

**Fremont Chamber of Commerce Board Meeting  
January 30, 2013  
History House of Greater Seattle**

The meeting was called to order at 8:08AM

Ken Saunderson, President, read the Fremont Chamber Mission and led introductions. He made a motion to approve **Oct 2012 minutes**; the motion was seconded and approved.

**Executive Director's Report:**

**Jessica Vets** reported on the percentage of Executive Director's time to set committees and prioritize what she does.

Unforeseen events this month: Skanska groundbreaking on 1/29 & a **Filmmaking project** with City of Seattle & State of WA; if Fremont is chosen, we will have a short film made in the neighborhood. The neighborhood will be a "character" in the movie. This project will take up some of the ED's time starting at the end of Feb., and into Mar & Apr. It will involve a lot of walking Fremont to showcase the neighborhood. The filmmakers bring their own money to the table; the City & State help with permitting, etc.

Jessica then handed out the **Board Roster**; including 2 members up for appointment: **Pete Hanning and Morgan Kay**. She also reported on the newest Chamber Members: Tableau Software, Seattle Gastroenterology Associates, Joule/Revel Restaurants, Apex Auto, Beautiful Bike and Eltana. Plum Job Search, Josie Firecracker, 5 Lights Acupuncture, Mindful Space Counseling all came from the Saturn Bldg. and Seattle Natural Mattresses.

**Executive Committee:**

**Ken** shared the Board Committee Sign-up sheet and requested that Board Members turn them in with their chosen committees by end of meeting. He then announced the New Board Members and made a motion to approve, the motion was seconded, but before it was approved, **Marko Tubic** requested that the new Board Members be assigned to seats. It was agreed to check with **Kara Ceriello** to see if we should remove her and to add **Tamara Berft** to the Roster. Pete & Morgan will be added to 2013-15 lists. The motion was approved with the above changes.

Ken reported that the Secretary position is open on the Board. **Kirby Lindsay** explained that the Secretary is responsible for all the paperwork of the organization. While the ED & Admin generally do the required paperwork, we have to have a secretary to approach to provide paperwork to officials. State of WA rules say a Board must have a President and a Secretary. **Tamara** then volunteered to be Secretary.

**Riq Molina** will head the Finance Committee, **Phil Megenhardt** will head the Marketing Committee, **Adrian Hollingsworth** leads Programs Committee, **Marko** heads Membership and **Ken** is President in 2013.

**Ken** moved to approve the above Board positions; the motion was seconded and approved.

Ken then reported on the **Executive Director's Compensation Plan**. Jessica had brought forth a proposal which has 2 new features: language that asks the ED not to serve on other Chamber Boards or other business organizations; also adding an incentive program to reach 300 members (focus is on membership.) A percentage of the increase in membership will be paid out as a bonus to Jessica.

**Major Business Plan Goals Review & Adoption:**

Ken presented the 2013 Goals with a request to adopt at this meeting.

Ken made a motion to approve, but **Suzie Burke** then asked about including awards and suggested adding the Calendar of Awesomeness to each Board meeting agenda.

Ken would like to have the **Major Business Plan Goals** adopted by the February meeting.

**Award ideas** for January were proposed; it was agreed that **Costas Opas** restaurant should be awarded for 32 years of awesome service at the Center of the Universe; the restaurant closed in November of 2012.

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November of 2012.

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- Program assistance at the February breakfast: Ken volunteered to help.
- Wiffleball Committee (event is on 9/7) Benefits BF Day; at Gasworks Park
- Home Street Bank Grand Opening on 2/27
- Programs Committee – please take part
- Attend Events!
- Concierge Trade Show 4/18
- LUDC alternate needed
- North Precinct Advisory Rep & Safety Chair - Phil volunteered; with Marko as an alternate
- Technology Committee Chair

Providing a “**Star**” for members’ name tags was suggested so that Board Members know which event attendees are members and which are not.

**Marko** introduced **Membership Monday**: the first Monday of each month Board Members will do a walk around Fremont. The walk would be for about 1.5 hours. Looking for volunteers to come along, bring your promo materials; pairs of two visiting businesses and promoting membership.

#### **Finance Committee:**

**Riq** reported on the **P&L and Budget** overview. We are on target, above our budget for funding & grants from Wiffleball & Holiday Ads/ Campaign Income.

In regards to Goals: we have a healthy balance sheet; we have about a 6 month reserve. This gives us room to look at budget for recurring expenses (i.e. web site redesign) over the year. Riq reminded the Board that Finance reacts to other committees: please let Finance know what your committees are planning to that we can plan as well. (For example: programs, marketing; upcoming/new events that are proposed) Finance may be able to help you reduce your budget goals.

**Ken** made a motion to approve Finance Committee report; motion was seconded and approved.

**List of Grants** that were submitted:

- Music in Sculpture Garden is funded for \$500
- BF Day Program Playground is being matched for the first phase (\$1K)
- Moisture Festival: can receive a maximum of \$500 for 2013. They received \$1500 in 2012; this grant is limited to \$1K each year, so we are only giving them \$500 this year. We want to encourage them to apply for a grant each year, rather than throughout the year.
- Literacy Source: receiving \$1K
- MLK Event: they didn’t submit the request in time; Jessica will work with them for next year.

We still had \$1K to give to Marketing (not as a grant; just taking it off the grants list)

**Phil** mentioned that Fremont Fair hasn’t been able to raise more money for Art Cars. Jessica requested a list of those who get sponsorship from Fremont Fair, so that they can be added to the list of Grant recipients.

**Ken moved** to approve Grants List; the motion was seconded and approved.

#### **Programs Committee:**

**Adrienne** reported on Programs, beginning with a request for volunteers to be on the Programs Committee. This Committee meets every 2-3 months to get venues and speakers lined up for events. Ken suggested pitching Programs needs at the February Membership meeting. Jessica added that the first Multi chamber event of 2013 is the **Cheers to Chambers Business Expo**; please help push this, could be up to 200 tables.

**Suzie** reported on the **Seattle Districts Now Campaign**; very exciting for this election. Could change how city hall works & how to reach them. This could mean that city council people have to live in their districts. Ken suggested Suzie do a presentation on this campaign at the February breakfast meeting.

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### **Marketing Committee:**

**Jessica** reported that we will be losing Raymond; he's going to the new Greenlake PCC. He's been on the FCC Board for 1.5 yrs. At the last Committee meeting, it was decided to split the Marketing committee into two parts. One part would focus on retail & tourism. The committee wants to leverage the \$1K left over from the Grants to get the Hysterical Markers going. The 2<sup>nd</sup> part would focus on Technology marketing. The web site is ongoing concern and our invoicing system/CRM system needs work. We're looking for a chair for **Technology Marketing Committee**.

Ken reported that the Executive and Marketing Committees have voted to join the **Seattle Visitor's Bureau**.

### **Major Events Committee:**

Phil reported about the **Fremont Fair**; met with R&R Marathon people (Competitors Group). The **Solstice Parade** will officially start at 3PM on that Saturday. The **Competitors Group (CG)** people will make re-route maps, instructing people how to get to Fair and Parade. All kinds of things will be affected by this change; these issues will be addressed as we put the marketing plan together. CG will help to advertise in their marketing materials as well. Their festivities end at noon at Seattle Center. There's also a Mariner's Game that day. Looking at the budget, we realized it could be more profitable if we had more exhibitors. Exhibitors are people who pay more for their spaces; we could do more B2B recruitment. **Jessica** reminded the Board that our role is to remind people about the different start time, and be professional about the CG & why. **Suzie** suggested we reinforce the fact that Fair starts at 11a; come early, stay for the parade, then enjoy the fair some more. Phil mentioned that Honkfest will be in the parade and at the after party.

Phil also reported that **Oktoberfest** is going swimmingly; Ford will return as a sponsor this year. The **HopScotch** event is 2/22 & 23 from 11a-2p, includes food from 2 restaurants. Ticket sales are high.

**Ryan** mentioned plans for a **Food Rodeo** event along with the **Sunday Market**. This would be a one day event on a Sunday, 5/5. Ultimately we will add it to the Seattle Street Food Fest event; looking at 8/17 & 18 for that. Ryan would like feedback about these plans. Phil invited Ryan to come to the Exec Committee and work through any Liquor License issues; see if the Chamber can help with license.

**Zombie Walk** is not returning; has become too expensive. City had made it a "sporting event"; would like to see it live on but not thru us/Fremont. Maybe it could move to Seattle Center.

### **Community Engagement:**

Jessica reported that we've had the first Safety meeting of year. Attendees talked about goals, stats on crime, creating a phone tree, etc.

Other community events were mentioned. **The Skanska groundbreaking** event went well. Suzie mentioned an upcoming **Boy Scout Breakfast meeting** 2/13; speaker is Jim Weber of Brooks, encouraged board members to attend. Appreciate RSVPs. She also mentioned an event through the **Seattle Hotel Association** which is a benefit for the Police Foundation on 2/2.

### **Other business:**

Marko announced that Fremont has **Fortune Magazine's #1 company**: Google. #8 is Edward Jones. EJ is hiring!

Paul Doak of **ID Financial** will talk at the February meeting about tax prep.

Ken acknowledged **Kathy Moeller** for her service on Exec Committee.

**Ken** moved to adjourn, the motion was seconded. The meeting adjourned at 9:41AM.

