



Downtown Arlington Business Association

Member Meeting Minutes

December 7, 2016

6:30 – 7:30 pm

Location: City Hall Council Chambers

Opening Business

- **Meeting Called to Order at 6:30 pm.**
- **DABA & Board Member Roll Call and Introductions**

Board Members Present: Board Member 1 Bill Dettrich, Board Member 2 Rich Senff, Treasurer Cristy Brubaker, Secretary Dana Fowler, Vice President Jeff Phebus, President Mike Britt.

- **Member Quorum Confirmed**
- **Member Announcements**

Jeff Phebus announced that DABA voted to donate to the Taco Feed to support Dawn Ambler. DABA received a nice thank you note from Dawn Ambler. Mike stated he attended the feed and auction. Had some really great items auctioned off. Thank you Kim Titterness for hosting that.

- **Guest Speakers – None**
- **Approval of Prior Member Meeting Minutes Held 11-2-2016** – Mike stated we need to approve. Two areas should be amended – agenda should say minutes. Add board quorum to no member quorum.

Action Taken:

- **Cristy motioned to approve with two amendments noted.**
- **Jeff Phebus seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**
- **Treasurer Report** – Cristy noted that she did not have a bank balance to report. The City grant reimbursement check is in the mail. Balance should be close to \$25,000 by end of year.
- **2017 Board Member Elections**

Mike thanked Lisa Cisneros for taking on this committee. Mike asked if anyone was willing to step up and nominate themselves for the vacant secretary position. No one raised their hand. So nominated positions are as follows:

President – Jeff Phebus

Vice President – Dana Fowler

Treasurer – Cristy Brubaker

Secretary – Cristy Brubaker

Board 1 – Bill Dettrich

Board 2 – Rich Senff

Mike stated that if we have no write-ins, then we need to have a vote by the members. Motion to approve for the ballot as presented above?

Action Taken:

- **Mark Everett motioned to vote in the positions as stated above.**
- **Kathleen Shalan seconded.**
- **All in favor?**
- **Anyone opposed?**
- **Motion carried.**

Jeff Phebus thanked out-going Mike Britt for his service. Mike took on a third term as President with a family and business to run.

- **DABA Business Leadership Awards** – Jeff Phebus stated that Mike Britt has gone above and beyond as President. He is this year’s President’s Award recipient. Mike stated this award is about us, not him. It is an honor to share this with Mary Anderson and Kathleen Shalan.

Mike Britt stated he had further awards to hand out as follows:

- Jessica Rohnhaar, Director of Arlington Youth Dynamics –For Collaboration, Craftsmanship, Planning and Successful Achievement as Chair of the Downtown Arlington Business Association Co-Initiative “Hometown Holidays”.
- Bill Dettrich, Owner A-Z Transmissions & Board Member - For extraordinary dedication and contributions on the 2016 Downtown Arlington Business Association Board and for Management, Craftsmanship Planning and Successful Achievement as DABA Chairman of the 2016 “Show and Shine” Car Show.
- Cristy Brubaker, Treasurer - For extraordinary dedication and contributions on the 2016 Executive Board and for Proficient Awareness, Administration and Accountability of all DABA Treasury Funds, and for Collaboration, Organization, and Management of all DABA Events.
- Dana Fowler, Secretary - For extraordinary dedication and contributions on the 2016 Executive Board and for Craftsmanship and distribution of the Downtown Arlington Business Brochure, and for Planning, Production and Solid Achievement as Chairman of the 2nd Annual Viking Fest and Pub Tour.
- Jeff Phebus, Vice President - For your dedication and contributions on the 2016 Executive Board and for Technical Expertise, Management, Creativeness, and Monitoring of the DABA Sound Equipment during Downtown Arlington Events.
- Kathleen Shalan, Owner Country Rose - For Your Craftsmanship, Planning and Successful Achievement as the 3rd Year Chair of the Downtown Arlington Business Associations “Annual Street Fair”.
- Mark Everett, Owner Velo Bike Sport - For Successful Leadership, Management and Collaboration towards The America’s Best Community Competition, and its Initiatives on behalf of the Downtown Arlington Business Association.
- Pastor Chad Blood, Lifeway Foursquare Church - For Leadership, Collaboration and Contributions towards Downtown Arlington Business Association Events and Initiatives.

- Rich Senff, Board Member - For extraordinary dedication and contributions on the 2016 Downtown Arlington Business Association Board and your Management of the Americas Best Community Initiative "Community Tool Library".
- Sarah Lopez, Parks & Recreation Manager City of Arlington - For Outstanding Leadership, Support and Collaboration with the Downtown Arlington Business Association Events and Initiatives.
- Shauna (Alphar) Olds, Co-Chair Viking Fest - For Leadership, Management, Marketing and Successful Achievement as Co-Chair of the 2016 2nd Annual Viking Fest and Pub Tour.

Old Business

Committee Updates:

- **Hometown Holidays** – Mike stated that the kick-off for Hometown Holidays was great! Jessica noted there were some great bands playing, had smores and the boy scouts and Kiwanis helped as well. Had a really great time. Had a lot of folks this year. More than last year. Stated Cristy B helped find a wagon (trolley) to replace Mark who had surgery. Rides are noon tile 4:30 every Saturday and Sunday. Hot Chocolate run is Saturday, December 10, 2016. Run is 5k – have 150 people signed up. Jessica is promoting heavily via Facebook. Parade was bigger this year per Sarah Lopez at the City.
- **Coloring Book Project** – Lisa Herr reported she has contacted 24 businesses so far. Have 11 definite. A few maybe's and a couple of no's. Bill Dettrich said he would participate. Deadline is January 31st, 2017. Dana stated that Sue Kempf could not take on this project as an artist to draw the pictures for businesses. Lisa said that she also talked to the Arlington Reptile owners who may also take this on. Lisa said a concern was raised about the distribution being only downtown. Oz Ragland said the schools, boys and girls club, etc. could also be good venues. Bill Dettrich said we should start small and see how it goes. Mike stated that Lisa should gather a committee to help her.

Other Old Business:

- **Small Business Saturday Advertising** – Mike showed the North County Advertisement. We had 18 businesses this year participating. Mike said you should be looking for an invoice. Cristy said everyone should already have it.
- **2016 Membership Renewals & Growth** – Membership renewals will be sent out soon so look for those.

New Business

- **2017 Tourism Grant Application City of Arlington** – Mike Britt stated that last Monday the City announced the tourism grant fund awards. Mike stated that DABA only received a fourth of our request. Four groups were fully funded. Mike Britt went to City Council meetings and made public statements that the distribution intended was inequitable. He compared DABA's impact to the Genealogy Society. Mike did a lot of research into the hotel tax, the distribution and the economic impact of DABA versus other applicants.

He also received critical economic impact study information from Snohomish County to further justify to the council that our impact is nearly 700k as visitors come into downtown and spend

money over the course of the year. This is based on DABA's nearly 16k attendees. Mike stated this grant funding is so critical and really impacts DABA's ability to re-invest in the community.

The City Council voted 6 out of 7 members (Mayor was recused) to send it back to workshop next Monday for additional consideration.

- **Sidewalk Clean-up – Noted above.**
- **Oz Ragland** – Coloring Book project. Really likes this project as it pulls the whole town together. Oz and his wife spent some time looking at who has an online presence from downtown. Looked at google maps. Many businesses are not registered on google. He also learned that many of the businesses don't come up very easily on Facebook. He also surveyed whether any of the pages were liked or reviewed? Oz noted that FB is starting to be very important to businesses. FB consultant said that it's not likes that matters, it's engaging. He encouraged all members present to help each other out on FB pages.

Entrepreneurs of North Snohomish County Mastermind – free FB page that Suzi Quillen runs. Please join the group. She posts articles, resources, etc. to help business owners with marketing. She promotes SCORE business mentor – a free resource. She encourages everyone to join. She also utilizes SBA articles, etc.

Cristy noted that DABA should form a separate DABA page on FB. Dana agreed.

Suzi said anyone can come by the shop with their laptop and she will help coach and set things up in Facebook.

Mike asked if Suzi Quillen could set up a presentation? Oz said a workshop would be better. All members could bring their laptops and learn how to set up a website, FB and google registrations. This should be a series of workshops. Could take place maybe a thirty-minute session ahead of the meeting.

Other Announcements:

Cristy noted that DABA will have an office in Rich's shop.

Mark Everett asked if the attendees names and business could be emailed out so that he could follow up on FB, etc.

Closing Business

- **Meeting Raffle**
- **Meeting Adjournment**
 - **Jeff Phebus motioned to adjourn**
 - **Rich Senff seconded.**
 - **All in favor?**
 - **Motion carried.**
 - **Meeting adjourned at 12/7/2016.**