



Downtown Arlington Business Association

Board Meeting Minutes

December 2, 2015

5:15 – 6:15 pm

Location: City Hall Council Chambers

Present: Mike Britt, Dana Fowler, Jeff Phebus, Brittany Kleinman, Zeph Ragland, Christi Brubaker (interim Treasurer), Wendy Gill, Administrator.

Meeting Adjourned at 5:22 pm

1. Approval of Board Meeting Minutes Held 11-4-2015

Action Taken:

- Zeph Ragland motioned.
- Brittany Kleinman seconded.
- All in favor?
- Opposed?
- Motion carried.

2. Board of Directors Elections

Mike Britt stated that these will take place towards the beginning of the member meeting.

3. 2015 DABA Member Survey

Wendy Gill stated that Dana and she met to create a public facing report. The reason the previous version had to be modified is to protect anonymity. No specific comments by respondents should be included that might be identified by report readers. Dana also recommended that categories be reduced to show three total results for each category. Dana further stated it looked really good and gives a lot of great information.

Action Taken:

- Jeff Phebus motioned to approve the report as presented.
- Dana Fowler seconded.
- All in favor?
- Any opposed?

Mike Britt stated the report would be posted to the DABA website as soon as Wendy had time available to do so.

4. City of Arlington Hotel/Motel Grant – Event Billing & Recipients

Dana noted that going forward the reimbursements will not be allowed to overlap budget years.

Brittany noted there is a cut-off date in January. If we have any payments beyond that, it would not get reimbursed. Can submit reimbursement reports all year long. She relayed that a report was submitted in August so that we only had to submit a report for the remaining months of 2015.

Brittany said she would get in contact with Sherri Evans at the City to confirm the final reimbursement report date.

5. Hometown Holidays – Banner

Brittany reported that the banner vendor selected Kempf Designs.

Jeff said the banner prototype is done and looks great. We need to pay an additional \$75.00 for changes in artwork as recommended by the Board and Sarah Lopez at the City. A check has been cut and signed to pay this fee.

Brittany also reported another Hometown Holiday Issue. The band cover pop-up tent sponsor fell through. Costs to rent a tent would put the event over budget.

Chair Jessica Ronhaar purchased two tents under Youth Dynamics. She is asking DABA to buy one or both for \$253.44. Tents are 10 x 10 in size.

Mike stated we can use a tent for all events. Also fits into our community chest initiative in the ABC grant.

Jeff said he thinks DABA should purchase both of them.

Brittany stated that we can take this out of our general operating fund and would not count against the Hometown Holiday budget.

Action Taken:

- **Jeff Phebus motioned to reimburse youth dynamics for the tents.**
- **Zeph Ragland seconded.**
- **All in favor?**
- **Any opposed?**

6. Community Clean Up

Mike hasn't seen any progress with this initiative. Need someone to oversee this. Kind of a bad time as we have a transition in the board right now.

Best option at this point is to keep this on the agenda until we find someone who wants to chair this event.

Jeff offered to take on this committee after the first of the year.

Christi noted that the City has a cleanup day in June.

Dana thought this event should be more than a one-time event. Could hold this quarterly and engage school groups who need the volunteer hours. That way we could keep downtown looking good all year round.

Mike Britt – This is a community event designed to engage the community. We will address this topic again next month.

7. Strategic Planning Session Report

Dana talked to Arlington Computer and they suggested doing a system restore to find the document. If that doesn't work, the owner may have some other options.

8. DABA Service Award

Mike updated certificate with this years' nomination. Will present at the meeting.

9. New Member Welcome Packet

Wendy is waiting until Board elections are settled to get this final.

Dana asked if Wendy could bring list of potential items for packet to next meeting.

Mike re-iterated that Board members will be assigned territories with specific member lists to introduce to DABA and establish relationship/give welcome kits. This approach will also allow DABA to help monitor vacancies.

Dana noted that the member business assignment was primarily about relationship development.

Christi wondered if we could send new businesses a letter then follow up with packet.

All Board members to send suggestion to Wendy by two weeks from today.

10. Membership Form with Receipt

Wendy has not had time yet to develop this template for review.

Mike said the Chamber has this exact template and said he would ask Stacey Roark for a copy. We will re-visit this topic again at the next Board meeting.

11. Membership Brochure Update

Jeff said this project is moving forward. The designer is sending out a draft to us. We can change photos if we don't like them. Focus on brochure has shifted to highlight DABA events. Should have a draft any day.

Mike asked if Jeff can assure the Board that this project will be completed by the January 1, 2015? Jeff said 90% likely.

12. Membership Renewals

Mike stated that we need to get list together of those members whose memberships will expire as of 12-31-2015.

He stated that will do a snail mail or constant contact messaging to them.

Christi asked if we could piggy back on to the chamber member renewal.

Mike will talk to Stacy Rourke about doing a joint mailing effort to save postage costs.

Christi said this approach could probably save DABA lot of money in other big events also like car show.

Mike stated that whatever communication channel we use, to make sure we re-iterate member benefits.

13. Viking Fest & Pub Tour

Mike went to Playa Bonita and gave gift cards back to him. Owner was very upset that we didn't use them. Troubling that these did not get used. Hopefully, this did not disrupt the membership. Jeff said he will go down and talk to owner to smooth over any hard feelings. We appreciate them as a downtown business and all their past support in events.

14. ABC Committee Update

Arlington Mayor sent out notice on City website that grant has been submitted.

Dana asked Wendy to try and track down one copy we can review as a Board and archive.

Mike said the notice of award is early next year.

15. North County Black Friday Ad (should be Small Business Saturday)

Mike Britt showed the board the Small Saturday ads in the North County Outlook and the Arlington Times/Marysville Globe.

We were able to fill all but one spot in each layout with business ads.

DABA will pay \$1,600.00 and should get \$1,100.00 in sponsorship fees from the participating businesses.

Wendy will send out invoices to participating members.

Brittany offered to help her.

Dana stated that we should form a committee in March or April to start planning around Black Friday/Small Business Saturday. This is a powerful advertising channel and if we really focused on it, it could be much bigger in scope and offers members more opportunities to advertise in a cost effective way. Could also include radio spots, etc. Need more planning because 4 days in advance does not work.

16. Stilly Valley Venom Little League Sponsorship

Mike received a notice from this group asking for sponsorship. They did not make specific request. They are trying to expand this league. They would like DABA to make some form of donation towards their operations, scholarships and tournament fees. They are a non-profit.

Brittany asked if they had provided any specific costs for these opportunities.

Dana asked Brittany what DABA can comfortably donate in the budget now. Is there a range she could provide the Board?

Brittany stated that she has not seen the full budget. She does not know.

Mike said we need more information and we will have to table this request until the next Board meeting.

17. Board Review of Administrative Position

Board needs to have special meeting to go over contract, re-approve, etc.

Meeting was set for Thursday, December 17th at 10:00 am, Britt Sport Cards.

18. Bikes Tourism Promotion – Snohomish Bike Event Sponsorship

Mike said we received a request to have DABA listed in their flyer for this event. We could also offer coupons in this ad if desired. The cost is \$250.00.

Mike will send opportunity to Board to review. Please respond to him via email with thoughts.

19. Cow Tipper Holiday Ad

Mike stated that we missed the deadline to put hometown holidays ad in this magazine.

Other:

Mike thanked Zeph Ragland for his services on the DABA Board. Really appreciate it.

Meeting adjourned at 6:12 pm.