



Downtown Arlington Business Association

Member Meeting Minutes

March 1, 2017

5:30 – 6:30 pm

Location: City Hall Council Chambers

Opening Business:

- **Meeting Called to Order at 5:30 pm**
- **Board/Member Quorum Confirmed, Roll Call and Introductions/Announcements**
 - Jessica Ronhaar, VP of the Arlington Smokey Point Chamber of Commerce shared information regarding the Chamber Directory for 2017 -2018 and advertising opportunities.
- **Approval of Prior Member Meeting Minutes Held February 1, 2017 by motion of Britt and Dettrich – all in favor – passed**
- **Guest Speakers – Andy Brown from the Stillaguamish Tribe Marketing Department** gave a presentation regarding marketing opportunities on the new electronic billboards installed on SR530 as you enter Arlington and along I-5 southbound near the old Plant Farm location. President Jeff Phebus noted that the DABA Board received this information at their February meeting and wanted to bring it forward to the Membership to gauge how much interest there would be in perhaps purchasing a block that could be shared by the DABA members. Andy explained several purchasing options and that if a merchant has their materials ready information could be posted immediately. A subscription does include the services of a graphic artist which would be based on the amount of time and space purchased. It was decided the VP Dana Fowler would follow up with Andy on how this could work for the DABA group.
- **Secretary/Treasurer Report** - Cristy reported an account balance of \$23,210.50 and noted that all membership dues through March of 2017 have been billed and payments are coming in.

Old Business:

- **2017 Tourism Grant Application to the City of Arlington** – Mike Britt thanked everyone who attended the Council Workshops and Meetings in support of our grant application as it processed through the City approval process and noted that we successfully received full funding for our events and brochure as requested. ***Mike also shared with the members that there is currently a Senate Bill 5827 working its way through the legislature that is proposed to further define what a Tourist is and adds language that would further restrict funding of events that cannot document putting “heads in beds” or generating stays in local motels and hotels. He has prepared a letter to Senator Pearson documenting concerns on behalf of DABA and the impacts this amendment would have on Arlington and the ability of our local decision makers to distribute funding as appropriate for their communities. He offered to share his information for other merchants and board members to use as a resource to draft their own correspondence to Senator Pearson. Members of the Board will also be sending letters in opposition.***
- **Sidewalk Cleaning Project** – Mike Britt reported that Cole is now feeling better and will be starting to work on the power washing of the sidewalks again – as weather allows. Sec/Treas Cristy reported that funding from the

ABC Grant for this project has been received. It was decided by consensus to extend the contract to a length of 6 months because of inclement weather.

- **America's Best Community Competition** – Mike Britt reported that the results of the competition will be made in April and they will be made in Kirkland WA and broadcast live to the Arlington City Council. It was noted that DABA has followed through and completed all initiatives they were tasked with for the competition.

Committee Updates:

- **Coloring Book Project** – VP Dana Fowler reported on behalf of Lisa from The Country Corner the logistics of the coloring book have been decided – it will be a 5 x 7 book with 48 pages and the cost per page would be \$110.00 and each page participant would receive 200 copies of the coloring book for their use. A total of 10,000 would be printed. She noted that Arlington Rotary has claimed a page and DABA will be purchasing the covers and an internal page for each of our 4 annual events. Information and forms were shared with those present. Printing will be done by Penway Media and they are available to do design work at a rate of \$55.00 per hour.
- **2017 Downtown Show and Shine** – Chairman and Board Member Bill Dettrich reported that sponsorship forms are ready and he has been passing them out to all merchants downtown and will be completing that in the next week or so and then working on other businesses in Arlington. Forms were available for members present.
- **2017 Street Fair** - Sec/Treas Cristy reported that registration forms have been emailed and mailed and several have received and continue to arrive every day.
- **2017 Viking Fest October 7 & 8** – VP Dana reported that along with her Co-Chair Shawna the Committee has grown to eleven members and they are up and running to prepare for an exciting event this year. The theme is Vikings in Finland and is about the Vikings coming to America. They have reached out to the Stillaguamish and Mukilteo Tribes to see if they would like to participate and the Seattle Knights have volunteered to participate. Plans are underway for a Beer Garden and Feast Hall, Market Place and more hands-on elements. There will be a Formal Court held and VP Dana has been asked to be a presiding Judge! There will also be another Viking Wedding. Sponsor and Vendor information is on the website ArlingtonVikingFest.com.
- **2017 Tourism Brochure** - Board will be evaluating when to complete updates and schedule printing. Of the 25,000 printed – 12,000 have been distributed as of February. It was decided to get 1,000 back from the distributor for use by DABA.

Closing Business:

The 2017 Board of Directors was sworn in by Arlington Smokey Point Chamber of Commerce VP Jessica Ronhaar.

- **Meeting Adjourned at 6:33 PM**

Cristy Brubaker
Secretary/Treasurer