

**Fremont Chamber of Commerce Board Meeting
February 27, 2013
History House of Greater Seattle**

Attending:

Ken Saudnerson, Phil Megenhardt, Tamara Berft, Suzie Burke, Raymond Glandon, Anne Helmholz, Morgan Kay, Rodman Miller, Lynn Livesley, Kirby Lindsay, Jessica Vets, Victoria Dzenis

The meeting was called to order at 8:05AM

Ken Sauderson, President, read the Fremont Chamber Mission and led introductions. He made a motion to approve **January 2013 minutes**; the motion was seconded and approved.

Executive Director's Report:

Jessica Vets

We currently have 258 members, which is well on the way to 300 member goal. Increasing premier memberships; we now have 81. Have past due members, too. Fremont Toastmasters finally joined! Cheers to Chambers is helping bring in new members.

Other new members announced for February: Chase Bank Fremont, Custom Smoothie, Fremont Health Club, Dinerware, Inc., Green Cleaning Seattle, Pointe3 Real Estate, DML Insurance Services and Fremont Toastmasters.

Not renewing:

Dunn Lumber has had hard couple of years, but have been members of the Fremont Chamber since 1982. Jessica suggested extending a membership to them for 2013. Suzie made a motion to do so; the motion was seconded and approved.

Christopher Togawa isn't renewing with Fremont since he is more active in QA; just doesn't have time to do both.

Reporting on the Executive Director's Dashboard, **Jessica** mentioned that a little more time has been spent in "Communications" category: Walking Guide and Business Directory are taking up this time; should balance out soon. Skanska/Brooks project is also still pulling some of her time. We got the Film project, so Jessica will be helping them which will take some of her time as well. Next Member Monday is 5/4 10AM at Marko's Office.

Calendar of Awesomeness for 2013: events are already done or are in the works. Potential new event: Chase wants to start a Young Professional Network in Fremont, mentoring students coming out of college. Want it to be a Fremont thing, not a Chase Bank thing. If you know young people get in contact. If you want to get more involved & don't know what to do, look on the Calendar!

Ken mentioned that the Calendar of Awesomeness is being used as a base handout of what we do to share with potential members, tells story of Fremont Chamber's involvement.

Major Events Committee:

Phil Megenhardt

Phil requested to give his report early, as he had to leave at 8:30AM

Fremont Faire/Solstice Parade was part of Events Committee (City). We got to hear other perspectives: SDOT said they would work with us and would help with reader-boards; hoping RR Marathon will pay for these.

While King County Metro has for years been providing extra busses, drivers and has given amazing resources, due to traffic problems, they will not be able to provide even their regular service. More busses will just mean more traffic, b/c of RR Marathon.

Painted bikers are getting so big that the City needs them to be more organized and have their start more organized. Could work with Arts Council on where they need to start. If we don't do it the city will do it for us. **Kirby** mentioned that the bikers might not know that parade starts at 3PM; they are not one cohesive group, make sure they get the word.

Phil reminded us that the Faire starts at 11AM, the Parade starts at 3PM. **Jessica** requested the Board tell everyone they know about the change.

Phil will present a Marketing plan to the Chamber about the new time and re-route, etc.

Phil reported that plans for Ocktoberfest are going fine. Hopscotch went fine, as well. Attendance was down a little on Friday night: it turns out there's a Beer Fest at Boeing and a Wine tasting elsewhere. It's hard to find a date without a similar event conflict. Phil said we had 300 people

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Executive Committee:

Ken Saunderson

Met last week, last month we passed around Business Plan; we approved goals, but keep working on the business plan; it's a working document. Emphasis is on membership development; asked Jessica to create a Sales Plan. She's developed an outline with 3 elements:

- Sending out reminders to keep retention up.
- Recruitment
- Past member renewal – people who were members, find out why they didn't rejoin.

An Incentive/Bonus program has been created for ED and Admin to get more members, retain members. Ken asked Riq to look at financial implications; will be paid in Jan of next year, so doesn't impact this year. This program will be reviewed each year.

The Executive Committee would like to approve this Incentive/Bonus program; Ken made the motion; it was seconded and approved.

Suzie mentioned we've never gotten over 300 members, so it would be good if we can reach that goal and keep going.

Awards: **Ken** said we should give an award for Dunn Lumber for their service. **Suzie** would like to award SDOT for paving between Stone and Aurora on Northlake. Call in your potholes, every time you see one; then they will come out and pave a large patch.

Jessica said we need some help with Board assignments for Cheers to Chambers. We also need a truck for that event; need to move tables from History House to Emmanuel Bible Church on March 21st.

Finance Committee:

Jessica Vets reported for **Riq Molina**, who sent his apologies for being unable to attend.

Jessica reviewed the financial report, added to notes at bottom of page; the campaigns are now spelled out, you can see income/expenses for each.

Programs Committee:

Jessica Vets reporting; **Adrienne Hollingsworth** was absent.

Cheers to Chambers on March 21st: "Help"! We need volunteers for this event.

We're always looking for host locations for Geek Meet-ups, if you have any ideas, please send them along.

Marketing Committee:

Raymond Glandon

Hysterical Markers – a proposal has been put together to sustain them; encouraging businesses to advertise on them. Came up with a \$\$ amount for sponsorship of Markers: 1k for full sponsor, other categories for smaller businesses. Up to 10 ad spaces at \$100 each on each marker, includes business name, marked on map & QR code for biz. A proposal to businesses is being put together with metrics on how it would be a return on investment. Michelle will refurbish and/repaint the Hysterical Markers. The Marketing Committee also looked at where to place/replace brochures. **Jessica** said we've gotten approval for a new HM outside Solsticio. The "Arts Council" story could be moved up to the Troll and maybe move the one at Fremont coffee closer to the guide post & make it a "Center of the Universe" story. The "River of Beer & Chocolate" story was suggested by **Kriby** for outside Theo coffee. Goal is to get Hysterical Markers installed by Fremont Fair.

Raymond and other PCC employees presented Valentines to businesses around PCC with a Happy V-day message from the Chamber. Every holiday is an excuse/reason to visit businesses and give them greetings from the Chamber. Have a plan for Easter: Easter Bunny costumes at PCC, will go around to businesses to wish them Happy Easter and welcome them to the Chamber. The Marketing Committee talked about presenting coupons from other businesses as well.

Tech Committee:

Jessica reported they're still looking for a Chair. We have Geek MeetUp on 3/28; hoping to recruit members for Tech Committee there

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Community Engagement:**Suzie Burke**

Seattle Districts Now is an Initiative to put the City Council into new districts. Two Councilmembers will continue to be at-large. 7 districts; puts Fremont in two districts. It's a Charter Amendment, so will happen automatically if passed in Nov. We are last of 2 cities in country that elect at-large. Want council members to be bonded to their district. Petitions are available at Suzie's office. Need signatures by Aug. This could get a different group of people elected to City Council.

There's a Stay Informed meeting at Ballard HS on 3/12, 5-7PM; new street cars and light rail – Fremont would be in the middle of the planning area. **Kirby** mentioned it was presented to neighborhood council as well.

Jessica handed out the Board Assignments; please complete and return to Jessica.

Ken reported that he met with Koss from Adobe, looking for a home for Wiffleball tournament; looks like we'll go back to BF Day for the 9/7 one-day tournament. The goal is to get 21 teams.

Ken then mentioned that Peter Glick is talking about a BBQ event on 6/2; would close off parking lot adjacent to Norm's & Roxy's. Proceeds will benefit the Arts Council. He motioned for the Chamber to lend our name; the motion was seconded & approved.

Ken said he's trying to meet with the President of Community Council about a project with Urban Artworks to put Art on utility boxes. Matt will take lead to ask businesses to participate. A crosswalk is being proposed for the corner between Cafe Vita and the Abbey; it is a "jog" corner. The Arts Council & Chamber are to jointly meet with SDOT. The suggestion is for the crosswalk to go from The Fremont Abbey to Pecado Bueno on 43rd & Fremont. Both The Abbey & Pecado support this.

Jessica mentioned Solid Ground Lunch coming up; free lunch, but bring your checkbook for donations. Fremont Chamber gets credit for it; bring your friends. Part of our taking on Fremont Fair was a letter of agreement to help fundraise for Solid Ground; this is part of that agreement.

This is our 2nd to last year as far as our commitment goes to Solid Ground.

We have made donations to BF Day playground; the general consensus is to put our name on a small boulder at the playground.

Other business:

Kirby mentioned there's an Irish Ceili at Doric Lodge this Sunday and every Sunday in March. Free w/Potluck, or \$5 donation.

March 30th at History House is the first ever Fremont Fireside Chat; chance to learn about Fremont history "live". 3PM- 4:30PM

Jessica mentioned that tonight is Home Street Bank grand opening 4-6PM

Ken moved to adjourn, the motion was seconded. The meeting adjourned at 9:33AM.