



Downtown Arlington Business Association

Member Meeting Minutes

October 5, 2016

6:30 – 7:30 pm

Location: City Hall Council Chambers

Opening Business

- **Meeting Called to Order at 6:35 pm.**
- **Member Quorum Confirmed**
- **DABA Roll Call**

Present:

Board 2 Rich Senff, Board 1 Bill Dettrich, Secretary Dana Fowler, Treasurer Cristy Brubaker, Vice-President Jeff Phebus – absent/excused, President Mike Britt.

- **Member Introductions**
- **Member Announcements**

Lisa Cisneros from Olympic Escrow has been working a lot with Penway to re-brand her shop. She is looking into recycled shopping bag to promote. She thought of DABA. If DABA sponsors this projects, it would help on the bulk rate. They are around 1.00 per piece now but could lower that cost through higher quantity. Wondered if we had the budget this year or next year. Can we discuss at the next meeting? She will have a sample from Penway by then. Can do black and white or full color. Mike asked her to bring a presentation to the next meeting with samples, costs, etc.

Lisa also stated they were thinking of putting on a home show on a Saturday – real estate, financial, escrow, etc. Would have other vendors there who could provide information around remodeling, purchasing a home, etc. Would replicate a street fair. The fair would show off assets of downtown service oriented companies. Doesn't have a venue in mind but needs something indoors as it is now the rainy season.

Mike feels we could work out a time for the council chamber room if she thinks that is a large enough space. Rich wondered what time of year she thought about doing this? Lisa thinks right before tax time. She could also bring in guest speakers. Anita wondered if they would open the space over in the theater that LifeWay 360 is currently remodeling? The stage would be awesome for speakers.

Put this on the agenda for next month.

- **Guest Speakers – Jessica/Sno-Co- Gal**

Jessica runs a lifestyle website for Snohomish County - shop, live and play local is the focus. Directory, blog, social media, etc. Arlington along with Darrington were selected as the best communities through her readership in a survey. Several local businesses also received best in several categories.

Website officially started in July of this year. They had a directory before that. Before that she ran a non-profit with disadvantaged businesses in Snohomish county. She helps with licensing, marketing, etc. Felt somewhat disappointed in the trend that cities are looking toward big, national chains instead of the smaller shops. So, she started SnoCo Life to counter that movement.

Jessica mentioned that DABA is unique and a lot of those that exist are not promoted by their respective chambers. Jessica focuses primarily on the downtown areas of the cities within the county.

- **Approval of Prior Member Meeting Minutes Held 9-7-2016**

Action Taken:

- **Suzi Quillen motioned to approve**
- **Jeri Rugtvet Seconded**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

- **Current Membership Status**

Dana reported we are currently at 90 but may be missing one. Dana will get the membership forms from Cristy to integrity check the database.

- **Treasurer Report**

Cristy Brubaker stated that the 17,646.91 in the bank. Mike stated that we are still waiting to get our reimbursement for all of our events. We can include some of the costs for Viking Fest as the Street Fair was so under budget. So, soon we will have an additional \$8,900 in the account.

Old Business

Committee Updates:

- **2nd Annual Viking Fest & Pub Tour (Draw Raffle Prizes)**

Mike noted that the festival went really well. Mike stated it would be back.

- **Hometown Holidays & November Small Business Saturday Promotion**

Jessica Rohnharr will be chairing this event.

- **Show & Shine Car Show**

Bill stated all the free ads are in where they need to be. Cristy and Bill will get together to talk about what they want to do. Thinking about hats next year with the shirts. Will work on sponsor forms to get them out right away. Don't need a lot of help now.

- **Street Fair**

Jeri reported: Terry and she have been doing a lot of events lately. One of the things they do is search facebook for craft items, they are going in person as schedules allow to talk to people to recruit them for the fair. Did get 3 sponsors from Spokane recently.

She discussed the exit survey results.

Couple negative things:

one thing was that the boy scouts did an awesome job but the vendors were kinda of left out in the dust. Scouts did not ask them for trash. Would like to have the scouts be sure to check in with them.

Too many commercial vendors and not enough home-made things. Jeri would also like to have more hand-made versus commercial.

Good things:

Good traffic and space between tents. Safety barriers were kind of a hazard. People were tripping on them quite a bit. Need some additional safety measures to help keep people safe. Street cones are not heavy enough. Cristy said we should talk to Jay Downing to discuss how to alleviate this. Terry also will propose a change in the layout. Instead of each side of the street. She would like to go down the middle. Leaves sidewalks open and directs traffic more effectively. Mike stated that you would have to push the tents toward the middle of the street so that fire trucks can turn without hitting a booth and have the width to fit between the sidewalk and the tents. Jeri's goal is to have 200 vendors so she believes all of Olympic will be filled.

Anita stated that during the street fair she never has any booths in front of her shop. Anita stated the parking lots are generally empty on the weekends as well to allow space for tents. Mike stated that businesses have the right of refusal – they don't have to have a tent in front of their store.

- **DABA Tourism Brochure**

Dana did not get a report on the number of brochures distributed. She will send an email out to the businesses once I have it.

Other Old Business:

- **Arlington Coloring Book**

Lisa Herr passed around quotes from 5 different companies. She passed these out. The specs are 48 pages. Lisa stated these will be black and white with heavier paper inside and then cardstock for the cover. Quoted 48 pages. Minimum number of businesses would be 47. The back page and inside cover are also coloring pages. Size would be 8.5 by 11. Cost on sheet is cost per business and quantity. Number of books for each business is divided by the quantity and number of businesses.

Cristy wondered if we would give these away or sell them. Businesses stated they would prefer to give them away.

Mike asked how many businesses would pay 67.38 to get 20 copies of this? Stilly Diner would like to have more copies but would pay 67. Most all businesses raised their hands. Lisa will also look into a 5 x 7. Lisa asked if DABA can pay for part of the printing costs.

Dana stated we could focus this for hometown holidays in 2017? This would give businesses giveaways for the holidays. So the theme of the book could be holiday-esque.

- **ABC Initiatives**

Mike stated that the city has donated a garage at the library to host the tools for the community tool chest. The city is purchasing tools on behalf of DABA. DABA will administer the toolbox usage by local businesses. There are 6,000 worth of tools they are purchasing. Mike will provide a list of what is purchased so that members know what is available.

- **Elections Committee**

Mike has agreed to help us with our elections this year. Mike said they should meet up pretty soon. He will be gone from October 13-31st. We are in need of a secretary. Five are coming back next year. Rich stated that all positions are open to any DABA member.

Mike stated that Bill Dettrich will stay at Board 1. Rich Senff is putting his name in for second board. Dana is going for vice-president. Jeff is running for president. Cristy would like to stay on as Treasurer. So, this leaves the secretary position open.

You do have to be a DABA member to serve on the board. No previous experience is necessary. Anyone could potentially sign up as a DABA member and then run for a position. Mike is officially endorsing Jeff as President. At the member meeting in November is the election. If anyone wants to nominate themselves, they can get it off our website and give it to Lisa. Lisa @olympicescrow.com. Lisa will create a ballot off of that. If uncontested, everyone is voted in during a single vote. If contested, then slips will be handed out (ballots) and the majority of votes would get that position.

- **DABA Grants & Reimbursement - 2016 & 2017**

Dana reported that we submitted a grant to the City of Arlington in a total amount of \$30,800. The city ask is \$20,590 and DABA's match of \$10,210.

Unfortunately, we were not awarded the Snohomish County Hotel/Motel Tax Fund money for the new brochure. Dana had a long talk with Annique Bennet. DABA will need to position themselves more competitively in future. The Board will meet on this to discuss.

- **Insurance Update (Viking Fest & Annual)**

Mike re-iterated that DABA agreed to pay \$804 to cover DABA events and operatinos through June 2017. We will review this in 2017 again and make any adjustment on the amount we will pay. This was a pro-rated amount.

We did not have to pay for separate rider for Viking fest this year. This means the cost will be applied to car show, street fair and Viking fest. **DABA board will follow up on this.**

New Business

- **Chamber Map/Brochure**

Chamber asked if DABA wanted to put an ad in their map/brochure. The cost would be 500 for a small space. We could only list our events with that space. We countered with a trade – their ad in our map and our events in theirs. The chamber stated they were not in a position to do this. Chamber will only create 10k. They only want to distribute local chambers. It seems redundant to put money into this project.

- **Miracles on Main Street**

Topic shelved. No one at the meeting to present this information.

- **AMT Volunteer Lunch**

DABA made a contribution to the community cleanup for \$100 for the volunteers. The city organizes this. Anita asked about the window painting for hometown holidays. She said the city and chamber were running this and DABA had nothing to do with it? Or do we? She is confused. Anita will be doing the decorating and she didn't want to step on any toes.

Dana stated we are all working together but sometimes the communication is tough.

Dana to ask Sarah and Kristen Banfield to put out a press release and calendar about what is available and from whom. Anita said she will go talk to Sarah.

- **Internship Public Relations**

We are gearing up to send businesses information about Small Business Saturday. Last year put an advertising spread in both the outlook and the globe that we had 14 businesses participate. We do have room for 4 additional spaces. The cost last year was \$50 for the outlook and \$25 for the globe.

Those businesses that want into this advertising opportunity can raise their hands tonight will have reserved spaces. Businesses who signed up for the \$50 dollar ad only:

- Stilly Diner
- Olympic Escrow
- Action Sports
- Pazzazz Hair Design
- A-Z Transmission
- Arlington Pickers
- Country Corner
- Britt Sport Cards
- Country Rose / Bella Bungalow

Closing Business

- **Meeting Adjournment at 8:15 pm.**