



# Downtown Arlington Business Association

## Member Meeting Minutes

August 3, 2016

6:30 – 7:30 pm

Location: City Hall Council Chambers

### Opening Business

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- **Meeting Called to Order at 6:30 pm.**
- **Member Quorum Confirmed**
- **DABA Roll Call**

Board Member 1 Bill Dettrich Present, Board Member 2 is Excused, Treasurer Cristy Brukaer is Present, Secretary Dana Fowler is Present, Vice-President Jeff Phebus is Present, Mike Britt President is Present.

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

— **Whiskey Ridge Brewery** has two events coming up: September 24, 2016 – brushes and beer event, Pints for Prostates, August 13<sup>th</sup>, 2016.

— **Centennial Sk8 Fest 2016 Presentation**

Angela Dunn from A Huge Production gave a brief overview of this event and promotion opportunities available. Angela came and gave a presentation at the last Board meeting in July but Mike also wanted her to come to the member meeting to provide an opportunity for members to participate. Mike stated that the DABA Board decided to give them \$300 for advertising. Angela asked members if they were aware that there was a longboard skate event in Arlington. Most did not know. She stated that she and her husband took over the event from a company in Florida three years ago. This is a perfect fit as they are longboarders as well and her husband races professionally. They love the long distance trails available in and around Arlington, WA. She said that people from all over the US to participate. This is one of the biggest events in the country. This year it's September 24-25<sup>th</sup>, 2016. They are building the event through the races over two days. They are partnering with a Seattle based company to have the racers equipped with go-pro quality cameras with live feeds that will be shown as the races occur. They are having an international film festival as well. They have a good panel of judges from individuals around the US. The winning entries will be shown at the Olympic Theater downtown. They will have a Kombucha Garden with loads of plants from the co-op. Vendor booths, life size jenga and lawn games will be held here.

Mike asked if there were any opportunities for businesses to advertise? The sports commission is printing the final flyers. She has to give the final layout to them before they will print. The opportunity is putting the business logo on screen before and after the film festival. A re-cap video will be created and the logos will be here also. There also print flyers hung around town and other places. The cost for local businesses would be \$250 - \$300. The usual cost would be \$700 - \$900 for this advertising package. Would like to have the spots reserved and logos in to her by end of next week.

Jeff Phebus asked if they will hold the skatefest in Arlington next year? Angela stated yes and the event will be expanded by another day including an all-day film festival. Mike thinks this is a great advertising opportunity based on his past experience and likes that it's in our own backyard.

— **Lisa Herr from Country Corner Presented a Coloring Book Idea:**

Lisa stated she had a marketing idea for Arlington businesses. Coloring books are not just for kids anymore. Latest craze is adult coloring books. There is a wide range of options for any age and gender and interest. While she was in Leavenworth last year. She noticed that businesses had created a page in the books with their information. She went to Penway and got two quotes – on high end and one lower end. The higher end is spiral bound with heavier paper. The cost would be \$5.09 each. The low end version is saddle stitched and would be \$3.89 per book. Each business would pay \$50 to have a page in the book. The higher end book might bring \$100 per page. The quantity at this point is 1,000. If we could get the quantity up to 2,500, they could get 20-25% cheaper.

Jeff Phebus and Dana Fowler stated that this was a very cool idea. Lisa stated that she would head up this project. She would like to have all DABA member involved, not just downtown.

Cristy suggested she check with the crabcraker to see what their publishing capabilities would be. Jeff Phebus offered to help walk downtown with her to talk to businesses on a Saturday.

- **Guest Speakers – None**
- **Approval of Prior Member Meeting Minutes Held 6-1-2016 (Meeting on 7-6-2016 was unofficial – no approval needed)**

**Action Taken:**

- **Jeff Phebus motioned to approve.**
- **Kathleen Shalan seconded**
- **All in favor**
- **Any opposed**
- **Motion carried.**
- **Current Membership Status – We currently have 88 members.**
- **Treasurer Report - Current balance is \$21,101.14. Cristy is working on the grant reimbursement requests for car show and street fair.**

## Old Business

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### Committee Updates:

- **Street Fair: New Chairs Appointed for 2017 Street Fair (Jeri Rugtvedt & Terri Fournier) -**

Kathleen Shalan reported. Mike stated that she had knocked it out of the park. She is really amazing for doing this all by herself. Since the first year, she has stated she did not want to do it again but did step up for two additional years. She stated it was kind of hard to do while running a business. Kathleen happened to find two vendors who offered to take this on next year – Jerri Rugtvedt and Terri Fournier. They have already done a post street fair assessment on how to improve.

Jerri – said that she has done a ton of events and 20 years in the restaurant industry as a manager. Her business is “Your Business Butler”. She loves events and is very anal about organization. She did

an exit poll and the results were great. Lots of compliments for Kathleen. They did also provide feedback on some improvements. Mike asked if Jerri could send the results of the poll to DABA and she said she would.

- **2<sup>nd</sup> Annual Viking Fest & Pub Tour -**

Chair Dana Fowler reported. Read off schedule as it stood as of the meeting. Viking Fest has been expanded quite a bit and we have so many excited volunteers. Dana is working hard on sponsors, raffle prizes, t-shirt and poster design and a few other critical tasks. She re-iterated to members ad spots were available in the programs. Several businesses raised their hands to reserve a spot.

- **DABA Tourism Brochure -**

Jeff Phebus kicked off by stating he was looking the evolution of the brochure over the last few years. He held up the original brochure, then the DABA member listing and then on to the current brochure. Jeff stated that this is a really amazing and is a great benefit for downtown members. Kathleen Shalan noted that we need to be sure we are clear when marketing to new members out of the footprint of downtown that the brochure listing is not automatic.

Jeff said he was glad the new brochure is final and thinks it looks great. He hopes it will draw many additional tourists to town.

- **Show & Shine Car Show –**

Bill Dettrich said he had two more sponsorships turned in. We have taken a month off. We are going to get together in September to get things rolling again. Anyone who want to participate, you are very welcome.

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

Mike talked to Jessica Ronhaar and she said she would be willing to do the hometown holidays again. Mike said we are beginning planning for the Saturday promotion.

#### Other Old Business:

- **ABC Initiatives –**

Mike stated DABA was part of the kick-off meeting to assign Mike as the lead for the community toolchest initiative. He would love to get your thoughts on what tools should be in that toolbox. Whatever you think would improve the aesthetics of the shops.

Dana also pointed out that the city will have matching grant funds available for small capital improvement projects. Sarah Lopez from the City is the project manager for this. Cristy said we should ask her to come and present once they have it all set up.

- **Stilligumish Genealogical Society Conference Shopping Event –**

Kathleen is working with the Society to create a shopping event on August 18<sup>th</sup>. Open to the conference attendees as well as the public. Kathleen had 1,500 postcards created. Shops will be open til 8:00 pm. Each location will have special promotions, food and drinks available for the shoppers. Each participating business will also give raffle prizes to a big pool. Thirteen businesses are participating downtown plus Country Dorner will be down in Whiskey Ridge Brewery.

Cristy read the list of businesses form the postcard and stated that this was a great turnout.

- **Joint Chamber Meeting Scheduled on August 22<sup>nd</sup>, 2016 at 5:15 pm. -**

Mike stated this was the first joint meeting with the Chamber. Discussing insurance and other subjects. The insurance may come down to a member vote.

## New Business

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- **Elections Committee -**

Mike Britt stated we are starting to put together a committee for board elections. Mike has filled his term limits as president but will serve as ex-officio president. He stated Jeff Phebus has nominated himself for President. All other board members will roll forward in same or different positions in 2017. Asked if anyone was interested in sitting on committee to let him know.

- **DABA Administrator Position Update -**

Mike stated that in our last board meeting, the administrative position is not workable. Her schedule did not allow to get DABA work done. The administrator contract will be expunged as of September 1, 2016.

## Closing Business

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### **Closing Member Announcement:**

Sno-Isle Library has some amazing resources for small businesses. Suzi Quillen shared where members could find some help for free. Research on demographics, consumer reports, educational tools, classes, etc. They have partnered with the Small Business Administration and SCORE Business Mentors. Suzi has a mentor who resides in Bellingham who helps her quite a bit.

Suzi announced that the Country Rose was voted best gift shop in Snohomish County. Perfectly Knotty was voted best arts and crafts, Rocket Alley won best burger and GET FROM SUZI.

Mike Britt shared that the Joey Dettrich Baseball Foundation sent us a thank you card for the funds they received from the Show 'n Shine after hours party.

Cristy delivered \$300 to the food pantry this evening. Kathleen said we should invite news folks to these checks or do a press release afterwards with a photo of the handoff.

- **Meeting Adjournment**

- **Suzi Quillen motioned to adjourn.**
- **Annette Coates seconded.**
- **All in favor?**
- **Motion carried.**
- **Meeting adjourned at 7:55 pm.**