



Downtown Arlington Business Association

Board Meeting Minutes

April 25, 2016

5:15 – 6:15 pm

Location: Britt Sport Cards

Agenda:

Board Members Present: Mike Britt, Dana Fowler, Rich Senff, Cristy Brubaker, Wendy Gill, Jeff Phebus. Bill Dettrich absent excused.

Meeting Called to Order at 5:25 pm.

1. Approval of Board Meeting Minutes Held 3-21-2016

Dana to edit Item #2 and have Wendy re-post. In future sessions discussing these types of matters will be under an Executive Session.

2. An Individual Membership Review Follow Up

This notification letter was returned to Wendy as undeliverable. The business address was no longer valid. Wendy stated she sent out a notice to all board members stating this had been returned undeliverable to DABA.

Mike and Dana will look for a home address and will forward to Wendy.

3. Website

a. Advertising

Wendy said that the capabilities will depend on which widget we want to use. They all have different capabilities. For all the previous folks who had reached out about advertising, Wendy has their contact information.

Dana would like it to live on the landing page and be able to store an unlimited amount of spaces. Rich stated that it could also follow on each page navigated to if the ads continue to rotate.

Cristy handed out information on putting ads in Snohomish county tourism resources. Cristy asked if we put additional event information on the DABA website. Wendy said yes. Rich said we should as long as it brings people to town and doesn't conflict with DABA events.

b. Directory updates

Rich will be going to the member businesses to upgrade their photos. Wendy will be sending out a reminder email prior to the Member Meeting with a photo of the decals - telling members to come to the Member Meeting to get their own decal for their store.

c. User experience and layout

Dana has done some work to the site to enhance experience. She will continue to work on it until the navigation tabs and associated parent pages flow logically and makes information and forms easy to find.

4. Viking Fest

Mike and Cristy discussed various aspects of event permitting and were not sure exactly what needs to be approved by city council versus parks and recreation. Mike will reach out Sarah Lopez and get clarification.

Dana stated that the next step is to sit down with city fire and police to go over the plans for the Viking village, camping and demonstrations, some of which will have forges in use. The forges are very safe and will be placed in the parking lot. There are many safety measures being used by the demonstrators as well such as a recently serviced fire extinguisher at each forge along with a bucket of water.

5. Car Show

Dana stated she is almost done with poster. Dana to print out 250 for Cristy to pick up and pass out at the Omack car show.

Cristy has a friend who might want to have a vendor space at the car show. She sent the vendor form to him.

Cristy ordered free stuffers from the state of Washington for the good bags. Things like safety oriented stickers and coloring books. They also have a motoring safety handbook and coasters, etc.

Cristy was at Griots Garage in Tacoma. They make and sell detailing supplies. She sent car show sponsorship form to them. She thinks they will send up small bottles of speed shine.

Rich will be checking the price for the transfers for the shirt Logos, after that is done, he will have the shirts within a week. We could have two separate booth selling shirts, display of different sizes, if we don't have one ready to go they could get the transfer and Action Sports will make the shirt. After the fact, Rich will bill us for shirts and transfers. This would help alleviate an overstock of shirts after the fact and the customers would get exactly what they wanted - size & cut.

May 3rd will be the next Car Show Meeting – 5:15pm at Bill Dettich's shop (A-Z Transmission).

Mike discussed the parking and Rich brought up that the car show staff should be in bright green logo shirt. Dana and Mike went down to the shop by the Arlington Air Port, they found a lot of useful supplies, signed that will help direct traffic for the event(s).

Rich said David Klein is the one who does the street sweeping, maybe we could get them to sweep after the road is closed.

6. Strategic Planning Session Scheduled – Friday May 13th, 2016

Board discussed leaving the strategic planning date set for the 13th, 2016. Mike asked Wendy if she would be willing to take the minutes off the strategic plan outline, as a contractor. Wendy

would be willing to take minutes if everyone was okay with it being recorded by phone or recorder. Cristy said Wendy could save the Strategic Plan Outline on Google Drive and work off that document, so it is automatically saved. Rich will not be able to attend the meeting, maybe push it a week later. Keeping this time tentative.

7. Chamber Perpetual Plaque for Presidents Award Location

Mike asked if anyone would be attending tonight's Chamber meeting. He would like someone to take the President's Award to the meeting and to show & start a discussion to hang the award in the chamber. If no one could attend the Chamber Meeting tonight, Christy mentioned May 9th would be the next workshop. Mike will talk to Sarah about putting it on the agenda.

8. New Member Welcome Packets Update – ON HOLD

- a. New in Town
- b. Welcome to DABA / Member Stickers - Rich showed off the Member stickers. Two hundred were ordered. Dana has handed out some on her rounds to businesses involved with the car show.

9. Board Photos/Badges/Business Cards

Dana ordered business cards and badges for Rich, Bill and Cristy.

10. Membership Brochure Update

Dana gave quick overview of status and handed out copies of the latest edition.

11. Membership Dues for 2016 & Rules of Order – Final to Approve

Tabled.

12. Map of Downtown to Review & Assign Sections to Board Members

Tabled.

13. DABA Board Attendee at All Sponsored Events – Informal Polling/Raffle

- Car Show
- Street Fair
- Viking Fest

14. Administrator Hours

Tabled.

15. Darrington Strong Meeting

Tabled.

Board Meeting Adjournment at 7:00 pm.