



Downtown Arlington Business Association

Member Meeting Minutes

September 7, 2016

6:30 – 7:30 pm

Location: City Hall Council Chambers

Opening Business

- **Meeting Called to Order at 6:37 pm**
- **Member Quorum Confirmed**
- **DABA Roll Call**

Board 2 Rich Senff, Board 1 Bill Dettrich, Secretary Dana Fowler, Treasurer Cristy Brubaker, Vice-President Jeff Phebus, President Mike Britt. All present.

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

Suzi Quillen, Perfectly Knotty – passed around a flyer. Event chair for the Granite Falls Chamber of Commerce. Having an event that all businesses are invited to. Motivational speaker present next meeting. September 15, 2016 at 6:30 pm at Gencare Lifestyle – the Village. Light meal provided.

Cristy Brubaker – Drag Strip Reunion this weekend. Casual cruise on Friday evening. Held at the Arlington Municipal Airport. Cover charge – very small.

- **Guest Speakers – Jessica Coronado (SnoCo Gal)**

Mike stated that Jessica was supposed to be here tonight. Kathleen Shalan received the best gift shop award and Perfectly Knotty received an award. Also Rocket Alley and the Bistro San Martin received awards. DABA also received an award. She was going to be here to present this award tonight. We may have her come next month. DABA and Darrington Strong were best community representatives?

- **Approval of Prior Member Meeting Minutes Held 8-3-2016**

Action Taken:

- **Kathleen Shalan motioned to approve the minutes held 8-3-2016**
- **Bill Dettrich seconded.**
- **All in favor?**
- **Any opposed?**
- **Motion carried.**

- **Current Membership Status**

Mike pointed out that we have a new member Stick of Stuff It. Newer to business. Likes to being around. Furthest out might be Everett. Business is going really well. Have a commercial kitchen. Open to helping the community. Will be at Viking Fest and will have their truck down at Legion Park. Dana noted that we should have 91 members now.

- **Treasurer Report**

Cristy stated we have 21,550 in the bank. We have a couple of checks waiting to come in and a couple of bills. Mike asked if the grant reimbursement had been submitted yet? Cristy stated no. That will give us another 8,900 or so.

Old Business

Committee Updates:

- **2nd Annual Viking Fest & Pub Tour**

Dana gave a brief overview of all the moving parts. Asked for volunteers and said program space was still available if desired. Dana to ask High school honor group and Youth Dynamics to see if they might help volunteer.

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

Mike Britt thinks that Jessica Rohnhaar will be the chair of this event. Waiting for confirmation but he believes she will help us. Mike also talked about the Small Business Saturday promotion event. We usually do a big group advertising ad in two newspapers – full color, two page in the special holiday inserts. Costs for members usually hover between 25 and 50 dollars.

It was mentioned that Cow Tipper was going out of business. They haven't been able to get enough advertising. Mike would like to write them a letter saying thank you and sorry to see you go. The Crab Cracker will stay in play.

Mike stated he is willing to help sit down with the newspapers and negotiate prices. Would like to see if someone is willing to help facilitate ads from members to papers and collect the payments. Lisa Herr stepped forward to help facilitate.

Kathleen stated that September can go to AmericanExpress.com and apply as a small business to get promotional materials – mats, canvas bags, banners, balloons, etc. But you have to apply now to get it by November. It's free. Mike asked if Kathleen could send out an email to all the businesses. Suzi stated you also get a link to go in and create graphics.

- **Show & Shine Car Show**

Bill Dettrich – we haven't done anything as a committee. Will meet in the second or third week of October at his shop. Not a Monday or Friday. Bill has started working on getting into the car show event books/magazines. His dad Bill is helping him as he has a lot of connections in the car show world.

Bill also hopes the Grizzlies will help again next year. They were such a tremendous help with parking.

Cristy Brubaker will co-chair with Bill this year.

- **Street Fair**

Chair, Jerri Rugtvedt reported that she is updating the registry. Will update the form with Dana pretty soon. Will start reaching out to them soon. She went to Marysville Homegrown and spoke with all but 3 vendors about our Street Fair.

- **DABA Tourism Brochure**

Mike noted that we have copies on hand tonight. Dana stated that the brochures should be distributed in all 211 locations within a week or so. She will follow up with Certified after the Viking Fest and see what the count is so far. If they are not moving quick enough, Dana can change brochure routes/locations. Dana applied for a Snohomish County Hotel/Motel Tax Grant to support half of the costs in 2017.

Other Old Business:

- **Arlington Coloring Book**

Lisa has received one quote. Will get three more – including one from the business that did the Leavenworth Coloring Book. Maria Hicks at Foster Press in Lake Stevens was also mentioned as a good place to approach for a quote. She will report back again at the next meeting. Lisa's daughter is an artist, for a minimal cost, she will create the coloring page for them. She anticipates the book should be double sided to save in costs.

- **ABC Initiatives**

Mike Britt reported that DABA had sent out a notice last week about the Community Tool Chest. We need some ideas from the local businesses. DABA is the lead on this initiative in the ABC proposal. Mike said DABA Board had come up with a list of items we would like to have in the chest. Altogether we had 40 or 50 items. Mike has a meeting on 9-15-16 where he will get a final budget number.

Dana to send an email to all members with current list of tools. Will ask them to reply to Mike on or before the 15th.

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

Kathleen Shalan took on this event and Mike said he had quite a few folks come in to his shop. A few of the business owners said they would like to do that again in October. Dana asked the businesses present who participated if they felt it benefited them. They mostly all nodded/agreed. Kathleen stated that there is a window dressing contest as part of the Retail Merchandising consulting classes and visit. Sarah Lopez is likely going to project manage this. Cristy stated that she was in Sasafraass and had a good steady stream in that shop. She noted that quite a few of the Genealogy folks came from out of town and out of state.

- **Joint Chamber Meeting Scheduled on August 22nd, 2016**

Mike stated that we had our first ever joint board meeting. The DABA board took a vote and determined that we would pay \$804 which is discounted from the \$1,375 they requested. This latter figure represents half of the total cost of the insurance for all events for both groups from June of 2016 – May of 2017. Cristy will reach out to Julie Morse at the Chamber to make the payment.

New Business

- **Elections Committee**

Mike stated that we need a committee to oversee this process. Must be outside the board. Mike will make recommendations based on current board members desire to run for various positions.

The Secretary and President positions are available. Dana is going to move up to the Vice President position and Jeff Phebus will run for President. Cristy, Bill and Rich will stay in their current positions.

November is the election month. All names will be on a ballot. If all positions are filled with nominations and there are no contestations or opposition, then the membership simply votes on the ballot as is. We are open to having new folks join DABA.

Mike asked if there was anyone who wanted to chair the elections committee. Donna from Olympic Escrow offered to chair this after she wraps up a couple of projects.

- **DABA Grants 2017**

Dana stated that we have two sources to apply to this year. One is new – the Snohomish County Hotel/motel Tax. Dana asked for 3,500 from them to support printing and distribution of tourism focused brochures in 2017. The pocket park project will be dropped from DABA's roster of projects which was the Snohomish County REET grant. Last year we applied for funds for this project but the grant was not approved.

Kathleen will put out a meeting invite notice to all members for the mystery murder suggested event at stores maybe in October.

Closing Business

- **Meeting Adjournment**

- **Rich motioned.**
- **Jeff motioned.**
- **All in favor.**
- **Motion carried.**