



Downtown Arlington Business Association

Member Meeting Minutes

June 1, 2016

6:30 – 7:30 pm

Location: City Hall Council Chambers

Opening Business:

- **Meeting Called to Order at 6:35pm.**

- **DABA & Board Member Roll Call and Introductions:**

Present: Mike Britt – President, Jeff Phebus - Vice-President, Cristy Brubaker - Treasurer; Bill Dettrich - Board Member 1, Rich Senff- Board Member 2, Wendy Peterson- DABA Administrator.

Absent: Dana Fowler – Secretary (Excused absence)

- **Member Quorum Confirmed.**

- **Member Introductions:**

Members present introduced themselves. A lot of new faces in the crowd.

- **Member Announcements:**

Jessica with Youth Dynamics announced that on the 4th of July weekend, a Pancake Breakfast will be held, similar to the one that the firefighters used to put on.

— The Runners club will be working with Peddle Peddle Puff to make this happen.

— There will be a beer garden at Allen Park on Sunday July 3rd from 3pm-7pm.

— Monday the “12th Man Grill” will be coming out to assist in making pancakes.

— Youth Dynamics will be serving – all proceeds will go to Youth Dynamics.

— The Pancake Breakfast will be from 7am-11pm on Monday.

— Duck dash tickets will be sold and other food trucks will be available (Stick it and/or Stuff It).

— The evening will end at the Boys and Girls Club Field where there will be a firework show.

— Available via email – Able to help out with software – Senior Level used to build systems, pos systems.

- **Guest Speakers – None.**

- **Approval of Prior Member Meeting Minutes Held 5-4-2016:**

Action Taken:

- **Jeff Phebus Motioned to approve minutes from 5-4-2016**
- **Bill Dettrich seconded**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

Mike reminded members and those present at the meeting that our minutes are posted online on our website.

- **Treasurer Report:**

Treasurer Cristy Brubaker reported that as of June 1st, balance \$29,815.20. Funds are coming from the upcoming street fair registrations and car show registrations.

Old Business:

Committee Updates:

- **Show & Shine Car Show – To Be Held June 11th, 2016:**

- Bill Dettrich gave a quick report. We are in the plus which is great considering most of the income has not even come in yet.
- Bill thanked the Grizzlies for volunteering. Quite a few of their members are coming to help park cars. He reminded everyone that we are open to volunteers, “more the merrier”. A meeting will be held at A-Z transmissions, Bill Dettrich’s shop, starting at 6pm on Friday. During this meeting they will look at the maps, perform a walk through, and ensure all the walkie talkies are working as they should, etc.
- Everyone interested in volunteering on June 11th, the day of the Car Show should attend the meeting Friday, June 10th. Saturday morning all volunteers should meet at Mike Britt’s shop, Britt Sports Card, at 5:00am to start setting up.
- Dana Fowler had a great idea on signage which Bill will be getting with her to work on. Rich Senff of Action Sports has the shirts ready, they look great- All the sponsors are on the back with their logos. Dwayne Lanes is our main sponsors. Shirts are between \$15-\$20, depending on size before the show and 20 and 25 the day of.
- Cherrie at Stilly Diner said they would be open at 5:15am on the day of the Car Show. Cherrie asked if Legion was doing anything, Mike hadn’t heard.
- Call for DABA Member Coupons for Goody Bags. Members were told to think about putting things into the bag to get folks into your store - % off. Tuesday will be the deadline for any items for Car Show bags. Bill announced to the members that a goody bag stuffing party will be happening at his shop on Tuesday – starting at 5:15pm. Anyone that wants to come help, is welcome.

- **Street Fair – To Be Held July 8 – 10th, 2016:**

- Street Fair chair Kathleen Shalan of Country Rose and Bella Bungello gave a brief report of the process being made in preparation of the Annual Street Fair. It looks like it’s going to be really successful.
- We have many returning vendors, as well as new vendors from as far as Enumclaw and Bellingham. A lot of the local businesses on Olympic are going to have items outside their stores, it should stretch all the way to Legion Park.
- Kathleen is waiting to hear back from the gentleman with the flatbed truck for the stage. She will be going to speak with them in person soon. There are approx. 80 vendors at least already signed up for the street fair – some people are interested in 2 booths.
- That is not counting the original merchants.
- Vice President, Jeff Phebus asked Kathleen if she has a diagram for the vendor lay-out.
- Street fair chair said be on the watch, about a week before you will see her chalking up the road. She will be sure to leave room and be respectful of the original merchants, she tries to leave about two feet from the store owners entrance.

- In years past, it seems everyone wants to be in front of the White Horse and The Blue Bird, that space only has room for three booths.
 - Kathleen stated when she works on placement of the booths she generally looks at when they registered, where they were the previous year, and if they need power. Many of the vendors want a spot with power, but there are only 2 power polls – That limits the number of spaces available that will provide electricity.
- **Viking Fest & Pub Tour:**
 - Committee Chair Dana Fowler is not present to give a report.
 - President Mike Britt has spoken to her previously and she said they are working on registration right now. The committee has decided to cut the event down to just one night, which will be Saturday night. Instead of Friday and Saturday.
 - The Viking actors will be in town on Friday to set up, and breakdown their show display on Sunday morning.
 - Dana has been so busy helping out with the Show & Shine Car Show, so once that is over she will be jumping in to the Viking Fest.
 - Viking Fest will be held the last day of September and first day in October.
 - **DABA Tourism Brochure:**
 - President Mike Britt stressed what a large undertaking this project has been. It is now completed and sent for printing either today or tomorrow. We are trying to get approx. 1000 copies of new brochure for the downtown Arlington merchants to hand out and have at their stores.
 - Vice President Jeff Phebus brought up the point that the cost associated with the brochure, leg work, art, printing it is thousands of dollars but it is a zero cost to the members. It is part of the package when you renew your DABA Membership. So remember that when your renewal date comes around. The benefits far outweigh the \$25 dollars.
 - We are about to put out 25,000 more copies around the Puget Sound area, which is free advertisement for each of you and your businesses.
 - Mike mentioned how important these brochures are, of our brochures, there was a recent article written about us by SnoCo Gal.
 - SnoGal that goes around to all of the cities in Snohomish County and tells in her own words what she finds and what's going on. Something she came across while in Downtown Arlington is one of our old brochures. Our brochure helped as a guide to get her get around and learn a little more about Downtown Arlington.
 - The way that she described it as a tool, is something we all knows it does, but it is nice to see someone on the outside that realizes the same thing.
 - In her article, she mentions that our club has one of the lesser membership fees at only \$25.00. We can keep our membership fees at that price because of everyone that joins and because we all work together. When we start doing our annual events; Car Show, Street Fair, Hometown Holidays, etc., we all pull together to get it done, and in regards to advertising we can leverage and come together as a team to get the good deal. Which we are excited to do again this year.
 - She also wrote that we have so many businesses that are all connected to our club. We are there, and it is a nice little reminder to see that someone else sees what we see.

— President Mike Britt asked DABA Administrator Wendy to make sure this article was posted on our website for everyone to read. Wendy said she would get it posted up by tomorrow afternoon.

Other Old Business:

- **Arlington Grizzlies Sponsorship:**

— At the last board meeting the DABA Board Members voted and approved \$250.00 toward sponsoring the Grizzlies Football team. That would cover the full back page ad of their program. All they need is the art work. The deadline is Friday. Since Secretary Dana Fowler was absent today, Mike Britt asked Wendy if she could work on getting the Grizzlies the art work, or put an ad together. Wendy agreed to do so.

— Mark Knapp and BreAnna were present at the meeting, representing The Grizzlies Football Team. BreAnna asked that we have the art work available by Monday at the very latest. DABA Administrator, Wendy Peterson said she would speak with Deanna after the meeting to get details in line for the art work.

— The idea is to use artwork from the new brochure, add the DABA logo and list the rest of the DABA sponsored events for the year.

- **New Member Welcome Packets – Tabled**

— Mike showed the DABA Membership logos. Reminded members that we would love to see them on their storefronts. They are available for free.

- **Board Assigned Downtown Regions – Tabled**

- **President’s Award Plaque:**

— President Mike Britt has previously spoken with City Council person Deborah Nelson about getting the President’s Award Plaque hung in the City Council Chambers – where the 2010 painting bought by DABA is currently hung. Administrator Wendy Peterson assured Mike Britt that she delivered the Plaque to Deborah Nelson earlier this week. Deborah Nelson will be taking the plaque to the City Council Workshop to present the idea of hanging the plaque in the Council Chambers.

New Business:

- **Stilligumish Genealogical Society Passport Event:**

— Mike stated that the Stilligumish Genealogical Society came and met with him. There will be about 350 genealogists in town and they were hoping we could put something together during their 4-day visit. Mike asked Kathleen Shalan if she wanted to elaborate on this topic. Kathleen Shalan said the idea on the table is a shopping event, a “passport shopping event”. Kathleen has had many people ask her if and when there would be another one of these ‘passport’ events, so she is sure it will be successful. This will be happening on Thursday evening, August 18th.

— In the next week or two Kathleen will be sending out an email to the downtown businesses. Kathleen will set up a meeting prior to August 18th for anyone that wishes to attend and be involved.

- Kathleen pointed out that a problem that has come up in the past has been having too many businesses to, and people don't get through to them all. If there's only 7-10, they will go around and complete their passport. We don't want to keep anyone from participating, we just have to find a way to make it work for everyone.
- Rich Senff, Board Member 2 suggested that we have multiple groups, each different color with different business on it. Each group having a total of 10 places to visit and stamp their passports.
- Cristy Brubaker, Treasurer suggested we have a group of 30 businesses and the participants only have to go to 10.
- Each merchant can hand out 4 x 6 flyers to the participants on Aug 18th with deals of their choice if they wanted. (Examples: %10 off your next purchase, by one get the other ½ off, etc).
- Kathleen Shalan will get in touch with the merchants to gather their input and to set up a meeting for brainstorming. She stated she would rather not be in charge of the event, but will set up the meeting.
- Kathleen also mentioned she wished there was a list available of email addresses for DABA Members. In the past she has had to walk store to store speaking with the businesses, sending out email would be a lot less time consuming. She has done it in the past, and is willing to do it if she needs to. Administrator Wendy Peterson informed Kathleen that DABA has recently updated the Membership Form by adding a box asking members for their permission to use their name/email for all DABA related opportunities. This is should apply. President Mike Britt said if Kathleen is helping DABA out by reaching out to the members for this event, we could go ahead and share our Membership Email List with her. DABA Administrator, Wendy Peterson said she would send Kathleen the list by tomorrow.

- **DABA Revised Rules of Order**

Article II has been revised. Mike gave a copy to the Chamber and they will review at their next board meeting.

- **Safety Vests for Events**

- Mike Britt thanked Rich Senff for putting together the 25 safety vests – They are like the vest that they use for construction projects. They read 'Event Staff' on the back, and 'DABA' on the front.
- These vests will be something we can use during all upcoming events. Mike Britt stated buying those ties into the Americas Best Communities – (Arlington/Darrington are part of the top 8 in the nation) The Community Tool Chest is an idea that originated by DABA back in August of 2015 during our Strategic Planning Session. The Community Tool Chest will be a library of sorts for our members to come rest out tools; pressure washers, ladders, pop up tents, etc. We have been adding to that, regardless of the ABC competition, this was something we wanted to do.
- We will continue to add to the Tool Box. Just last year a P.A. System was purchased, which is something we have had to rent each year for events – Now we have our own and are able to help out our members by renting it out to you during any events you may have.

- **New Business Not on the Original Agenda:**

- Mike Britt informed our members that something coming down the line is that the chamber is asking for us to cover half of the insurance this year. Ultimately, if this turns into something, it will be a Board issue. As a board we should be able to come up with some kind of resolution and bring it back to you.
- They are asking that we pay \$1375. In recent years, our accounting records all show we only spent \$400.00. The DABA Board will be sitting down for a special meeting regarding this issue.
- The issue is we didn't include this into our budget back in January that we sent to the Chamber, and we are just now getting this notification. The past financial records need to be looked at.
- Our membership total is a third of theirs. They charge 150.00 a year, when we charge 25.00.
- Not sure why we should be paying half.

Closing Business:

- **Meeting Adjournment**

Action Taken

- **Rich Motion motioned to adjourn.**
- **Bill Dettrich seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried**
- **Meeting adjourned at 7:36 pm.**