



Downtown Arlington Business Association

Board Meeting Minutes

October 26, 2017

5:15 -7 pm

Location: Action Sports

Board Quorum verified, and meeting called to order – Board members present – Bill Dettrich -Board #1, Rich Senff- Board #2, Cristy Brubaker – Secretary/Treasurer, Kathleen Shalan – President and Dana Fowler- Vice President.

Approval of previous board meeting minutes held September 14, 2017 - Approved by motion of Dettrich and Senff.

Communication, Meeting Schedules etc.-

- The agenda for the Member meeting on November 1 was reviewed and approved.
- Meetings with the Mayor – reminder that the next meeting is scheduled for Nov. 15, 2017. There was some discussion that perhaps it would be better to meet with Mayor quarterly and work to meet with Sarah Lopez from the City and Jen Eggers of the Chamber to coordinate and collaborate monthly.

Old Business –

- **Electronic Billboard Status** – Cristy reported that all spaces are spoken for and she will be working with Andy Brown to make sure that all the merchants ads are in place. There was some discussion regarding the potential for applying for Snohomish County LTAC Grants for this type of advertising in.
- **KXA Radio Ads** – Cristy reported that billing from the radio station has been an issue and she is working to figure it out. There was not a lot of interest and it was decided by consensus that we would not proceed with advertising on the radio for now.
- **Stage at Legion Park** - Cristy has a call into John Green for a status report.

Event/Project Reports:

- **Viking Fest** – Dana reported that although the event was well attended, had good foot traffic, there was good/bad parts and it has been a learning experience. On the back end of the event there were several things that did not happen and there were issues on follow through by the volunteers. The vision of the event was to present a living history re-enactment of Vikings in the area and that didn't happen. Originally it was thought this event would resonate with the locals and it doesn't. That combined with the need for a larger venue than Legion Park – Dana recommended to defund the Arlington Viking Fest and put the funds into another event and Dana stated she would no longer be the Chair of the event. The Board then discussed the impact to the 2018 LTAC Grant applications – Cristy motioned to withdraw the LTAC Grant Application for the 2018 Viking Fest – Motion as seconded by Kathleen Shalan – All in Favor.

Kathleen thanked Dana for her work and noted there was a lot of good feedback from the public and the merchants.

- **Brochure** – First batch of information was submitted to Penway on October 12th.
- **Hometown Holidays** – Kathleen and Cristy reported that the Committee is pulling everything together, November 25th will be the kick off with the Shop Local Saturday Holiday Open House on Olympic with

the stores staying open late, blocking the streets off and having fire pits, snow machine and spot light as well as a couple of food vendors – there will be a combined DABA/Chamber booth and the AHS Band will be selling smores kits and having a bake sale to help raise money for new uniforms. Wagon Rides have been contracted for all three weekends in December and the parade. Several Merchants, the Chamber and the City have all requested the Shop Local promotion items and will be sharing with other merchants for the event.

- **2018 Car Show** – Cristy reported that information is in the 2018 Yellow Swap Meet Book and we have also purchased an ad in Cruisin Magazine Holiday Issue as a safe the date for 2018.
- **Motorcycle Show** – It was noted that a Chair for the Motorcycle Show needs to be appointed by the President – it was decided that Kathleen would appoint Lisa Cisneros and Andrea White-Valliant as Co-Chairs.

Secretary/Treasurer Report

- **Bank Account - \$18,851.81**
- **Membership - 104**
- **2018 LTAC Grants – Interviews are scheduled for the Committee on November 1 at 2:15 PM**

Misc.

- **Grant Writing** - Rich reported that he has made contact with a local person who is experienced and would be interested in being a resource for assisting us with grant applications in the future. They also want to join DABA.

Next meeting was scheduled for November 16, 2017 at Action Sports at 5:15PM

Meeting was Adjourned

Respectfully Submitted,

Cristy L. Brubaker
Secretary/Treasurer