



# Board Meeting Minutes

November 15, 2018

Location: Stilly Valley Cooperative

**Board Quorum verified and Meeting Called to Order** – Board Members present Rich Senff – Board #2, Bill Dettrich – Board #1, Cristy Brubaker –Treasurer/Administrator, President Lisa Cisneros and Vice President Tina Richardson.

**Approval of previous board meeting minutes held October 18, 2018**– Approved by Motion of Senff and Dettrich. All in Favor-approved.

## Communications, Meeting schedules, Etc.

- Reminder of November 20<sup>th</sup> Mainstreet meeting.
- Member Meeting December 5<sup>th</sup> at 6 PM – Draft Agenda was reviewed and approved
- Board Meeting/Dinner December 20<sup>th</sup> - Invite Board and Mike Britt, Sarah Lopez, Jen Egger, Mary Anderson and spouses.

## New Business –

### - Small Business Revolution –

- Use hashtag #MyArlington, #smallbusinessrevolution, and @ the small business revolution
- Businesses need to “register” on their website.
- Video? Camas showed Downtown Business Recognition ceremony.
- Discussed short videos for business owners, most likely for the 2<sup>nd</sup> phase after December 3<sup>rd</sup>.

### - Misc.Other

- Discussed potential for “shared” marketer for social media campaigns.
  - Possible raise membership fees to cover, and provide service.
- Look at possibilities of grants, internships, etc.
- Discussed “Ring” devices for individual businesses. – Local Rep?
  - Discussed possibility of inviting camera system vendors to a meeting to see if we can get a good deal for a bulk purchase for businesses. – Possibly a January timeframe for such a meeting – Mike to Investigate.
  - Sonitrol
- DABA Member of the Month – Discussed Ideas
  - Given a certificate
  - Air time on the SR530 board.
  - January has already been selected.
  - Need to look at forming a “committee” to select businesses.
- 2019 Calendar
  - Bumped January and July member meetings by a week.
  - Board meetings to 3<sup>rd</sup> Thursdays except for January and July.

### • Old Business –

### • Event/Project Reports –

- Hometown Holidays – Tina is being Mrs. Santa on Saturdays at 3PM
- Discussion of Food Bank Donations
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- **Treasurer/Admin Report –**
  - Bank Account – \$28, 169.44
  - Membership –111

Respectfully Submitted

Mike Bradley  
Secretary  
Downtown Arlington Business Assoc.