



Downtown Arlington Business Association

Member Meeting Minutes

February 3, 2016

6:15 – 7:15 pm

Location: City Hall Council Chambers

Minutes:

- **Meeting Called to Order at 6:17 pm.**

- **DABA & Board Member Roll Call and Introductions**

Board Members present: Mike Britt, Dana Fowler, Cristy Brubaker, Bill Dettrich, Rich Senff. Jeff Phebus absent and excused.

- **Member Quorum Confirmed**

1. **Member Introductions**

- **Member Announcements**

Jack from Whiskey Ridge Brewery announced they are having a one year anniversary open house on March 20, 2016. Skookum and Whitewall are participating. The open house is noon to five on the 20th.

Kathleen Shalan will start being open on Sunday beginning on February 20, 2016. Hours will be from 12-4pm. She is committed to trying this for one year to see how it goes. She often receives comments from customers that they would really like for her to be open on Sundays. Mike Britt commented that was great and he is inspired.

Mike Britt announced that our website is having trouble and rejecting emails and apologized. He said Wendy Gill is looking into it.

2. **Guest Speaker**

Mayor Barb Tolbert was present to give a special presentation regarding the America's Best Communities Competition.

Mike Britt introduced Mayor Barb and noted that we had been recently placed in the top 15 applicants across the US.

Mayor Barb explained how the competition came about through several corporate sponsors. The competition went live on June of 2014. In August 2014, Darrington and Arlington were awarded a US EPA grant to develop an Economic Redevelopment Plan following the OSO slide. This plan was developed jointly and identified six major goals. This plan was leveraged to create the proposal for ABC. The total sum of funds requested was \$150,000 to complete all short term goals for both cities. In April 29 of 2015, we were placed as a quarter-finalist and awarded \$35,000 plus \$15,000 from corporate sponsor Frontier. They also demanded \$15k from community stakeholders to be donated as seed money. Altogether, \$15,800 was raised in a very short amount of time. DABA was the top contributor at \$4,000 total.

From there, the cities had until November 2015 to submit the next proposal. The six overarching initiatives are as follows:

1. Infrastructure
2. Industries & Employment
3. Community Workforce & Development
4. Resilience & Sustainability
5. Placemaking
6. Rural Innovation

Mayor Tolbert walked through the objectives within each initiative:

- Infrastructure:
 - 1.1 Install wireless hotspots - Mayor stated this is critical to development and wellbeing of youth especially. Two wireless hubs will be established initially to measure use. Would love to see wi-fi available throughout downtown in future.
- Industries and Employment –
 - 2.1 - Placemaking and merchandising consultant. DABA is a key resource stakeholder for this initiative. Fourteen thousand dollars has been allotted to hire a consultant who will offer to advise downtown businesses both in Arlington and Darrington on strategies to better understand Understanding operations and management, brand development, consumer preferences, merchandising and product placement.
 - 2.2 - Produce materials for “Picture this” displays in windows of shops that are empty. This idea coalesced neatly with DABA strategic planning session. Gave credit to DABA for tool chest as our idea that they leveraged in the grant.
 - 2.3 – Evaluate both city’s downtowns and provide specific investment recommendations.
 - 2.4 – Mobile tool library for business incubation and product innovation ideas. The Mayor gave DABA credit for this idea that was discussed in their strategic planning session.
- Community & Workforce Development –
 - 3.1 – Arlington and Darrington autonomous youth councils. One each in Darrington and Arlington. This will be a permanent initiative.
- Resilience and sustainability –
 - 4.1– Support Glacier Peak Institute in Darrington. This brings STEM to outdoors and engaged kids in science and encourages them to pursue higher education.
- Placemaking
 - 5.1 - Beautification campaign. Six thousand dollars in matching funds available to Darrington and Arlington business owners for aesthetic improvements.
 - 5.2 Pocket and pop-up parks. Park site survey, design and PARKing day demonstration. The Mayor stated they would work with DABA to set-up parks.
- Rural Innovation
 - 6.1 – Stilliguamish Valley Outdoor Adventure Recreation Plan. Fourteen thousand dollars allotted to map and promote valley resources. The Mayor stated that both communities need to come together and create single vision.
 - 6.2 – Rural Tourism Studios – provide local business owners with the education to empower participation in tourism planning and development.
 - 6.3 – Social Media Blitz - Prior work by a branding consultant provided for a cross-media

“Experience Stilly Valley” campaign.
6.4 – Memorial Bike Ride for OSO Mudslide.

On April 26 and 27 of this year, four representatives can travel to Durham, NC to make a pitch for plan. There is a severe time constraint of 10 minutes. A new panel of judges will decide on the final eight communities. If we are selected, we will receive the \$150,000 applied for. Based on how well the top 8 execute, there will be three finalists who receive 1-3 million dollars with first receiving the top prize.

Sarah Lopez, City Parks and Recreation Manager stated that the ABC corporate sponsors are watching us through social media. She stated that they have a social media team at City to share ABC related information. They have a plan to get content out on a regular basis. The Hashtag is #ABC15. Facebook, Twitter and City websites will be leveraged. The team plans to go around the two communities and create videos. Sarah is also in charge of uploading videos to the ABC website.

Mike noted that the Frontier communication rep always mentions unification as a characteristic she wants to see. And he thinks we have that and is an edge for us.

- **Approval of Prior Member Meeting Minutes Held 1-6-2016**

- **Action Taken:**

- Kathleen Shalan motioned.
- Rich Senff seconded.
- All in favor?
- Any opposed?
- Motion carried.

- **Treasurer Report:**

Cristy reported that as of February 1st, 2016 the DABA balance is \$17,269.13. She noted that she found several checks that had not cleared stemming from 2013 events, We will void those checks and that will bring our account to \$20,205.31. Mike told Cristy she had done a great job finding that information.

Old Business:

Committee Updates:

- **DABA Business Brochure**

Dana gave brief update. Have first draft done. Need memberships to get done. If members don't renew, will not be listed in brochure. Need this right away. 25k will be printed and distributed. Let City know that many of their events are on this brochure – free advertising.

- **Show & Shine Car Show**

Chair Bill Dettrich gave brief update. Noted Dana finalized sponsorship forms and design for t-shirts and posters is done. Would like to have everyone who is DABA member sign up but that is not likely – wouldn't have space on t-shirts, etc. Had good turnout last meeting with eleven attendees.

- **Street Fair**

Kathleen Shalan reported that we have six people registered so far. \$725 has been deposited. Kathleen asked if they would get city funding again for music? Sarah said yes. Mayor Barb approached Kathleen about meeting to discuss how to work better with Fly-in event. Mike thanked her for doing a great job.

- **Viking Fest**

Mike stated that we had not discussed Viking fest at board so we will discuss next meeting. Sarah Lopez provided proposal to do weekend at Country Charm Park during the first weekend of October. Dana asked what cost was. Sarah said there is no cost – they would pay to be at the park. Can do it on their own. Mike said we will make this decision at our next board meeting.

Other Old Business:

- **Membership Renewals & Growth**

Mike re-iterated how important it is to get these in right now to get in the brochure.

- **New Member Welcome Packets/Board Assigned Downtown Regions**

Mike stated these are in progress and unfortunately ran out of time to do the map.

- **America's Best Communities Grant**

Mayor provided report at the beginning of this meeting.

New Business:

- **Eagle Festival**

Mike stated that the Board unanimously decided that we are not funding the wagon rides as we don't have the budget. We need to focus on other events in which we are very successful in. These events are growing, and will require additional funding.

We are not ruling out the rides for Hometown Holidays at this point. The grant reimbursement had everything to do with this. We invest a significant amount of money in the community. The grant funds awarded – same as last year – this means we have to cut funding somewhere. The first cut is Eagle Festival.

We are a creative group and we will try to make it work going forward.

Sarah Lopez said all the advertising is done. And she states that we told her we would do that.

Cristy stated that we should ask members for suggestions. Kathleen asked if he would take less than \$800.

Dana stated that we did not commit to this as we were waiting for the grant award reimbursement.

Mike stated that the award process was not equitable based on what organizations are delivering in terms of drawing tourism.

Cristy noted that some of the City Council members objected to the process and was concerned the committee did not understand the priorities for determining awards, yet the committee went ahead with their recommendations.

- **Community Tool Chest Membership Poll**

Mike stated that we need ideas. Right now we have a sound system and two tents.

Kathleen would love a pressure washer. Her sidewalk is very dirty.

Mike also said we could also add an adjustable ladder.

Cristy added that merchants would also think about items they have on hand and would allow others to borrow.

Closing Business:

- **Raffle Held – no raffles items present.**

- **Meeting Adjournment**

- **Rich Senff motioned**
- **Cristy seconded.**
- **Motion carried.**

Meeting adjourned at 7:14 pm.