



Downtown Arlington Business Association

Member Meeting Minutes

August 5, 2015

6:15 – 7:15 pm

Location: City Hall Council Chambers

Minutes:

Opening Business:

- Meeting Called to Order at 6:16pm.
- DABA & Board Member Roll Call and Introductions
- Member Quorum Confirmed
- Member Introductions
- DABA Board Member Changes & Election:
 - Jeff Phebus is now the Vice President that was filled at the board meeting on 7/17/15, This is for the remainder of Brian's term. Brian has some personal issues he is dealing with and needed to step back.
 - Second board position is now open for members to nominate themselves. Floor was opened up to general membership.
 - Taira Knee nominated herself to fill the 2nd board position. She introduced herself and said she is the owner of Paramount Business Coaching. She is an Arlington police department volunteer. Is there is motion to nominate?
 - **Action Taken:**
 - Taira Knee motioned.
 - Roger Miller seconded.
 - Motion carried.
- Introduction of New Treasurer, Brittany Kleinman:

Brittany will be taking over when Mary resigns. Brittany has an aptitude for this position. Brittany is here to get a feel for how things are done on the treasurer position.

- **Confirmation of New Vice President Position:**
Board announcement of Jeff Phebus as Vice President.
- **Member Election for 2nd Board Position / Nominations from Floor:**
See above under DABA Board Member Changes.

- **Member Announcements:**
None.

- **Approval of Prior Member Meeting Minutes Held 7-1-2015:**

Action Taken:

- Zeph Ragland motioned.
- Jeff Phebus seconded.

- **Treasurer Report:**
Balance: \$28,988.68.

Old Business:

Committee Updates:

- **2015 Street Fair Report – Chair Final Report:**
Chair Kathleen Shalan reported:
 - We had 129 booths which was increased from prior year.
 - No large issues to speak of, having the entire year to plan is helpful.
- **Oktoberfest Committee Report (Creation of Passport Event with Raffle):**
 - Taira Knee stepped up and volunteered to work on this event. The idea has changed from the original vision to something even bigger and better. Taira has a presentation of her vision for this project tonight. She has put a lot of time into the project. (see attached).
 - The idea started out as a pub crawl and decided to turn it into the Viking fest.
 - October 3rd is the date we are currently targeting. It's an opportunity to provide tourism is promotion in your business. The committee came together with some ideas including the

idea of a 'tour'. To bring people around the businesses the idea of a map came up to 'conquer' various stops. All businesses are involved not just restaurants and taverns. Cost to businesses is \$25. Included is your business name on the t-shirt, added as one of the passport/map stops (brings them into your store), opportunity to increase sales or enter a raffle that will bring customers back to your store, involvement opportunities, your business will be thanked for participating.

- Bids and proposals have already gone out since we are working on a tight timeline. Timeline that day: 10am start, tug a war, story time (Vikings), pancake eating contest, games, 3pm pub drawings, more adult reenactments, pizza eating contest, costume contest.
- We do have a budget outlined \$4546 (entertainment, supplies, raffles prizes, marketing) Looking for sponsors to help offset the costs. Sarah Lopez with the city is working on the committee to help find volunteers.
- Cost to attend - \$5 get them a t-shirt and the conquer map. Estimated Profit: \$1494 (estimated participating businesses: \$25- total 15, 10 vendors – Viking, Norwegian related \$50, platinum sponsor \$750, estimated participating residents: 500 @\$5).
- This will be an ongoing event that will increase each year. This would be the event that would happen between Street Fair and Hometown Holidays. About 5pm there would be an office on patrol downtown.
- Owner of Silver Hanger suggested that we email this out to all members, Mike verified it would be send.
- Mike reminded the members that we are a non-profit. We are happy when we profit, but what's important is that people walk into the businesses.
- Nola indicated she didn't think \$700 was enough for advertising.
- Taira said she would be using many free advertising opportunities (poster distributing). Social media does a lot as well, if we all support each other it will go a long way.
- American Legion offered to email out the info to their list. Talked about also providing a breakfast.
- Any other questions can be directed to Taira.
- The membership need to motion to approve this.
- Zeph will be overseeing and attending the committee meetings.

Action Taken:

- Roger Miller motioned to approve this event with a \$4546 budget.
- Shelley MacLaghlin of Bad Dog Distillery seconded.
- Motion Carried Unanimously.

- **DABA Business Brochure Report:**
 - By Friday we should have the draft of the artwork for the revised brochure
 - It will be distributed to the board. Jeff is receiving a hard copy and an electronic copy.
 - Information needs to be updated with membership list (take off closed stores, add on new stores/members in the footprint). The revisions are being done in order for the brochure to fit into the areas where the distribution company displays.

- **Promotion & Ads Oversight Report:**

Chair Zeph Ragland reported:

Meeting will be scheduled for some time in August.

- **DABA Elections Committee:**
 - Elections are coming up in October.
 - Marilyn Oretle has offered to oversee the elections.

- **2015 Membership Renewals & Growth:**

If new members sign up after June 1st your membership is paid for a year and a half.

- **AAC and DABA Billboard Update:**
 - This project moved quickly but it was able to come together. The artwork in the billboard include the painting that DABA commissioned a few years ago with Cheri Obrien. Next year the goal would be to have it done early enough to include car show and street fair.
 - AAC – Art in the park 2nd weekend in Sept in Legion Park, Oct 17th is the AAC auction.

- **America's Best Communities Seed Money Status**

Arlington is in the top 50. Because DABA has funds available this opportunity makes it possible for us to make something great things happen in Arlington. The next goal is to be in the top 15. The community needed to come up with \$15k, DABA contributed \$4100 making us the #1 stakeholder. Initially the board approved \$3000 to put towards this project. We also said we would match any downtown members. State Farm contributed \$1000, New Beginnings contributed \$100 – DABA matched these. Tomorrow is the next meeting. The next prize is \$100k is we can show what our innovative idea are. The

top 3 cities will be awarded 1, 2 or 3 million to put towards projects in their community. Top areas where that the stakeholders want to focus on : Broadband expansion, Youth Development, Healthy downtown. WSU interns are putting together the proposal for the contest. Top 3 will be announce April 2016.

New Business:

- **2016 Show & Shine Car Show:**

Because we are starting to prepare this year there might be advertising expenses that hit this year's financials.

- **DABA to Hire an Administrator:**

The information on this position will go on the website tomorrow.

- **Snohomish County REET Grant Application:**

No update at this time.

Closing Business:

- **Meeting Adjournment:**

- Jeff Phebus Motioned to Adjourn.
- Zeph seconded.
- Meeting Adjourned at 7:25pm.