



# Downtown Arlington Business Association

## Special Board Meeting Minutes

May 12, 2017

6:00 pm

Location: Britt Sports Cards

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**Board Quorum verified and Meeting Called to Order** – Board Members present Dana Fowler – Interim President, Bill Dettrich – Board #1, Rich Senff – Board #2 and Cristy Brubaker – Secretary/Treasurer via conference call. Past President Mike Britt facilitated the meeting.

**Resignation of President Phebus at the May 5<sup>th</sup> meeting and filling of that position on the Board as we go forward.** - The Board reviewed the roles and responsibilities of the position of President of the Downtown Arlington Business Association. Mike reviewed that there had been some conflict between Mr. Phebus and VP Fowler – so she opted to transition to the VP positions to eliminate personal conflict instead of pursuing the President position at the beginning of 2017. Now with the resignation of Mr. Phebus the President’s position has been vacated and the VP has the option of moving into the President’s position, however this would require her to relinquish her Chairmanship of the Viking Fest as it is the role of the president to delegate such other positions and remain an impartial party in case there needs to be a tie breaking decision. It was noted that Kathleen Shalan has agreed to fill either position that becomes vacant.

Board Member Senff asked whether or not VP Fowler was current in her DABA dues – it was noted that payment was on the Secretary/Treasurers Desk.

Board Member Dettrich expressed concern regarding the time commitment it would take to be President and how would she be able to adjust work schedule to serve, he also noted the importance of meeting attendance and communication. VP Fowler indicated that as long as she has notice and with appropriate notice it shouldn’t be a problem – also she is going to a new position at Starbucks where it would be a set schedule.

Board Member Senff stated that availability is a concern and although we realize that we have gotten spoiled by having Mike Britt as President and the convenience of having access to him – it is important that we are able to communicate and responds to issues in a timely manner – no delays. A problem with Mr. Phebus was that he worked out of town and it was difficult to communicate – even with email and phone calls.

Secretary Treasurer Brubaker reiterated that the President can’t just show up for two meetings a month and then not communicate and work with the rest of the Board and Committee Chairs throughout the rest of the month. Conversations need to be had regarding preparation of meeting agendas and other DABA business at all times during the month. We also need to respect the time commitment being made by other members and when they give you a time constraint for getting something done – or needing an answer we need to do our best to meet that constraint.

VP Fowler responded that she realized the importance of the President’s position and felt there might be someone who could take on the Chairman’s responsibility for the Viking Fest.

Secretary/Treasurer Brubaker stated that she respected VP Fowler for her commitment to the Viking Fest and would understand if VP Fowler opted to continue as VP and work as Chairman of Viking Fest for the balance of 2016 and consider laterally to the President’s position in 2018.

VP Fowler explained how important her role currently is as Chairman of Viking Fest and wants it to be in a better place.

Secretary Treasurer Brubaker stated she would be comfortable with Kathleen Shalan – She has proved herself through her Chairmanship of the Street Fair and other functions for DABA. Board Senff stated that she has experience in Business as an owner and as an employee who managed several other employees in a large firm.

The Board Voted unanimously to place Kathleen Shalan in whatever position is vacated upon decision by VP Fowler whether to lateral up to President or remain as Vice-President.

VP Fowler asked that she be given until 5 PM on Monday May 15 to make her decision.

**Youth Dynamics Sponsorship** - The Board reviewed a request for sponsorship to Youth Dynamics and since they continue to be an asset to DABA and it is important that we collaborate and support them in their endeavors it was Motioned and approved to fund Youth Dynamics with a \$750.00 contribution to be funded 50/50 by proceeds from the Downtown Arlington Show & Shine Event and the Arlington Street Fair. It was also noted that the Show & Shine is providing 1 car show registration and 2 T-shirts as a Silent Auction item for the Youth Dynamics fundraiser on May 20<sup>th</sup>.

**KRKO Radio Ad** – Mike Britt has put together a promotion through KXA and Maury Eskanizi where DABA will upfront the cost of \$250.00 for a radio ad and DABA businesses can participate for \$125.00 in the ad. We would use these ads to promote downtown and specific events and the end of the commercial would specifically promote a business. It was Motioned by Senff and Dettrich to spend up to \$2500.00 on this project – with a reimbursement goal of 50% and charging DABA cost to event advertisement. All in favor motion carried.

**Viking Fest** -VP Fowler noted that Viking Fest is going to need a budget amendment to increase advertising funding and it was motioned and approved by the Board to make the adjustment.

#### **Hold Harmless from Waste Management for Street Fair – Review – Tabled**

**DABA Supplies** - Secretary Treasurer Brubaker noted that Tables, tents and tablecloths have been order. It was suggested that we get our Logo screen printed on the Table Clothes. Board Member Senff noted that the Sound System has been delivered to his store and is being kept with all other DABA equipment.

**Next Meeting – May 22 5:15 at Action Sports**

**Board Meeting was adjourned by motion of Senff and Fowler. Motion carried.**

**Cristy L. Brubaker**

**Secretary /Treasurer**