



# Downtown Arlington Business Association

## Board Meeting Agenda

October 17, 2016

5:15 – 7:15 pm

Location: Action Sports

### Agenda:

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**Board Members Present Jeff Phebus, Rich Senff, Bill Dettrich, Dana Fowler and Cristy Brubaker. Mike Britt absent/excused.**

**Meeting Called to Order at 5:20 pm.**

**1. Approval of Board Meeting Minutes Held 8-22-2016, 8-29-2016, 9-19-2016**

**Action Taken:**

- **Rich Senff motioned to approve the minutes**
- **Dana Fowler seconded with the correct date of 9-26-2016**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

**2. Grant Reimbursement & County Grant Follow Up**

Cristy stated that now Viking fest is done, she will submit the full amount we were awarded last year which was \$8,900 and change.

Questions were asked about hometown holidays and how we get reimbursed for those activities. Dana noted we can submit as many reimbursement requests as we like throughout the year. Typically our last day to file one is January or February of the next calendar year.

Dana gave a brief overview of the Snohomish County grant and the reason for denial. The main objection by the country review committee seemed to be the fact that they felt our project was not collaborative – specifically, that DABA had not mentioned the soon to be live “visitarlingtonwa.com” website that the chamber is managing. Dana told Annique Bennett that we had no knowledge of this and felt it unfair that we were held accountable for knowledge we did not have and did not receive a call from the county directly. Further Dana followed up with Jennifer Holocker and Sarah Lopez to ask if they had confirmed with Annique whether or not we had fore-knowledge. Both stated that they had not made this statement to Annique, so it is unclear why she made this assumption.

Dana asked Jennifer Holocker to call another joint meeting with the Chamber Board. Jennifer will propose this to the chamber board next Tuesday and then Dana and Jennifer and/or Cristy will get some dates and times together. Jeff asked each board member to come up with an idea or two for this meeting.

### 3. Treasurer Report

Cristy stated as of today we have \$17,072.56. This is not a reconciled balance. Cristy is following up on the UW Medicine payment. They stated they would have the check cut by end of week.

### 4. Sound Publishing Ad

Jeff asked whether Mike had worked on this or not. Cristy reported that she said discussions had been held but no resolution. Cristy will follow up with Sound Publishing.

### 5. Holiday Ad Approval

Cristy stated that she is handling this opportunity. Dana stated that we need to approve DABA's portion of this ad. There are 16 spaces available. Cost will remain the same - \$1,000 in 2017 as 2016.

#### Action Taken:

- **Jeff Phebus motioned to approve \$200 from DABA with members paying for the additional \$800 from members' ad spaces. Note: If someone wanted to advertise that is not a DABA member, they could but would need to pay \$100 for the space.**
- **Rich Senff seconded.**
- **All in favor?**
- **Any opposed**
- **Motion carried.**

### 6. GoDaddy Website Status

Dana gave a brief overview. Dana will set up a temporary framework with a free. Dana believes we can leverage this into a great website.

Dana re-iterated that we could use this domain for great good for the community. To be discussed in depth at the next board meeting.

### 7. ABC Initiative Community Tool Chest

Rich thought the equipment should be delivered soon. Rich needs to have the hold harmless language from the city. Rich should check into our insurance company to see if they have a release form.

Dana said she wanted to see if we could set up a paperless checkout system through our website. Credit card information could be required in order to check it out. Another approach from Jeff - we can charge someone at check-out like O'Reilly's does for loaner tools to work on vehicles. The money is refunded once the tool is returned.

DABA to do a press release about the tool chest. Jeff will do the basic outline and send to all board members for editing. Dana to send to media outlets.

## **8. Viking Fest Wrap Up**

Dana and Cristy should meet? Cristy handed out reconciliation report. Viking Fest should still be profitable even with all the outstanding debts and income. Dana stated that she and several re-enactors will meet on October 30<sup>th</sup>. Dana working on program ad funds. Sent out an email to all program ad purchasers. Dana will also perform a formal survey of all

## **9. Wireless Microphone Purchase**

Jeff purchased a wireless microphone during Viking fest with a 600-foot range. This item will not be on the public tool chest list of things to loan along with the PA system.

## **10. DABA Member Meetings**

Dana stated that Mike wanted to communicate that we should sit together and wear our name badges.

Dana will send an email reminder to members re: November meeting. Dana to send a draft of the agenda to all board members and ask for input/items. Amend the agenda at the meeting if needed.

## **11. Elections**

Dana stated that all board members should send an email to Lisa Cisneros at Olympic escrow with our desire to run and for what position. Dana to put this information in reminder of member meeting about who is running and that members can nominate themselves. The email address to send nomination information is to [lisa@olympicescrow.com](mailto:lisa@olympicescrow.com).

## **12. Chamber Map Project**

Dana re-iterated the conversation between chamber and DABA regarding this project. DABA will not place an ad in this map as we do not have the funds. DABA asked the Chamber to exchange ad space in respective map projects. Chamber refused. All Board members were puzzled by this as it would benefit both organizations.

Cristy noted the Chamber sent out a member mailing asking for ads purchases. Letter also noted that a tiered membership fee is coming soon.

## **13. Mary Anderson Award**

Jeff asked if the board members had any recommendations for this award.

Cristy stated the Stilly Diner helped a lot.

Rich stated that Mike should get this award this year. He is resigning this year so this seems appropriate. Kathleen received this last year after she stepped down as street fair chair.

Dana seconds Rich's motion and stated it is so well deserved. He has worked so hard for this organization and deeply cares about downtown and the community in general.

Jeff Phebus would absolutely like to see Mike get this award.

**Action Taken:**

- **Rich Senff motioned to give this award to Mike Britt.**
- **Dana Fowler seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

**Additional Items:**

Hometown Holidays budget per Cristy is \$5,000. \$2,300 of this is for the wagon rides. Cristy found a replacement for our usual driver.

Dana wanted to make sure Jessica Ronhaar did not think she can spend \$5,000. Dana and others would like to see some traditional music come down to this event. Rich mentioned the jazz band from the local high school. Rich mentioned that Seattle Children's Choir could be invited for next year. They are really good. Dana just wants to be sure that Jessica has clear direction. Jessica needs to be at the next member and board meeting.

**Board Meeting Adjournment**

**Rich Senff motioned to adjourn.**

**Jeff Phebus seconded.**

**Meeting adjourned at 7:30 pm.**