



Downtown Arlington Business Association

Member Meeting Minutes

April 6, 2016

6:30 – 7:30 pm

Location: City Hall Council Chambers

Agenda:

Opening Business:

- **Meeting Called to Order at 6:37 pm**
- **DABA & Board Member Roll Call and Introductions**
- **Board Member Present:**

President Mike Britt, Vice President Jeff Phebus, Secretary Dana Fowler, Treasurer Cristy Brubaker, Board Member Rich Senff, Board Member Bill Dettrich.
- **Member Quorum Confirmed**
- **Member Introductions**
- **Member Announcements**
- **Guest Speaker - None**
- **Approval of Prior Member Meeting Minutes Held 3-2-2016**

Action Taken:

- **Jeff Phebus motioned to approve the minutes held on 3-2-2016.**
- **Rich Senff seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried**
- **Treasurer Report:**

Treasurer Cristy Brubaker reported that the current DABA account balance is \$23, 489.81. Income is coming in from the car show, the street fair and memberships.

Old Business:

Committee Updates:

- **Business Leadership Award**

Mike Britt stated that he came into DABA in 2014. One of the things that made his job easier was getting to know Mary Anderson, then Treasurer. We awarded our first ever DABA Presidents Award to Mary Anderson. She gave so much to DABA and downtown as well as the community in general. Her contributions are immeasurable. One particular moment that stands out for him was her attendance at a round table post OSO mudslide, where several state officials attended talking about economic impacts of the slide and road closure for businesses in both Arlington and Darrington. We don't know how much difference the round table impacted efforts to recover, but the following week the additional road was opened to facilitate travel between the two cities. Mary Andersen was present at the event to take notes as no one else was available. Mary is a cancer survivor and she

had an appointment with an oncologist that day which she postponed in order to attend. Mary is a unique person with such strong levels of commitment to her endeavors – she goes so far beyond. It is so rare to find people like her.

Mike unveiled the perpetual plaque where all recipients' names will be placed. We need to find a very respectful place for it – perhaps in City Council. We re-named the award to the Mary C. Andersen "Presidents Award".

- **DABA Business Brochure**

Dana provided a detailed overview of the project so far. And what to expect next. The brochure is in near final stages of design. Once the designer sends it back, it will be sent via email for all member businesses to review and provide feedback. It will then go to print which takes about two weeks. Once they are shipped, it will only take Certified a week to get them out into the holder locations.

- **Show & Shine Car Show**

Mike Britt stated we had a committee meeting yesterday. Chair Bill Dettrich gave a report. He stated that he had submitted the event permit with maps of where we would like to park cars and have events. DABA needs to meet with the City on Monday to discuss this new plan which is different from last year. The reason for this is because last year we had Highway 9 blockages early in the morning because of the rout of the cars coming in. We are changing that this year to funnel everyone onto McCleod and drop down onto Olympic via 2nd, 3rd, 4th and filling the south end of Olympic and surrounding areas first. We also are asking for several side streets of parking as we had to turn away almost 100 cars last year due to lack of parking. These side streets are on 3rd, 4th and 5th between Olympic and the alley to the West of Olympic.

Some residents are not comfortable with the additional side street blockage requests but Mike does not feel this is an issue as most residents don't use the side streets. Cristy asked if we had talked to the fire chief yet and Mike said yes. Mike was glad Debra Nelson from the City Council was present so she could get a heads up. Debra Nelson noted that the main concern should be the fire access. Mike noted that we have been very successful in following fire department rules for the last two years and we believe we will not have any violations again this year.

We are ahead of schedule and have quite a few sponsorships in play and will follow up with others. Deadline for sponsorships is April 15th, 2016.

Dana provided overview of scheduled events – Farmers Market, BMX Demos, Movies by LifeWay, Activities in Legion Park, After Show Party.

Kathleen asked what kind of vendors we were looking for – mostly food and some others selling various items.

- **Street Fair**

Chair Kathleen Shalan reported. She submitted her permit with the City. She also has an application in for police to provide security. Cost is \$55 per hour with a total cost is \$1,320 to have them patrol on Friday and Saturday night. She is having 200 posters made through Penway. Cost is \$196 for them. She is leveraging the same design as last year to keep brand identity. North County Outlook will run ad for vendors. Music lineup is completed. Already getting lots of registrations. For next year, will have a bike race taking place during the street fair. Bikes don't have pedals and there is a

700 foot track. Snohomish County recreation representative applied for grant to host this event and he selected Arlington. It will be placed between 2nd and 3rd on Olympic.

- **Viking Fest & Pub Tour**

Mike Britt stated we are doing this again this year. However, the budget has been greatly reduced. Dana Fowler will be the chair this year. Dana provided a quick overview of activities planned. Shauna Olds is co-chair. She is coordinating all the village, camping and re-enactments in and around Legion Park. This year we are having a 3 day event with two pub crawls. The event is scheduled for September 30th – October 2nd, 2016. Quite a few Viking families, medieval groups and Celtic groups are already signed up. The number of campers and re-enactors will be quadrupled from next year. We will have quite a few demonstrations – fighting techniques, weaving, forging, cooking and more.

The Vikings will provide their own security and will not charge us to come to this event. We will have a full scale Viking boat replica on hand from the Sons of Norway, Bothell. We will have the Vikings kick off both pub crawls with a rally. We may also have a parade to kick off events on Saturday morning. Dana has already contacted many Sons of Norway and Lief Erickson Halls and they are very excited about the event and will likely participate in some way. They will definitely help promote our event for free. Also, Douglas Warne will help us with radio spot ads through his AM radio program called the Scandinavian Hour held every Saturday between 9-10am.

Frankie from Whiskey Ridge expressed concerned about getting traffic down to the North End of town. Traffic has been greatly reduced since Local Scoop closed.

Dana noted that Group-On will be used as well as Facebook ad boosts.

Donna from My Favorite Things asked if we could invite food trucks up to the event and park them throughout the street.

Bill stated that for the car show we will look to spread out non-food vendors throughout Olympic Avenue.

Councilmember Debra Nelson stated that we should connect with Amy Spain from Snohomish County who will post notices about events at no cost.

Other Old Business:

- **Membership Renewals & Growth**

Mike Britt reported that we continue to see new businesses come to downtown and join DABA. Current tally is 94. Mike would like to know when we reach the 100th member.

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

Mike Britt stated that we had divided up the downtown footprint map. We have the preliminary done, will have final at next member meeting.

- **Goggle Analytics & DABA Website**

Wendy Gill reported that the website is now linked to Google Analytics so we can track how many unique and repeat visitors come to the website each month. This will help members and other businesses who sign up to advertise on the website what kind of visibility they are getting.

New Business:

- **Youth Dynamic Fund Raiser**

Will put information on DABA website. Mike Britt asked members if they wanted to see if they wanted to weigh in on sponsorship opportunity with Youth Dynamics. Kathleen Shalan voted that we shouldn't donate.

April 20th is deadline. DABA does usually provide a sponsorship.

Action Taken:

- **Jeff Phebus motioned to approve \$250 for a sponsorship.**
- **No second was offered.**
- **Mike Britt stated that this was tabled.**

Cristy also noted that we did not have a sponsorship budget line item.

Rich stated that this was double dipping issue where all businesses donate to lots of causes and Youth Dynamics specifically and so because DABA members are contributing to YD as well seems burdensome.

Dana stated that we should look to leverage all DABA event proceeds and give percentage to multiple non-profits in area.

This item will be re-visited at next Board meeting.

- **Crime Prevention Update**

Mike Britt went to this presentation which was fascinating. Thoughts businesses might like to review. He will get a summary to post online.

Two Key Takeaways:

- 1) Power outlet locks for outside power outlets. Lots of transients, etc. use these power outlets to plug in phones and make calls for criminal activity in some instances. They don't like it at first when you lock the outlets but eventually move on to find the next outlet.
- 2) Prevention group is doing the best they can with budget they have but heroin is becoming a huge issue. Would like all businesses to unite to help combat this problem. Mike is not sure when next meeting is going to be held, but will let folks know.

- **Special Board Meeting:**

May 13th, 5-9 pm there will be a strategic plan follow-up. Mike stated that some of the minutes had been lost inadvertently. This will take place to get a final plan in place.

- **Boys & Girls Club Auction:**

Boys & Girls Club Auction – Cristy Brubaker mentioned that the auction will take place on April 30th, 2016. If anyone is interested, let her know. She is on committee. They want to sell tiles to complete the gym.

Closing Business:

- **Member Raffle**

No raffle.

- **Meeting Adjournment**

Action Taken:

- **Jeff Phebus motioned to adjourn.**
- **Rich Senff seconded.**
- **All in favor?**
- **Meeting adjourned at 7:48 pm.**