



Downtown Arlington Business Association

Member Meeting Minutes

December 2, 2015

5:15 – 6:15 pm

Location: City Hall Council Chambers

Opening Business

- **Meeting Called to Order at 6:18 pm.**
- **DABA & Board Member Roll Call and Introductions**
Board Members Present:
 - Zeph Ragland, 1st Board Position
 - Dana Fowler, Secretary
 - Jeff Phebus, Vice President
 - Brittany Kleinman, Treasurer
 - Mike Britt, President
 - Wendy Gill, Administrator
- **Member Quorum Confirmed**
- **Member Introductions**
- **Member Announcements**
- **Guest Speaker – None**
- **Approval of Prior Member Meeting Minutes Held 11-4-2015**

Action Taken:

- *Jeff Phebus motioned.*
- *Kathleen Shalan seconded.*
- *All in favor?*
- *Any opposed?*
- **Treasurer Report**
Brittany Kleinman reported that the DABA bank account balance is \$21,282.88. Reconciled through 11-30-2015.
- **2016 Board Member Elections**
Mike Britt stated that in the last DABA member meeting in November, nominations for all positions were taken from the floor. Nominations were filled out by Administrator and given to Elections Chair, Marilyn Oertle. Those are the names you see on the ballot tonight.

If any members still desired to nominate themselves during this meeting, they can. Once election is complete, Marilyn will collect and tally the votes. If no one else nominates themselves all we have to do is motion to approve. Is there anyone here that would like to nominate themselves for this election?

Mike stated we needed a motion to approve 2016 DABA Board as follows:

- Mike Britt, President
- Jeff Phebus, Vice President
- Dana Fowler, Secretary
- Christi Brubaker, Treasurer
- Bill Dettrich, 1st Board Position
- Rich Senff, 2nd Board Position

Mike Britt thanked Zeph Ragland and Brittany Kleinman for their fantastic support of the Board and wished them well.

Mike asked for a motion to approve?

Action Taken:

- ***Kathleen Shalan motioned to approve the 2016 Board membership as stated on the ballots.***
- ***Marilyn Oertle seconded.***
- ***All in favor?***
- ***Any opposed to that Board of Directors?***
- ***Motion carried.***

● **DABA Business Leadership Award**

Mike Britt stated that it was time to hand out the second DABA Business Leadership Award. Last year, we selected Mary Andersen as the inaugural recipient for her excellence in business leadership, volunteerism, service to DABA and growth downtown through her business, commitment, etc.

In the November Board meeting, Mike suggested for candidate and Board voted unanimously. No other recommendations were put forward.

This year we are giving the award to Kathleen Shalan, owner of Country Rose.

Kathleen is always the first person to step up and help out. When Mike first joined the Board, Kathleen helped him get his bearings and that has never ceased. She always volunteers and manages the Street Fair so extremely well. Kathleen really gives 150% to the events she takes on and does this consistently year over year.

Mike gave Kathleen her award and stated that a plaque will be installed in the chamber office where every years' recipient will have a name plate.

Old Business

Committee Updates:

- **Hometown Holidays**

Chair, Jessica Ronhaar reported:

For this year's event, we will use the merchant parking lot to host two bands. There will also be a fire pit, hot chocolate and more. They are trying to draw folks to downtown businesses. They will also be collecting socks to give to those in need.

This year's parade will be followed by an ugly sweater contest and Lifeway Church is considering showing movies - the Grinch and Charlie Brown. Santa will also be down in Legion. Wagon rides on first Saturday and then every Saturday thereafter. Another band is lined up to play the second and third Saturdays.

Mike asked if the banner had been completed. Yes, it is done.

Mike also let Jessica know that the Board approved to purchase \$253 dollar to Youth Dynamics for two tents that are 10 x 20. The tents will help for this DABA event and all others as well.

Mike stated that having the tents on hand for other businesses to use also fits into community tool chest initiative that is included in the ABC grant. The tool chest will be very helpful to downtown businesses and DABA will pursue building this resource even if the grant is not funded.

- **Viking Fest & Pub Tour Event – Gift Certificates**

Mike Britt stated that there was very little left to report. Our Treasurer discovered couple of gift certificates that Playa Bonita had donated that were somehow not given out during the Festival. Mike returned these to the owner. He was somewhat upset, but he will go back again to make sure everything is okay and thank them again for their ongoing support.

The lesson for DABA is that we always need to make sure we are being accountable and responsible.

- **DABA Business Brochure Report**

Chair, Jeff Phebus reported:

We are pressing forward. Dana will be helping out. All information has been submitted to the designer. The designer has been paid \$750 to update the look and feel as well as change a lot of the descriptive information for Arlington, DABA and our events.

The current goal is to have design and hopefully printing done by end of year. They will be labeled as 2016 brochures. Jeff will make sure members approve design and content.

Mike asked how many footprint members are there now. Jeff stated the number was over 80. Although we had several recently join, several closed last year or did not re-join

Mike commented that starting in early 2016, Board members will be assigned geographic territories in downtown so that they can monitor, engage with businesses owners, develop relationships, etc.

- **Show & Shine Car Show**

Chair, Bill Dettrich reported. We will be having a committee meeting soon. We need more volunteers. Need to decide on sponsorship levels voted on. Need to determine additional sponsorship levels and names for categories. Need to get registration form.

Administrator Wendy Gill is going over to Bill's shop to help make sure he can connect to his DABA car show email.

Other Old Business:

- **Small Business Saturday Advertising (Committee Formation/Chair)**

Mike Britt asked if all the attending members had seen the ads? And he asked how many in the room had participated in one or both of the ads? Several members raised their hands.

Mike summarized the opportunity: DABA Board approved \$1,600 for two ad – one in North County Outlook and one in Arlington Times/Marysville globe. Mike was able to negotiate significant discounts for each full color, full page and two-page spreads. Each member who sponsored a spot in the Arlington Time paid \$50.00 and \$25.00 for the North County Outlook or \$75.00 for both. A total of 14 businesses sponsor ads in each.

The reach for these news outlets is strong and this is a good opportunity for DABA members.

Two members who were present wondered why they hadn't heard about this opportunity.

Mike said that he announced this opportunity at the November meeting. He also offered those members who were present the first ad spots to businesses present. Wendy then sent notices to all other members to see who wanted to participate for remaining spots.

Mike further stated that he anticipates that this ad opportunity will grow year over year.

Jeff stated that maybe we will look to do same approach for other events.

Dana noted that we should look to form a committee to manage this starting in Q2 of next year so we can really create a lot of good energy and advertising opportunities for Small Business Saturday.

- **2015 Membership Renewals & Growth**

Mike stated that this is first year that we have had this amount of members. We are working on a streamlined process to send out renewal notices to all those whose membership expires at the end of December. Please note that anyone who signed up after June 1st of 2015, your membership is effective through December 31, 2016.

Please renew right away so it won't affect listings in the new brochures.

- **New Member Welcome Packets/Board Assigned Membership**

Packets are under development. Some of the basic pieces of the packet have been discussed but will wait until the next Board meeting to decide on the final contents and have the Administrator help put a sample together.

- **2015 Member Survey**

Mike stated that the Board has approved final a public facing survey report. It will be posted on the DABA website soon. It contains a lot of good information. Around 20% of members responded which is a statistically valid number.

We feel the results were good for our first survey ever. We will do this year-over-year to track improvements. The survey was something that the Board formalized in the strategic planning session in August. And we are pleased that this is now complete.

- **America's Best Communities Grant – Notice from Mayor**

This grant has been submitted. Cities selected early next year. There will be 8 finalists selected. Each will be given \$100,000 for initiatives. Healthy Downtown would be awarded \$48,000.00 or so to enact plans.

New Business:

- **Snohomish Bike Tourism Promotion**

Mike stated that this opportunity is on hold because we need to get more information. We have it on the agenda for the Board in January.

- **Administrator Contract Renewal**

Mike stated that the Board is meeting on December 17, 2015 to discuss and vote on moving forward with the contract or not.

- **Still Valley Venom Little League Sponsorship Opportunity**

Mike stated that we need more information about this opportunity before we can decide whether to sponsor or not. This has been placed on hold until January 2016.

Closing Business:

- **Meeting Adjournment**

Mike asked if there any other member comments or questions before the meeting is adjourned?

Gregg Winter:

As a follow up to the temporary pump track that was installed near Velo on Halloween weekend – the professional video is done and will premiere on several social and video media websites. There is also a shorter 3 minute version posted on the City of Arlington’s website. Please check it out if you get a chance.

Gregg also reported the pump track in Darrington is complete. They are doing a soft opening soon but waiting until the rain slows down some to do a full grand opening.

A track is also going in somewhere near downtown Arlington hopefully. It will be a hard track, not soft.

Brittany Kleinman:

The Stilliguamish Athletic Club is having a family fun night next week on the 11th from 5-8:30 pm. Information is on their website. It is free.

Mike Britt:

Thanked Marilyn Oertle for helping with the DABA Board elections.

Meeting Adjournment Action Taken:

- **Dana Fowler motioned to adjourn**
- **Mike Britt seconded.**
- **All in favor?**
- **Motion carried.**

Meeting adjourned at 7:12 pm.