



Downtown Arlington Business Association

Board Meeting Minutes

June 20, 2016

5:15 – 6:15 pm

Location: Britt Sport Cards

Agenda:

Board Members Present: Dana Fowler, Mike Britt, Rich Senff, Cristy Brubaker. Wendy Gill also present. Jeff Phebus absent – not excused.

Meeting Called to Order at 5:48 pm.

1. Approval of Board Meeting Minutes Held 5-23-2016:

Action Taken:

- **Rich Senff motioned**
- **Cristy seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

2. Chamber Insurance Request & Membership Fees:

Mike needs to present some information to the Chamber on this topic on or before the 26th. The total amount that they are requesting is 1375.00 which does not include Viking Fest. Viking Fest cost is \$255.73 separately. Currently the chamber makes monthly installments which gives DABA an opportunity to do the same. Mike is getting conflicting information about the chamber from a financial perspective. This causes him reservation to pay all of this up front.

Cristy thinks that we should have a joint meeting with Chamber Board. She thinks there is a lot of conflicting information in general with her interactions as well.

In his meet and greet with Dan Blevin. He stated that the chamber is twice as big as DABA. How does that then justify paying half of the insurance costs. Jennifer Holocker also said to Mike that the events we currently manage were given to us by the Chamber. Mike told her that was not correct. The car show was started by the Countryman's 17 years ago in partnership with the Downtown Merchants Association and the Arlington Chamber. The Merchants also ran the Street Fair in years' past. The Street Fair is a remnant of Frontier Days run by the City and the division of various activities.

Dana stated that we need to have a meeting with Chamber Board and DABA and table this until then.

Dana also brought up the membership invoice. The main concern is that the Chamber doesn't pay us a membership fee. Fee payment should be mutual between the two organizations. We are sister organizations both working towards the same goals. But DABA and the Chamber are both non-profit and don't have extra funds. So maybe the right approach is for both organizations to waive membership fees.

Rich Senff agrees that no funds should be exchanged either way. DABA brings a great deal of value to the table.

Dana agreed and stated that we bring a lot of people into town with our events. That should be taken into consideration.

Rich stated that we may be able to get insurance on our own without incorporating as a 501 c3. And we may be able to get it cheaper than what the chamber invoice reflects. Rich got a list of the events to take to his agent.

Cristy says we can also get insurance by each event through the Washington Society of Cities.

Cristy will be attending the next Chamber Board meeting on Tuesday of next week at 7:30 am. Mike asked if Cristy could get a firm date sometime in July.

3. Car Show – Grizzly’s Donation, White Horse Giveaway

Cristy said that the White Horse coupons were inserted in the goody bags. She returned some of the extras to each contributor. Cristy will bring all extras to the next member meeting. Wendy to send notice to all members to come and get the leftover items.

Rich also noted that if we could do some trinket with the discount on the items. The items could be re-usable like a key chain.

Mike also pointed out that Bill did a great job on the car show. Bill said he would be willing to do it again next year. Bill enjoyed it. Mike appointed him as the chair for the 2017 show.

Mike also stated that we had a lot of volunteers for parking and he was focused on that. He said the process worked. Chief Stedman was around almost all day. He really liked the traffic flow into the show.

Cristy stated that we had 180 registrations. She is not sure how many t-shirts were sold.

Mike apologized for allowing the donut fundraiser into the show at no cost and did not communicate that to anyone. That was not fair to our donut vendor.

He also wants to make a better plan for vendors next year. Perhaps it does make more sense to place them all along Olympic?

He also took responsibility for getting too stressed out. He apologized to Cristy for being upset about the voting process.

Cristy said we should spring for a commercial tent to the tune of \$5-600. Dana said we should sell the other two we bought from Youth Dynamics.

Cristy passed out the event reconciliation report.

Mike wants DABA to have a second tent at street fair. We could discount the t-shirts somewhat. Dana also said we could sell the balance of the cribbage boards and steins. Dana also said that Eric Allen did take photos and maybe sell them at our booth and give DABA a percentage of the profits. Dana will follow up with Eric. Mike said we will also push Viking Fest.

Cristy feels that we should only have one booth.

Mike wants to do another donation for the Grizzlies. Cristy said that even if all of the sponsors pay, we had income of \$2,600 net profit. Mike asked Dana to get the reimbursement report to the City.

Cristy said that we did receive \$290 for the food bank. She wants DABA to match that. Mike said that we should round up to \$300 for our match. And we should give the Grizzlies another \$300.

Action Taken:

- **Dana motioned to give the food bank \$300 total to match the donations received at \$290.00 Dana also motioned to give the Arlington Grizzlies \$300 for their help in parking.**
- **Rich Senff seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

Cristy stated that we should meet in August.

4. Brochure

Dana stated she had reached out to our sales person to find out the printing status. Have not heard from Foster Print Services who has the final design.

5. Street Fair

This event is rolling along according to Mike. Kathleen needs more volunteer help during the event.

6. Website

- Advertising
- Directory updates
- User experience and layout

Dana has done some research on this but hasn't found any specific dollar amounts yet. Wendy has reached out to Barney who said he would get back to us with some supporting information. This likely involves a quote for GreenTent to help actively administer this? Dana will continue to dig and will have a proposal by next Board meeting.

7. Venom Baseball Consideration

Mike gave a quick overview of what funds go towards. Dana asked if they had a tent at the street fair. Cristy also wanted to know what fundraisers they are doing already.

Dana suggested they could bring goods to sell at the booth. Bill also stated we should be careful and make them work for it a little bit instead of just handing out money. They could help man a second DABA booth at the Fair and help us sell our car show merchandise. Dana said they help us with a downtown cleanup. Dana said they could get a dollar or two per shirt they sell.

Bill thinks it's fair to ask them to help themselves get this money.

Dana does not want to have Joey Dettrich Baseball Foundation to have too much competition. Bill said he would like Venom to come to his foundation and ask for this money.

It may work out to have DABA sponsor a joint booth where Venom and Joey Dettrich could share during the street fair.

Cristy re-iterated that next year we should have a community booth that several groups could share.

8. 2017 Officer Board Committee Appointment

Mike will appoint a committee to oversee elections for the board for 2017. He would like to get this started in July.

Mike asked who was willing to stay on in 2017 and in what role. Dana stated she will continue on in 2017 but would like to transition out of the secretary role. She would likely pursue the vice-president role in order to focus more on overall growth, strategy, relationships and special projects.

Bill is also staying on and is happy and comfortable being a board member. Mike asked if he would be comfortable doing the President's role. Bill said to give him another year.

Rich Senff stated that he will stay on in 2017 and will keep his role as Board member.

Cristy Brubaker will stay on as Treasurer and could also take on the secretary's minute and agenda tasks.

9. Genealogy Society Passport Shopping Project:

Mike Britt stated that this was being handled by Kathleen Shalan.

10. Downtown Graffiti Project:

Mike has been contacted by a couple of people who will help clean. We need to get the businesses to help contribute and get their permission.

11. Board Photos/Business Cards (Jeff Phebus)

Tabled.

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

Tabled.

13. Event Surveys & Headcounts

Tabled.

14. New Event in 2017

Tabled.

Board Meeting Adjournment at 7:46 pm.

- **Rich Senff motioned**
- **Cristy seconded.**
- **All in favor?**
- **Meeting adjourned.**