



Downtown Arlington Business Association

Meeting Minutes

January 7, 2015

6:00 – 7:00 pm

Opening Business

- **Welcome**
- **Meeting Called to Order** at 6:14pm.
- **Roll Call** – Mary Anderson excused, Jeff Phebus and Zeph Ragland not present.
- **DABA & Board Member Introductions**
- **Member Quorum Confirmed**
- **Guest Speaker:** None
- **Member Announcements – NEW.**
 - Kathleen wanted to see if anyone would be interested in a ladies night out or some other type or special promotional event for downtown businesses. Several members were interest so she set up a meeting to discuss next Wednesday at the Country Rose. Time TBA. Interested business were David Boulton, Naomi Lieurance, Virginia Hatch and Mike Britt.
 - Virginia Hatch mentioned the Eagle Festival happening on February 6th and 7th. She estimated that last year it drew approximately 1,500 attendees. Many really neat events are going on this year. Dana asked if it was too late for DABA to be involved. Virginia said no, we could still participate. However, she noted that all promotional materials had already been printed so DABA's name would not be mentioned in them. Mike asked what we could do.
 - Nola stated that DABA could sponsor wagon rides for the Eagle Festival. The driver is agreeable. Cost would be \$700 for one day. Mike stated we would need a motion.
 - **Action Taken:**
 - ***Nola Smith motioned.***
 - ***Brian Bovee seconded.***
 - ***A vote was taken for all in favor.***
 - ***A vote was taken for any opposed.***
 - ***Motioned carried.***
 - Naomi Lieurance stated that there seems to be some confusion about the status of her business. A gentleman walked into the Silver Hanger yesterday and said he had heard that she was going out of business. No, she is not. Please pass that along if anyone asks.
 - Nola Smith stated that the School Box is doing a business re-structure and moving out of downtown - about 5 blocks away. Big liquidation sale going on.

- **Approval of Prior Meeting Minutes, December 5, 2014:**

- *Brian Bovee motioned.*
- *Dana Fowler seconded.*
- *A vote is taken with all in favor.*
- *The motion is carried.*

- **Treasurer Report** – Dana Fowler, read Mary’s email regarding account balance and reimbursement from the City for grant approved activities that took place in 2014. There is \$26,254.13 in the Bank of America checking account which is reconciled as of 12/31/2014.

Grant reimbursement paperwork totaling \$5,159.21 was submitted to the City and is on the agenda for the City Council to approve on docketed for the City Council meeting on 1/05/2015. Marilyn Oertle, City Council Member, confirmed the reimbursement was approved.

Old Business

Committee Updates:

- **2015 Show & Shine Car Show Report** – Chair Chuck Lacy reported: So far he has had very little response to an email sent out to committee members. He has started reaching out to advertising channels.

Car club Foxes and Fives would like to get involved. Chuck did not have their contact information. Bill Dettrich, new DABA member and owner of A-Z Transmission said he recently did some work for them and could probably provide contact information.

Chuck needs hard copy of last year’s event manager, Helen Meadows, report and other critical information. Mike stated he had a hard copy and Chuck said he would come by Britt Sport Cards and collect the information.

Bill Dettrich said he would be willing to join Show and Shine committee.

- **2015 Street Fair Report** – Chair Kathleen Shalan reported: A vendor request ad will start running in the North County Outlook next Wednesday. She asked Kirk, Arlington Times reporter, who was present at the meeting if a calendar was available in their publication to list events like the Street Fair. He said you can go online and enter the information if you’d like on their website.

This year, she would like to see the Fair be even more profitable. She is focusing on hiring entertainment that is much less expensive.

Forms to sign up are on DABA website or call Kathleen. Nola will make copies and handout as lots of people ask her about it. Non-profits are \$50 unless they do children’s activity, then free. The event had approximately 120 vendors last year and hope to have that many again this year. In order to facilitate a faster registration process, Mike stated that the mailing address is now the Country Rose business address instead of DABA PO Box.

- **Winter Holiday's Decoration Final Report** – Chair Virginia Hatched reported: This event has great potential. They only did 10 windows this year but she feels this is a great start for a new event. In order to do more next year, they need more coordination and support from local youth groups.

She hoped everyone was happy with their windows. Mike said it looked very inviting and really liked his window. Did great job with what they had to work with. She thinks this event should continue next year. It's a win-win as parents and friends/family come down to see their work and likely patronize downtown businesses.

Mike Britt suggested adding the window decorating event to hometown holidays.

- **Hometown Holidays Report** – Chair Nola Smith reported: DABA only supported wagon rides but those were very successful. She said our wagon driver estimated he gave 1,000 rides. Nola said she didn't get a lot of meetings/help. She will not be available to chair the committee next year. Sarah Lopez from the City of Arlington offered to manage this event next year if needed. Nola requested that D.A.B.A. do more than wagon rides next year. Perhaps pickle scavenger hunt and gingerbread house decoration.

The music group sponsored by D.A.B.A. (via PA equipment rental) only performed one weekend because members were sick and weather was nasty. As DABA had issued a check in advance for two weekends, the cost of the second weekend should be refunded back to D.A.B.A.

She thanked Olympic Diner and Bluebird Café for offering free meals to wagon masters. Mike thanked Nola for all her involvement in Hometown Holidays in the past. And everything she does for downtown throughout the year. Mike requested a final written report from Nola.

- **New Ideas and Events Report** – President Mike Britt stated that after some conversation with Chair Kim Fisher and careful consideration, this committee has been slated for discontinuation. Kim confirmed she is not available enough to help make this committee to work. Virginia Hatch advocated for a current D.A.B.A. calendar of events to be placed on the meeting agenda or distributed in hard copy in some manner at each monthly meeting. That would be very helpful.

Kathleen Shalan had letter from Kim Fisher where Kim outlines a couple of opportunities for DABA to pursue – an annual events calendar and a Shop Local event.

- **DABA Business Brochure Report** – Chair Jeff Phebus not present. Mike said that he thinks it is ready to go. He believes all the information is with Penway and should be out soon. Mike Stated that Jeff has done a fabulous job with getting businesses signed up. We are now up to 76 members.

Other:

- **DABA Membership Brochure** – Mike stated there is a new membership form. If you need to renew for 2015, please get your renewal done by the next meeting in February.
- **Black Friday Ad Payment** – Mike said you can combine membership renewal and black Friday ad payment if easier. Mike will send out notice to those who have not gotten payment in yet.
- **Hometown Holidays PA System Reimbursement** – See discussion under Hometown Holidays Committee Report above.
- **DABA Membership Database Update** – Dana Fowler, reiterated the number of members currently in the new database - 76. She also stated that she would like to capture additional information regarding memberships and member activity like ad participation, business snapshot, etc. Members said they would be open to responding to short email survey to provide this information.
- **Installation of DABA Board Members, January 13, 2015** – President Mike Britt informed the Board and Members of this event's details such as check in time, location, etc. Any who would like to attend are welcome. RSVP to Sarah Lopez.

New Business

- **Extend DABA Meeting Time? Alternate Meeting Day? Provide Dinner?** – Mike Britt wondered if this meeting time and location is okay or if else might work better. We can use the City Council room Chambers. We can also meet in the morning or afternoon. Mike asked members to raise hands if evening is preferred. Quite a few hands raised. Mike then asked if morning was better. Only one hand raised. He also asked for show of hands regarding current meeting location. Most said they didn't really have a preference. However, a couple of members did state that having it downtown would be more convenient – i.e. they could walk there from their businesses.

It was also pointed out that the Haller conference room is kind of hard to find. Mike asked for show of hands would they be okay if he decided to move the location but same time/place. All raised their hands – yes/ok. Marilyn Oertle said DABA meetings have been held there in the past. Could re-arrange room so that it looked less judicial/formal. Mike also asked if start time is ok or extend to 6:30. A couple said 6:00 was ok.

Mike also asked about whether serving dinner with food. Bill Dettrich said it might work better to have DABA come to restaurant location and get served there. Marilyn Oertle suggested that a quarterly dinner meeting might be a good idea. It would be an opportunity to support our local restaurant business members. Members could pay if deciding to eat. Virginia Hatch stated that meetings with meals are not very efficient. Social time is nice though. Mike stated we will set this aside for now.

- **Development of DABA Newsletter/Hire Designer** – Good idea? Several yes responses from members. No action taken.

- **Hire Professional Photographer for DABA Events/Special Occasions** – Rich Senff remarked that we should be careful to make sure that photographer is legally bound/committed to turn over proprietary material of events and not keep them. No other objections were raised. No action taken.

Closing Business

- **Business Raffle**
- **Meeting Adjournment:**
 - **Rich Senff motioned.**
 - **Brian Bovee seconded.**
 - **Meeting Adjourned at 7:13 pm.**