



Downtown Arlington Business Association

Board Meeting Minutes

May 23, 2016

5:15 – 6:15 pm

Location: Britt Sport Cards

Agenda:

Board Members Present: Mike Britt, Dana Fowler, Rich Senff, Jeff Phebus, Cristy Brubaker, Bill Dettrich. Administrator Wendy Gill and former Board Member Mary Anderson also present.

Meeting Called to Order

1. Approval of Board Meeting Minutes Held 3-21-2016 (REVISED) and 4-25-2016

Action Taken Minutes from 3-21-2016:

- Rich Senff motioned to approve.
- Dana Fowler seconded.
- All in favor?
- Any opposed?
- Motion carried.

Action Taken Minutes from 4-25-2016:

- Jeff Phebus motioned to approve.
- Rich Senff seconded.
- All in favor?
- Any opposed?
- Motion carried.

2. Website

- Administrative division of duties
- Advertising
- Directory updates
- User experience and layout

Administrative Duties:

Mike Britt stated that he wanted some clarification around the timing of the administrator doing DABA work versus other job obligations through Anderson Accounting Solutions. There are times when the Board or members have need of speedy responses and actions which can be challenging with possible schedule conflicts between the two.

Further, he wanted to be sure that Wendy did not feel like she needed to work any overtime because of budget constraints for this position. And he has seen email responses late at night from Wendy and is concerned that is DABA work might be encroaching on her personal time.

Mary responded that Wendy has not had any overtime since January of this year. Rich also stated that it might be nice to have hourly historic view reports to help guide the budget

for this position in future. Cristy Brubaker agreed that understanding what tasks take up the bulk of this position's time would be helpful in building the budget for next year.

Jeff Phebus asked if we need to re-visit the job description for this position. Dana stated that there have been times when she has help Wendy work on projects because they were either too time consuming or Wendy felt like she was not comfortable working on – such as the recent DABA website overhaul.

Mike would like DABA to consider establishing a back-up IT contractor to help with any complicated website issues. Dana does not feel like DABA has money to spend on a contractor as those funds would not be reimbursed. Wendy stated that Green Tent is supposed to help us with website issues that are not user related. For example, when previous e-mails had gone missing, Barney was able to restore them. The reason they disappeared in the first place was the result of a widget update they had installed. Wendy stated she could also help troubleshoot in future as a first step before looking for an outside source.

Advertising:

Dana and Wendy to do some research and also ask Barney if he had some suggestions on what to charge. Will hopefully have some guidelines for the next board meeting in June.

Bill mentioned that he pays \$225 per month for someone to manage updating his business website.

Directory Updates:

Rich and his son are working on this. Have been taking pictures of businesses and will continue to do so until he has all of them updated.

3. Car Show

Mary Anderson stated that she and Wendy can help with registration. Registration will open at 6:00 am this year so everyone helping will need to be there by at least 5:00 am or so. Mary asked if Cristy would be able to pull cash throughout the day and store it somewhere safely. Cristy said yes, she plans to have at least 3 cash boxes on hand that day.

Wendy will make extra copies of the event permit so it can be on hand if needed by police or other city staff to enforce parking violations, etc.

Rich asked if someone could send him the list of sizes of t-shirts that had been pre-paid. Wendy said yes, she will take care of that.

Jeff will be on hand to set up the PA system for Maury Eskenazi at 7:00 am.

Bill Dettrich said he had talked to the Arlington Grizzlies coach and they will have some of the team members there to help with parking.

Dana stated that all she needs for the after-hours party are the bracelets.

Mike stated that the next car show committee meeting is tomorrow night, 5-24-2016 at 5:15 pm at A-Z Transmissions.

4. Viking Fest

Dana stated that there were no new developments but that she had attended the Poulsbo Viking Fest and was very disappointed. There were very few Vikings and displays. It seemed to be mostly a street fair and carnival with some competitions that were not Viking specific. Dana intends to keep the DABA festival authentic and focused on all things Viking/Nordic.

5. Membership Brochure Discussion & Final Approval

Dana reminded Board members to review the final draft and send approval via email. Dana brought the near final version to the meeting and so would send this to everyone post board meeting. She is concerned about approving it as final without a lot of extra review as she has worked too closely to it for months and may not catch something important.

6. President's Award Plaque Location

Mike will ask Debra Nelson to present this to the City Council and request permission to hang this in the Council Chambers.

7. Stilligumish Valley Genealogical Society Report

Mike stated that the Society has asked DABA to create a passport style event to coincide with their annual meeting in mid-August. Mike had them contact Kathleen Shalan who stated that she would help with having something going downtown for the society's meeting attendees.

8. New Member Welcome Packets

- New in Town
- Welcome to DABA / Member Stickers

This project is tabled until our key events are past.

9. Board Photos/Business Cards (Jeff Phebus)

Dana will order business cards for Jeff Phebus and double-check on badges ordered.

Mike would like to have board photos taken at the next member meeting, June 1st. So, please dress appropriately.

10. Membership Dues for 2016 & Rules of Order – Final to Approve

Action Taken:

- **Jeff Phebus motioned to approve the revised rules of order.**
- **Rich Senff seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

Mike stated that he would deliver a copy of the rules of order to chamber officials on Friday.

11. Map of Downtown to Review & Assign Sections to Board Members

Dana stated that she would will find a better map and create sections and hand to Mike for final approval. If any board members disagree with their assigned sections, we can talk it through at the next board meeting in June.

Cristy added that we should consider adding a block captain from the member businesses to help keep information flowing between them and the assigned board member.

12. Event Surveys & Headcounts

- Car Show
- Street Fair
- Viking Fest
- Safety Vests

Rich provided DABA with a quote. Jeff Phebus stated he did not find anything more cost effective through his sources. Bill asked how many we proposed to purchase? Mike stated the quote would give us 25 vests to have for all events, not just the car show. Rich stated that the cost for 25 vests is \$250 plus tax. After a brief poll, it was decided that orange would be the preferred color. Mike asked if Rich could screen in the words event staff on the back of the vests. Rich stated that should be no problem.

Action Taken:

- **Cristy Brubaker motioned to buy 25 orange vests for \$250 plus tax.**
- **Jeff Phebus seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

Surveys:

Dana asked if Wendy could quickly create a survey and walk around a couple of times throughout Olympic during the car show so we can get some solid information to report in grants that are hotel/motel tax related.

Cristy also thought we should put these in the car owner goody bags and offer them an extra raffle ticket if they fill it out and submit to Bob Ketchum.

13. Arlington Grizzlies Support

Jeff re-iterated that he is sponsoring a booth during the street fair for the grizzlies to staff and promote their team.

Mike outlined a couple of program and other promotion opportunities. The board discussed and decided the back page of the program in full color at a cost of \$250 would be the best option.

Action Taken:

- **Dana Fowler motioned to approve \$250 to have a full page color ad in the program.**
- **Jeff Phebus seconded.**

- **All in favor?**
- **Any opposed?**
- **Motion carried.**

14. New Event in 2017

Dana stated that over the course of the next several board meetings, she would like to start discussing a new event for next year. Some initial discussions with business owners and residents indicate that bringing back a bike show or run might be one good idea.

Mike said he will put out feelers to Chief Ventura about a bike event and get his thoughts.

Jeff thinks it might be fun to have a scavenger hunt in conjunction with a bike run. Cristy also really like this idea. Further discussion will be held at the next board meeting.

Mike also announced that an ABC Competition meeting is coming up soon with all stakeholders. He will keep the board informed.

Board Meeting Adjournment:

Action Taken:

- **Jeff Phebus motioned to adjourn.**
- **Rich seconded.**
- **All in favor?**
- **Meeting adjourned at 7:14 pm.**