



Downtown Arlington Business Association

Board Meeting Minutes

February 20, 2017

5:15 – 7:00 pm

Location: Action Sports

Board Members Present: Phebus, Senff, Dettrich, Brubaker and Fowler

Meeting Called to Order at 5:30 pm.

Board Meeting Minutes Held January 23, 2017: Approved by Motion of Fowler and Senff – All in Favor

Guest – Stillaguamish Tribe Marketing Dept. – Andy Brown: Andy presented the Board with information regarding the new electronic billboard signs located on SR530 and also on Southbound I-5 and the opportunities available to DABA and its Members to purchase space for advertising events. He explained the rates for space and how much exposure we would get on a daily basis. The cost of the advertising includes the services of a graphic designer for 3 hours per month and if logos needed to be created then be purchased back. It was decided to have Andy come to the next Member meeting so we could gauge overall interest and proceed from there.

Communications, Meeting Schedules and Member Meetings: It was again emphasized that we need to keep each other in the loop regarding things we are working on and also be sure to have two board members present whenever you feel the subject of the meeting may need to be corroborated. Everyone agreed that if a meeting is scheduled and then you cannot make it – please give appropriate notification to the person you are meeting with and/or try to have someone else attend in your absence.

Secretary/Treasurer's Report:

- Bank Balance is \$23,241.77 – there are some bills to pay including the pressure washing contract with Cole Christianson.
- Membership billing has been completed through March of 2017
- 2017 Budget – the draft 2017 main budget along with the corresponding event budgets as presented at the January Board meeting and included the recently approved LTAC funding from the City of Arlington was approved by consensus of the Board. It was noted that our Budget is a working budget and can be adjusted as the year proceeds.
- LTAC Grant 2016 – 2017
 - Cristy will be completing the 2016 City LTAC Grant final report and submitting to the City
 - Cristy will be obtaining the contract from the City for the 2017 City LTAC grant for signature by the President at the next Board meeting
 - 2017 County LTAC Grant - Cristy requested documentation from Dana and Mike to close this file.

Welcome Packet: Board was asked for input on the draft presented at the January meeting and it was decided to table this topic to the March meeting. Dana suggested that we add a list of 2016 accomplishments to the packet as well as the website.

Event /Project Reports:

- **Car Show:** Sponsorship forms are complete and Bill will start distributing them. Grizzly Football has agreed to help with the parking.
- **Street Fair:** Vendor Registrations continue to be submitted.
- **Viking Fest:** Dana reported on their Committee meeting of February 12, 2016 and submitted minutes for the record.
- **Brochure:** The Board discussed the status of our inventory and it was decided to call Certified and have them ship us back a case for our use at the car show and other events. Further discussion will be held at the next Board meeting to determine a timeline to make any updates to the brochure, get additional copies made for 2017-2018 and pay the contract for Certified to distribute over the next year because our current contract ends in July.
- **Coloring Book:** Dana is working with Lisa from The Country Corner on this project and reviewed the status of the project with the Board. Consensus of the Board was that a decision on the size of the pages and the number of pages needs to be made so the cost figures can be finalized and presented to the Members. There was complete agreement that the project is supported and the Members are interested. Dana will present final information at the Member meeting.

Other Business:

- **Grizzly Football Sponsorship:** The Board decided to purchase a \$250.00 back cover ad on their program and use it to advertise DABA and our 4 major events – charging the expense equally to the events. Further evaluation of sponsorship will occur after the Car Show and we can evaluate the revenues from that event.
- **Legion Park Stage Sponsorship:** Cristy shared information from the recent City Council meeting on the stage being constructed at Legion Park a volunteer based community project being spearheaded by Johnny Green. All Board members are in support of the project, and President Jeff indicated a desire to give significant support to the project – however additional information was needed regarding cost and supplies needed. More information should be available at the next Board Meeting.
- **Stilly Valley Little League Sponsorship:** The Board reviewed the request for sponsorship and it was decided to not sponsor at this time. We do look forward to working with this group in the future on other types of collaborative efforts.
- **Status Report on Sidewalk Power Washing:** Through email Mike Britt reported that Cole is now feeling better and plans to start working on the power washing again as weather allows. The Board agreed to an increase to the contract amount – to be negotiated. Cristy noted that the \$200.00 ABC Grant Funding application has been approved and the money received.
- **Arlington Businesses:** Cristy will be requesting a copy of all current business licenses issued by the City of Arlington.

The Membership Agenda was reviewed for the Meeting on March 1, 2017 and the next Board meeting will be March 20th at 5:30 PM.

The meeting was adjourned at 6:50PM

Cristy L. Brubaker

Secretary-Treasurer