

DRAFT

**Downtown Arlington Business Association
Board Meeting Minutes**

September 26, 2016

5:15 - 7:30 P.M.

Location: Action Sports

Board Members Present: Mike Britt, Jeff Phebus, Cristy Brubaker, Rich Senff, Bill Dettrich

Meeting Called to Order at 5:30 pm.

President Britt advised the Board that he will be out of town for the October Board meeting and appoint V.P. Jeff Phebus and Treasurer Cristy Brubaker to coordinate the meeting in his absence, The Board set the Meeting for Tuesday October 18th at 5:15 at Action Sports.

Previous Meetings Minutes -

Minutes of the August 22, 2016 joint meeting with Arlington-Smokey Point Chamber Board were approved by Motion of Senff and Dettrich - all in favor.

Minutes of the August 29, 2016 DABA Board meeting were approved by Motion of Dettrich and Senff - All in favor.

Chamber Map of Arlington - The Chamber has approached DABA regarding the purchase of an Ad in an Arlington Area Map Brochure. This map was last produced in 2012 and the Chamber will be updating it for distribution in 2017. After discussion it was decided by consensus that DABA would offer to allow the Chamber to place an Ad in the DABA downtown brochure for free on our next printing if the Chamber would include a free ad in their brochure. Mike will present this option to the Chamber.

Insurance Update - Mike reported that Chamber President Bliven contacted him regarding the insurance as a follow up to our August meeting. Mike advised him of the Board's decision to pay the \$804.00 for 2016, plus the cost of the Viking Fest Insurance and to revisit the future costs as we develop our Budget for 2017. The Chamber is agreeable with this and the DABA Treasurer will coordinate the payment with the Chamber Office - it was noted that the payment will be made payable to the Insurance company,

Grants Report:

2017 Tourism Grant - Dana is currently working on the 2017 City of Arlington Tourism Grant and the Board reviewed what previous applications included. After some discussion it was decided to advise Dana to increase our previous requests for the following annual events and perhaps include an event/item for Special Event Advertising.

- Show & Shine
- Street Fair
- Hometown Holidays
- Downtown Membership Directory Brochure
- Viking Fest
- Special Event Promotions
- Companion Advertising for other Tourism Events
- Small Business Saturday

2016 Tourism Grant - Cristy is currently in the process of preparing a submittal for reimbursement.

Events:

Viking Fest - Dana is working on the final preparations for the event on October 1-2. The T-shirts have been delivered, Cristy and Jeff will be assisting on Saturday. Rich and Bill have pop up tents if needed. Cristy reported that Revenues and Expenses are looking good,

Street Fair - Bills are paid and event made a profit.

Show & Shine Car Show - Bills are paid, still awaiting sponsorship from UW, but event did make a profit.

Hometown Holidays - Mike is working with Jessica on Chairing this and we need to give her a budget. Mark Winterhalter is unable to provide the wagon rides this year and Cristy is checking on other wagon ride options. Decision on wagon rides to be made asap.

ABC8# - Mike and Rich are working with the City on the development of the Toolbox. The City has arranged for DABA to have a storage area at the City Garage near the Arlington Library. Mike and Rich have provided the City a list of items needed and the City is in the process of purchasing these items. DABA will manage the use of the items in the toolbox and Mike and Rich are working on check out forms/agreement and a tracking procedure.

Mainstreet Program - Tabled to October meeting

Laptop Computer/IT Update - It was motioned by Phebus and Senff to have the DABA laptop looked at and updated at a cost not to exceed \$500.00. All in favor. Mike will check with Sonya of NANA's Place to see if her husband can help us on this.

Website and Social Media - Cristy will check with her contact regarding a Public Relations College Intern to assist us on our website and social media needs.

Administrators Contract - Final payment has been made to Anderson Accounting and the Administrator Contract has been completed.

DABA Elections - Mike will be making his endorsement for President at the October 5th member meeting, along with advising anyone who is interest to run for office to make their nominations. He is also working on the appointment of an election committee.

Electronic Vote for Contribution of \$100.00 for lunch for Downtown Clean Up Volunteers on September 24th - Mike thanked everyone for quick response on email vote.

Filing Cabinet and etc. - Mike asked for assistance on getting DABA's filing cabinet and misc. Items from Debra Nelson. Mike and Bill will take care of.

Sound Publishing - Splash Ad - Mike will be making contact with Sound Publishing regarding the Splash Ad that was inadequate.

Meeting Adjourned.

Cristy L. Brubaker, Treasurer.