



Downtown Arlington Business Association

Member Meeting Agenda

November 4th, 2015

6:15 – 7:15 pm

Location: City Hall Council Chambers

Opening Business:

- **Meeting Called to Order**
- **Mike called Meeting to order 6:21PM**
- **DABA & Board Member Roll Call and Introductions:**
 - Board members present –**

Mike Britt, Jeff Phebus, Zeph Ragland, Brittany Kleinman.
 - Board members absent –**

Dana Fowler – Excused.
- **Member Quorum Confirmed.**
- **Member Introductions.**

New Members Present: Sue Kempf of Kempf Designs and Mike and Melanie Simpson, Grocery Outlett.
- **Member Announcements:**
 - Jessica Ronhaar:** Arlington Drug Awareness Coalition: Nov 19th Thursday – Bryant Performance Center. Hosting event about drug addiction called “Out of the Shadows.” About drug addiction. Key notes speaker. Please hand out flyers in businesses.
 - Sarah Lopez:** Arlington Arts Council putting on Legends of the Blues on November 21st, 2015.
 - Mark Everett:** News on Pump Track. Event raised \$2,600. Cost to put on was \$2,178. Had 45 waivers signed (riders). Greg Winters son did the most laps (120 laps.) Quickest lap (5 seconds)
 - Motion by design films. Pays insurance back to promotion and coming to Arlington.
 - Darrington is installing a permanent pump track in November of this year.
 - Mike: This shows we have a desire and need for it in Arlington. Goal is to show we need one in town. The video and overall documentation will help.
 - Mike and Jeff thanked Mark for his hard work on this event.
- **Approval of Prior Member Meeting Minutes Held 10-7-2015:**
 - Action Taken:**
 - **Jeff Phebus motioned to approve.**

- **Zeph Raglan seconded.**
- **Any opposed?**
- **All in favor?**
- **Motion carried.**

- **Treasurer Report:**

Brittany Kleinman reported that the bank balance through end of September is \$24,155. She needs to make one more deposit for Viking Fest before it is done and balanced.

Old Business:

Committee Updates:

- **Viking Fest & Pub Tour Event Update:**

Mike asked Sarah Lopez if she had anything to add on Viking Fest. Sarah stated that the City is looking forward to doing the downtown, if DABA wants to do the tours for downtown. Sarah asked that it be done the same day as this year.

Mike: Yes, we discussed it. We are waiting to get a final report and then will make a decision on whether to move forward with this event. It is not about how profitable it is or isn't. It did generate traffic for downtown so it is probably we will do it again. We will also want to make sure we are awarded some grant funding for this event in 2016.

We will look to assign someone from DABA Board to head the committee. Any other questions?

Brittany: The total cost to do this event was \$3,940.54. The total income was \$2,858.14. This includes all sponsor money and money from both map tours.

Sarah: The City will only be involved with activities down in Legion Park next year.

Kim: Wondering if ticket sales from pub tours was included in the income stated previously? Brittany confirmed yes.

- **DABA Business Brochure Report:**

Chair, Jeff Phebus reported. Certified Folder now has member footprint list from Secretary, Dana Fowler. Once design is final, we will print 50,000 pieces. Mike asked Jeff to break down where brochures will be distributed.

Jeff said we now have around 270 locations between Canadian border to Seattle. They will be placed in high visitor traffic locations like hotels, rest stops, restaurants, shopping malls, casinos, chambers and one special location at the Boeing Visitor Center.

Greg: How does that get distributed? And is there any way to track visitors and where they picked up the brochure?

Jeff: Cost to distribute is approximately \$5,000 for one year. We pick the geographical destinations or range of destinations. There are fees for different places.

Mike: Is there a way to collect Data back? Showing how far people are picking these up from?

Jeff: We will not be able to track where folks are picking up brochures from. But we can see disbursement of brochure by specific location. If there are locations where brochures are not moving, we can re-think placement there.

Sue: How frequently does new information go into the brochures?

Jeff would need your information tonight to get into the brochure July 2017. About 90 businesses are members within the foot print today.

Jeff had good feedback on first member directory printed from Eco Gas Station. He initially didn't want to participate but he is glad he did as he has gotten a lot of foot traffic from this.

Sue: Can this work on GPS?

Jeff: Each business will have address and will be mapped. Folks could type in the address and find business through phone, tablet, etc.

Jeff said that current footprint businesses will get an email from us to verify information presented is desired and accurate. Please watch your emails to double check your information.

Kim: Wanted to know where she could get more of Wave 1 brochures. She is out.

Mike said he had a couple of boxes at his shop and the administrator has the balance.

Jeff also pointed out that around 3,000 of Wave 2 brochures will be left with DABA to distribute locally.

- **Promotion & Ads Oversight:**

Chair Zeph Ragland had nothing to report.

- **Hometown Holidays:**

Chair Jessica Rohnhaar reported: We are doing something different this year. Theme is Country Christmas. On the day of Dec 5th, there will be a Santa Parade, Ugly Sweater Contest, Movie, Harvey Creek Band, Overcomers Band, TJ & K Trio, Fire pits out with s'mores.

Submitted grant request to UW Medical asking to sponsor the bands, music and rain canopy. Waiting to hear back on this.

Sarah Lopez passed flyers out.

Jessica noted that we need a new banner as the old one is ruined.

Board discussed this and determined that we need to get three quotes for the new banner. The deadline for bids is End of Day on Friday, November 6th, 2015.

Jeff stated that while we prefer local businesses, the bid will go to the lowest bid.

The Arlington Arts Council will be decorating downtown business windows again this year. The Council will pay DABA for the supplies. Sue Kempf would like to help with this project. Sarah Lopez also volunteers to paint windows.

Currently there are five volunteers to paint windows. Need more. Mark Everett, Mike Britt and Zeph Ragland also volunteered.

Jeff noted that Arlington Hardware has donated white string lights and a cover to protect the lights going on the gazebo from the weather. Two businesses, Unique Interiors and Rex Rentals are also helping with providing heat sources.

- **Show & Shine Car Show:**

Chair, Bill Dettrich not here tonight. Mike Britt reported in his place. Bill is focusing on getting the show in formation into free advertising space. Not much more he can do right now as there is no budget available until next year.

In 2016, we have come up with a new way to park cars and bring them through on single mid-way point to the east of Olympic.

We also need to find a way to accommodate the 80 or so cars we turned away last year. We will have another committee meeting soon.

- **Pump Track Creation Update:**

Please see discussion under member announcements.

Other Old Business:

DABA Elections – Tonight is nomination day. Deadline to nominate yourself for any position is close of meeting tonight. Elections are being held at the December member meeting. Here is what we know about the line-up for 2016:

Zeph Ragland will not run for 2nd board position. Bill Dettrich has put his name forward for this position.

Rich Senff is nominating himself for the 1st Board position which was recently vacated by Taira Knee.

Brittany Kleinman, Treasurer, will not run again. She does not have the time available to commit.

Dana Fowler, Secretary will run for this position again in 2016.

Jeff Phegus will run for a second term as Vice President.

Mike Britt will run again for President.

Mike: Is there anyone to nominate themselves from the floor to Treasurer position for 2016?

Kristi Brubaker introduced herself and confirmed that she is putting her name forward for the Treasurer position. She is retired after working for the City of Arlington for 33 Years. She has been the Arlington Chamber President. She was born and raised in Arlington. raised. Her parents owned Country Collectibles previously and they just opened Ruste, a new store in downtown.

Always been involved in Arlington one way or another and is interested in helping it to succeed and grow.

Mike: Is very pleased that Kristi has put her name forward and knows she is passionate about Arlington. He also stated that having a full board going forward helps keep the momentum DABA has created going.

If anyone else is interested in running for a position, please get a nomination form to the elections chair, Marilyn Oertle.

If any positions are contested or opposed, the members will vote on these individually.

- **Small Business Saturday event on November 28th, 2015**

Sarah: She saw on Facebook a suggestion for a buy local campaign to echo big chain stores approach for Black Friday.

Mike: Per our administrator, Kathleen Shalan was trying to put together an event for Small Business Saturday but did not get a lot of responses.

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

Mike Britt reported: This report was submitted to the City on September 5th, 2015. He thanked Austin DeFreece, interim council member for his letter of support.

The amount requested for 2016 has increased from last year. DABA has brought about growth and results, which should carry on into the grant.

- **2015 Membership Renewals & Growth:**

Mike Britt stated that if you are due to renew your membership, the administrator will send out a notice.

- **New Member Welcome Packets:**

Mike Britt stated that the administrator is working on this.

He is stated that each Board Member will be assigned a territory in which they establish personal connections with and keep engaged and informed.

We can also look at vacant businesses and get in touch with those landlords so we are more informed when new businesses owners come downtown looking for a potential spot.

New Member Welcome Packets will be available soon.

- **America's Best Communities Update**

Mike Britt stated that he had breakfast with Mayor Tolbert during Hometown Halloween. Grant has been submitted for Arlington/Darrington. She reported that the Health Mainstreet initiatives will be granted a larger percentage of funds awarded because of the work Mark Everett has done.

Funds at stake for this round is \$100,000. Funds will be shared equitably with Darrington. DABA is the #1 stakeholder for the Healthy Mainstreet category.

If we win the next round, Arlington and Darrington will be in the top 8. Mike stated he would keep members informed.

New Business:

- **Board Resignation:**

Mike Britt stated that we now have a vacancy in the 2nd Board Position. Taira Knee resigned in October. She filled this position when Jeff Phebus moved to the Vice President role. DABA is not required to fill this position.

We are grateful to Taira for taking on the Viking Fest and we are sorry to see her go. But she will still be around as a DABA member and look forward to seeing her come back. As stated earlier, Rich Senff has put his name forward as a nominee for this position.

- **North County Outlook Black Friday Ad:**

Arlington Times & North County Outlook are both offering DABA an inside page center fold for advertisement.

Last year, this advertisement costs DABA \$1,000 dollars. Mike has an upcoming meeting with North County.

The way we approached this last year. DABA paid for the Ad but offered individual business sponsorships at \$50 each for each spot available on the page. There were 13 individual ad spots available. All were filled.

Arlington Times has offered a slightly small ad space for \$800.00.

Mike Britt asked the Treasurer if this ad was in the 2015 budget. Brittany said she believed so.

Mike Britt said let DABA decide the ad options and have members decide a total amount to fund between the two papers.

Jeff Phebus asked if the members would like to vote to add \$800 for the Arlington Times ad.

Pam: What was the feedback from last years' ad?

Mike: Well received. Very attractive looking ad. Also, wanted to focus on Small Business Saturday instead of Black Friday. It did generate traffic for local businesses.

Ad will be published on Thanksgiving Day.

The \$1,000 cost represents a discount of \$800. This ad goes in a special shopping insert.

The ad spaces are 2 x 2". A notice will be sent to DABA members. The first 12 to respond, will have ads in this insert space allotted to DABA. Member information would need to be to the newspaper outlet by November 12th, 2015.

Action Taken:

Brittany: Motions to approve up to \$1,000 with a goal to negotiate down to \$800.00.

Sara Lopez asked if we can do both ad opportunities?

Jeff Phebus: Yes, if members want to. It is already in the budget.

Kristi: Suggested putting the ceiling at \$1,600 for both. Have contributions from members to cover half of each. Then DABA cost is \$800.00.

Members willing to sponsor at \$100 each if ads go into two papers.

Action Taken:

- **Jeff Phebus motioned to approve up to \$1,600.00 for two ads.**
- **Brittany Kleinman seconded.**
- **Any opposed?**
- **All in favor?**
- **Motion passed.**

- **2015 Member Survey:**

The survey has closed. The Board will review the detailed report and then publish results.

Wendy stated she sent out 77 emails and we had 21 responses total. We received a lot of good feedback.

Mike stated we will approve the report at the December meeting and let the members know the outcome and review a copy of the report.

Mike asked members / board if there was anything else in new business?

- Mike: Please make sure all attendees have signed in.
- Talk to Marilyn Oertle tonight if you are interested in joining the board.

Closing Business:

- **Meeting Adjournment:**

Action Taken:

- **Brittany Kleinman motioned to adjourn.**
- **Jeff Phebus seconded.**
- **All in favor?**

Meeting adjourned at 7:34 pm.