



Downtown Arlington Business Association

Member Meeting Minutes

April 5, 2017

5:30 – 6:30 pm

Location: City Hall Council Chambers

Opening Business

- **Meeting Called to Order at 5:34 pm.**
- **DABA & Board Member Roll Call and Introductions**
- **Member Quorum Confirmed**
- **Member Announcements**

Jessica Ronhaar announced Youth Dynamics annual fundraiser will be held May 20th, 2017 at 6:00 pm at the Free Methodist Church. They need sponsors and donations for the auction. There will be a concert and BBQ. Tickets are \$25.00 per person or \$175.00 for a table of eight.

Representative from Arlington Awaits website wanted businesses to know there is an opportunity to appear in a video interview. Website gets a good number of visits each month.

- **Guest Speakers – None**
- **Approval of Prior Member Meeting Minutes Held March 1, 2017**

Action Taken:

- Bill Dettrich motioned.
 - Jeri Rugtvedt seconded.
 - All in favor?
 - Any opposed?
 - Minutes approved.
- **Treasurer Report** – Cristy Brubaker not present. Bank balance noted on agenda of \$25,970.41.

Old Business

Committee Updates:

- **Car Show** – Bill Dettrich reported that he is still on the hunt for sponsors. Car show is June 10th, 2017. Bill is unable to attend this year. They are having an Elvis impersonator come this year. Also have a 50's costume contest. Next meeting is Thursday at 5:30 at A-Z. Still also need registration help.
- **Street Fair** – Jeri Rugtvedt stated that she could use some help to make calls to get event support operations in place. Things like trash cleanup with the Boy Scouts, port-a-pottie ordering, etc. She thinks around half of the total targeted number of vendors will have their applications in by next week. Goal is to have more handmade item vendors this year. Needs to hear business owners about reserving the spot in front of their shops. She will send Cristy a template to mail out to all DABA downtown members. Dates of fair are July 7-9th, 2017.

- **Viking Fest** – Dana Fowler reported that the theme for Viking Fest will change from Vikings in Vinland as none of the tribes have responded. Pushing new media this year. Vendors have been sent their form for this year. Sponsors will be next. Next planning committee meeting is April 23rd, 2017.
- **Member Brochure** – Dana reported that we have received \$3,000 in the LTAC grant which will be applied towards renewing the distribution contract with Certified Folder in July. Sponsorship slots will be available for businesses again this year. The Arts Council asked if their events could be listed under Annual Events. Dana confirmed that they would be.
- **Coloring Book Project** – Dana reported that she would send out sign-up and payment forms to those who confirmed participation by April 7th, 2017. Artwork requirements would be stated on this form. Deadline for payment is April 28th, 2017. Artwork should be submitted directly to John Peeters at Penway Media. Goal is to be in print early May.

Other Old Business:

- **Outdoor Media Advertising** – Dana reported that Outdoor Media Group will offer the following discounted rates:
 - Hwy 530 sign would be \$1,800 per month for 3 months.
 - Hwy 5 would be \$3,200 per month.

Both prices represent a 5-600 dollar discount and would go lower with a longer term contract, which can be turned on and off throughout the year to accommodate DABA's event schedule, etc. A full slot means all ads would be seen 50x every hour, 1,200x per day and 36,000x per month. Each participating business would have/ create their own unique ads that would be shown in rotation with DABA's and can be changed with very short notice. We can also change ads to run on different sides of the boards (as space allows) by time of day to accommodate traffic flows. Dana will send out this information to all member business to ascertain interest.
- **ABC Competition** – Mike stated that the final winners' announcement will take place in Colorado on April 19th, 2017. Live telecast will play in City Council Chambers. Mike will try to attend.
- **Sidewalk Cleanup** – Mike reported that our Contractor's truck with our equipment had been stolen. He will follow-up with him on any potential recovery and with the City to find out how to replace it.
- **LTAC Bill Revision** – Mike reported that the Bill had been killed on the Senate floor. Letters written to Senator Pearson helped a great deal.

New Business

- **Legion Park Sound Stage** – Organizer Johnny Green will be hosting a fundraiser in support of this project on April 15th, 2017 at 6:00 pm at Rhodes River Ranch. DABA may donate funds toward this project.
- **AHS invited to Neobot World Competition** – Jenipher Stansberry reported that her daughter was part of a team of 16 students who were trying to raise enough funds to get to this competition in Houston, TX. Some of the students were financially challenged and may not be able to go especially as the invitation was very last minute. AHS has never been invited before so this is a huge opportunity. Competition is between April 19th – 22nd, 2017.

Mike Britt recommended that DABA commit \$1,000 towards their fundraiser. All board members agreed.

Action Taken:

- Mike Britt motioned to fund \$1,000 to AHS Neobot team trip fundraiser.
- Jessica Ronhaar seconded.
- All in favor?
- Any oppsed?
- Motion carried.

Other Announcements:

Suzi Quillen from Perfectly Knotty announced the 12th Annual Puget Sound Yarn Tour will take place on May 17 – 21st, 2017. Her shop is a participating stop so businesses should expect higher foot traffic these days.

Closing Business

● **Meeting Adjournment**

- Jeff Phebus motioned to adjourn
- Bill Dettrich seconded.
- All in favor?
- Motion carried.
- Meeting adjourned at 6:50 pm.