



Downtown Arlington Business Association

Board Meeting Minutes

December 26, 2-16

5:15 – 7:00 pm

Location: Britt Sports Cards

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

Meeting Called to Order at 5:30 pm.

Approval of Board Meeting Minutes Held November 28, 2017

Action Taken: Approved by Motion of Phebus and Brubaker– All in Favor.

2017 Event Budgets as well as overall budget:

2016 Budget – Reconciliation is in process – will be presented at next meeting

2017 Budget – Will be in draft form for discussion at next meeting

Event Budgets – Finals for 2016 and drafts for 2017 will be presented along with 2017 budget at next meeting.

DABA Membership Dues – Sec/Treasurer will be updating information and begin billing for 2017 during the month of January – report at next meeting. It was noted that a cover letter would be appropriate to include with billing as a review of our progress in 2016.

Chamber Dues – A bill has been received in the amount of \$250.00 for 2017 Chamber Dues – the Sec/Treasurer will research what was paid in 2016 and report at next meeting.

Eagle Festival – Mike Britt received a request from the City of Arlington regarding funding for wagon rides during the Eagle Festival – after much discussion it was motioned by Senff and Phebus to offer to pay ½ the cost of the wagon rides up to \$400.00 if another agency is willing to partner on the expense. All in favor – motion carried.

Revenue Streams – This item was tabled to the next meeting.

What does DABA want for a Special Project in 2017? Brainstorming Session –

- Annual Sidewalk Clean Up
- Make Arlington Shine – with the Goal of increasing curb appeal of Arlington’s Downtown a process where a business would volunteer or be nominated to receive help/donation for something that would improve their storefront. DABA would coordinate and even seek sponsors to help with the funding of the improvements.

Grant Writing Procedure - Discussion was held regarding the recent grant application processes that DABA has participated in. In an effort to have a more informed Board involvement on future grant applications.

Motion by Senff and Phebus to have the Sec/Treasurer develop protocols regarding grant applications and that at a minimum require:

- **Two board signatures**
- **Two board members are identified as contacts for the grant**
- **Board Members Review the Grant application prior to submittal**
- **All Grant applications have a proposed budget**

All in favor – Motion Carried

How do we want to advertise in 2017? (Brainstorming Session) the following ideas were discussed with more information needed.

- Hometown Values – Get prices, maybe do a quarterly ad?
- Local Newspaper
- Northwest Clipper – Get prices

How do we get information to our members and have them respond? (Brainstorming Session) It was decided all of these ideas are good and will be pursued in 2017.

- Facebook Page
- Facebook Group just for DABA members
- Facebook pages for specific events
- Mail
- Email
- City TV Station

Bulk Mailing Permit – Sec/Treasurer will check with the Chamber on the status of their Bulk Mailing permit, get costs for our own and check with Penway on having them do bulk mailing. This could also be a tool for bulk advertising.

Meeting Schedule: The starting time of the Member meeting was discussed and it was decided by consensus to move it up to 5:30. In an effort to accommodate better meeting attendance it was also decided to see if the Council Chambers are available on the first Thursday night of the month and also look at the option of using the Stilly Conference Room at Haller Park if we need to.

Meeting was adjourned at 6:50 PM

Cristy L. Brubaker

Secretary-Treasurer