



Downtown Arlington Business Association

Member Meeting Minutes

May 6, 2015

6:15 – 7:15 pm

Opening Business

- **Welcome**
- **Meeting Called to Order – 6:20 pm**
- **Roll Call**
- **DABA & Board Member Introductions**
- **Member Quorum Confirmed**
- **Guest Speaker: None**
- **Member Announcements:**
 - Jessica Ronhaar, Youth Dynamics

They are having their fundraiser banquet on Saturday. Everyone is invited to come. There will be BBQ and an auction with great auction items. They are also providing free child care. Jesse Taylor is playing. It's taking place at the Free Methodist Church.
 - Jennifer Holocker, Relay for Life

Announced that the Color Vibe Run is happening this Saturday. Nearly two thousand people have registered. Run starts at nine. Please be aware there will be a huge influx of people in and around Legion Park where the run kicks off.
 - Sarah Arney, Arlington Arts Council

They are doing their annual fundraiser auction in October. They appreciated previously donated auction items and will make a request of DABA again this year. They are also looking for a champagne sponsor and perhaps a DABA table purchased –tables seat six.
- **Approval of Prior Member Meeting Minutes Held 4-1-2015:**

Action Taken:

 - *Jeff Phebus motioned.*
 - *Brian Bovee seconded.*
 - *A vote was taken for all in favor.*
 - *A vote was taken for any opposed.*
 - *Motioned carried.*

Mike Britt noted that all previous minutes and agenda are posted on the DABA website for review previous to the meeting. Please share with others as needed/desired. City of Arlington Councilwoman Marilyn Oertle likes the DABA website but did not see the agenda for today's meeting. Mike commented that sometimes agenda may be posted right before the meeting as things develop throughout the month. Additionally, he was on vacation until a few days before this month's meeting. We will strive to have agendas up 5 days before each monthly meeting.

- **Treasurer Report:**

Mary Andersen reported that as of April 30, 2015, the DABA account had \$32,861.94. The car show and street fair registrations are ahead of last year at this time - \$1,200 and \$3,000 ahead respectively. Mike stated we will eventually have the treasurer reports on overhead for members to look at during the meeting.

Old Business

Committee Updates:

- **2015 Show & Shine Car Show Report:**

Chair Chuck Lacy note present. Mike Britt announced that Dwayne Lanes is our Cadillac sponsorship. They were excited to be the key sponsor for the show. They will be opening a new shop next to the freeway right off of the Highway 530 exit.

Committee Member Dana Fowler reported on various aspects of the show:

- Registration starts at 8:00 am.
- A pancake breakfast is being provided by the American Legion. The cost is \$2.50 per person for car owners and \$4.00 per person for all other attendees.
- Multiple activities are set up in Legion Park for kids and parents both. One need was an additional vendor or two to sit next to Legion Park.
- Food Drive for the Arlington Community Food Bank is being announced in all advertising so we hope to get a lot of donations for them that day. Specifically, they need canned goods and cereal.
- Fire and police vehicles will be parked in the lot as well as Chuck Lacy's Model T for photo opp's.
- Relay for Life's Paint the Town Purple event will be taking place that weekend to raise awareness of their relay event the following weekend on June 20th, and to educate people about cancer and how to get help.
- Twenty trophies are being provided along with a best in show, several sponsor personal picks and three specialty trophies from the DABA President, City of Arlington Mayor and a Family Memorial from the Countryman's
- KRKO/KKXA host Maury Eskenazi will be hosting the show all day/making announcements. There will be 5-6 dial in's to the two stations between 10-12:00 pm to give live reports about the car show. We can provide brief statements from key show stakeholders during these call in sessions. They are also running 30, 30 second

commercials that they will record starting three weeks ahead of the show on each station and event information will be posted on their websites.

- Newspaper ads will be run in all local outlets.
- Still need perhaps another food vendor or two to sit next to Legion Park. Cost is \$75.00.

- **2015 Street Fair Report:**

Chair Kathleen Shalan reported:

- They have raised \$5,100 for far with 50 vendors registered. They will be having a new banner made this year.
- She asked if anyone had a way to contact someone from the Farmers Market group as she was struggling to get in touch with them regarding their food vendor partners.
- She is working with Penway Media for posters. She is also doing Cow Tipper Ad that will start running on June 26th.
- Marilyn Oertle's husband has volunteered to drive the shuttle.
- She also could use some additional food vendors. The Farmers Market group has food vendor connection but she has had some challenges with getting in touch with them. She asked if anyone knew the director well and how to best get in touch with them. Member Pam Evans has a friend who has food business. She gave them DABA membership form to fill out. Pam wondered if fee could be reduced for DABA members? Kathleen said that has come up before and she is not 100% certain. She will think about it more and let he know.
- Virginia said Arts council will have activities going on during street fair in Legion Park as well. Kathleen has quite a bit of really good music planned as well. Kathleen hired police department staff to provide security for 12 hours on Olympic Avenue during the night between Friday and Saturday so vendors don't have to take their tents down.

- **DABA Business Brochure Distribution (Board Decision Announced):**

Jeff Phebus reported:

Dana tracked down distribution company, Certified Folder Display Service, and requested a proposal. This company will set up and re-supply DABA member brochures in key locations from Anacortes down to Seattle. One key additional visitor high traffic location is the Boeing Visitor Center at the Museum of Flight who sees 200,000 unique visitors each year. We are looking to distribute 25-50k throughout the next 12 months through Certified. The brochure for Certified will be re-tooled to add important information like our annual events.

We will also be providing brochure stands for local businesses who want to display the current member brochures. A custom logo sticker will be provided for the front of the display holders as well. We received a very reasonable price quote from TAP plastics. A local business will create stickers.

New member Cascade Surveying commented that they found out about DABA through the new brochure. Pam Evans asked if we had ever approach the City of Arlington about providing lists of businesses to DABA? Mike stated he had just talked to Mayor about this.

- **Promotion & Ads Oversight:** Zeph is not present to report.

Other:

- **Stilly Valley Little League Banners Update on Placement** – Mike stated the banners were re-positioned so they are now readable. One is hanging on announcer tower which is our events banner. They adjusted all but one or two so they can be read.
- **2015 Membership Renewal** – Dana stated that there were several members who needed to renew for 2015 but were not present. Dana stated that they should probably be invoiced to help them with bookkeeping issues.

Mike asked members if invoicing would help? Cascade Surveying said definitely yes as they need a very clear paper trail for accounts payable. Jeff asked if online payment would be preferable to checks? Most raised their hands or nodded heads that online payments would be preferred. DABA will explore this capability.

New Business

- **Chamber Liaison Board Position** – Mike told Pam the Board approved to pay for her Chamber membership if she wanted to continue on in this position. Pam said she would call Mike to discuss. We need to have a chamber liaison. It's very important for DABA
- **Special DABA Announcements:** We voted to approve web-site advertising and hire part time administrator for 8 hours per week.
 - Strategic Planning Session will be re-scheduled to take place after the big events. Probably in August? We will be putting together a committee to nominate board members soon.
 - Photographer – Board hired local Jeff Graves to cover events. His proposal is \$500 for car show and street fair. We will own all photos.
 - Hometown Holidays – Kathleen Shalan asked if we had new chair for committee. Jessica Ronhaar had been recruited but she wants to make sure she can handle chairing the committee with three kids. She also sits on other committees. She thinks she can definitely be part of the committee but perhaps not chair. Mike wants to start having planning meetings. Kathleen will be on committee. Kathleen thinks we should be doing things all of November and December. Mike stated we will likely do Super Saturday instead of Black Friday. DABA will help get decorations beefed up and expanded. The Arts Council will likely expand window decorating activity.

Arlington Arts Council has Art in the Park during second week in September. Kathleen mentioned chili cook-off. Dana mentioned that a pub crawl has been kicked around as well which we want to bring online this year.

Closing Business

- **Business Raffle** – Arlington Health Foods & Arlington Arts Council auctioned off samples and tickets to concert on 5-22-2015. Britt Sport Cards gave away start wars figure.
- **Meeting Adjournment:**
Motioned by Mike Britt.
Seconded by Jeff Phebus.
Meeting adjourned at 7:26 pm.