grant**

Dana Fowler reported that this grant would be submitted on October 23, 2015. The Board approved an application amount not to exceed \$25,000. Additional events will be added to the grant this year with annual events that are growing asking for additional amounts over last year.

- **Pump Track Creation**

Mark Everett asked DABA for \$670.00 to pay for the liability insurance to allow this to be set up in the lot next door to his business. The pump track will be set up for Halloween Holiday and will draw an estimated 250 participants. They will have vendors and they will shoot a professional documentary. Darrington is also setting up a full size pump track for their residents. This is a great way to get exercise and anyone of any age or shape can use it effectively.

Action Taken:

- **Dana Fowler motioned to give Velo Sport Cycle \$670 to cover the liability insurance needed.**
- **Jeff Phebus seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

Closing Business:

- **Raffle & Meeting Adjournment**

- **Jeff Phebus moti8oned to adjourn.**
- **Zeph Ragland seconded.**
- **All in favor?**
- **Motion carried.**
- **Meeting adjourned at 7:17 pm.**