

**Fremont Chamber of Commerce Board Meeting  
February 25, 2015  
Saturn Building, #310**

**Attending:** Kathy Moeller, Ken Saunderson, Pete Hanning, Kerston Swartz, Susan Fuller, Paul Doak

**Staff:** Jessica Vets, Caroline Sherman

**Guests:** Kirby Lindsay; Andrew Miller, Artwalk Coordinator

The meeting was called to order at 8:05 AM by Pete Hanning

**Introductions around the room**

**Motion** to approve the January Board Meeting Minutes with corrections made by **Pete Hanning**, seconded by **Kathy Moeller** and were **APPROVED**.

**CATEGORY REPORTS**

- **Membership Development / Management** – Jessica Vets
  - **Membership Dashboard – see back of agenda**
    - Staff to prepare list of recently terminated members for board to re-recruit beginning of June
  - Update on **Chamber Dashboard** and Membership invoicing
    - Ongoing migration and development of the new system. File Maker has rich deep data that Chamber Dashboard is growing into as an online platform.
  - Staff tasks detailed out (**see handouts.**) Priority list doesn't include Jessica's monthly tasks or the Chamber's marketing programs. Engage board more in some of these tasks. Find new revenue streams to hire consultants to take on some of these tasks. May take a calendar year for changes to take place.
- **Community Relations** – Pete Hanning
  - **Fundraising Breakfast / Lunch** – representation / policy discussion
    - Issue of sponsorship of tables—the Chamber or the Board to initiate sponsorship? Member champion's the event and fills the table, then checks with the Board to represent the Chamber.
  - **Fremont Neighborhood Council** – Pete attended
    - ZoomCare was planning on attending. Pete met with Caroline there. They really want to get involved in their neighborhood—Pete recommended the Chamber! Jessica encouraged her to join.
    - Need a Board member to attend these meetings monthly, fourth Monday of the month at Doric Lodge. Jessica will ask Sean if he will attend.
    - Stephanie is the President
  - **Fremont Arts Council** – Rodman Miller/ Marko Tubic
    - Rodman & Marko not in attendance
    - No updates on the latest board meeting. Jerry Smith, Mike Clark, Ricky Jean Powell are positive forces there.
  - **NSIA**, others ...
    - Great meeting about the shoreline, industry, etc. Great meeting to learn about what is going in the City. Eugene Wasserman runs it. Fourth Tuesday, 7:30 am at Carwash Enterprises. Suzie or a banker would be great to have attend, represent the Chamber, and report back.
  - **Seattle Metropolitan Chamber Mtg**—Susan attended
    - Policy Hash on implementation of minimum wage rule making, next Tuesday, lunch time. Put links in March Blast about this.

- **District 6 Meeting—Kerston**
  - Is there another meeting about the various issues on this? Monica Foets is doing it. There will be a City PAC that is a combination of various groups.
  - Mike O'Brien's wife was using free labor "volunteers". Mike is opposed by Catherine Wheatbrook, Ballard Community Activist. (Jessica is working on her campaign.) We want Mike to run for the At-Large position.
- **Management Operations**
  - **Executive & Membership Committee** – Jessica Vets
    - Board Pledge, Assignments & Commitments: Need Board Commitments from Kathy, Susan, & Paul
  - **Finance Committee** – Paul Doak
    - 2015 Work Plan—see report that was emailed to all. Also see snapshot on back of agenda.
      - Income is up, expenses are down: mostly due to administrative costs, specifically bonuses. Even after contributing to bank account, we are ahead by \$1500.
      - Dues increase is phasing in.
      - Board likes the simple snapshot provided!
    - Credit Card Processing Update—Issues: with the gateway, still using PayPal for now on website. Constant Contact needs to give us their info. The swiper didn't work in a location where Square did. Platinum is new and the guys there are still learning. Paul will talk to Sean Rocky at Platinum to get the help we need for Jessica.
    - Jessica got the computer cleaned & upgraded and it is working faster for 1/10<sup>th</sup> the budgeted cost. Board agreed this story needs to be in the Blast!
    - Independent Contractor vs Employees—Susan. She talked to a guy who will review the options for \$1500. Paul recommended holding off until June to see where the budget is at that point, as this is an unplanned expense.
      - Should Phil hold off signing a contract with Jessica until this is sorted out? Susan is uneasy about this. Paul recommends posing the question and asking for best practices for keeping Jessica as a contractor. There was general agreement to postpone. Jessica will bring a past contract to the Exec Committee.
    - History House discussion—Paul. Suzie was at the Finance Committee. Paul proposed and the committee agree that HH should be invited to submit a grant proposal (if there are grants, which we'll know in April) in April. Our preference is to give them priority in the Grant Cycle.
    - New Beer Garden—Grant, at Brooks, has never done one before, but wants to do one after their run. Interested, but concerned about liability. So maybe we shouldn't have it—instead, promote local businesses.
    - Goal to get 1-2 months in reserve by the end of the year.
    - Last year's Poster sales were advertised as being for Solid Ground. Need to be clearer about this next year, so the \$\$ goes to Arts Fund. Paul suggests putting it in a side account and disburse as part of Grant Cycle. Add a line clarifying this on the poster.
  - Pete kudos to Paul for getting the Chamber to a clear financial place in 2 years.
  - If you have a new expense idea, look for a new revenue stream as well!
  - Liquor Control training for Board
  - "For the Arts" funds will go into our Community Grants program on a quarterly basis
- **Membership Services**
  - Monthly Programs – Jessica. Had great event at HomeStreet on financing with slow attendance. Also had a great event at Tableau? Another event at Tableau

next month: Small Business Team. Always helps to get the events inside the big members like Google, Tableau & Adobe, etc....

- Neighborhood Expo – have you signed up to table? Or Volunteer... Jessica needs Board assistance on this! May 22<sup>nd</sup>, Friday before Memorial Day. Have a table, attend the show. Fremont.com/Expo. Kerston to follow up on Zoo Tigers.
- Retail and member promotional events & advertising
- Award ideas – on back of agenda: InterConnection, Siphon Project, Neil at Tableau (won it last year—maybe choose Chami (?), his admin. Eugene Wasserman.
- **Marketing**
  - **Marketing Committee** – Ken Saunderson
    - 2015 Work Plan—6 goals for the year. Have had a few meetings.
      - Focused on Toolkit to enhance membership. Website needs help.
      - Each page needs to be gone through. Jessica to review & identify areas to update. Also to look at Analytics to see click-throughs to businesses, so we can advertise that as a benefit.
      - Bringing people to Fremont, highlighting events, then local businesses. Currently we list every business, members or not. Consider removing businesses who are not members, and invite them to pay to play. Amp up the incentive to join the Chamber.
      - Website look & feel will not change, the content will be updated.
      - Broad approval on all this from the Board. Marketing Committee will come up with a deadline
      - Friday Blast! takes up 12% of Jessica's time. How might this be modified? Last one was 9 pages, bulk of it was events, which Kirby also covers. Proposed to simply link to Kirby's list. It's an awesome tool, but needs to be edited down. Hopefully this will increase open rate from 22%, which is a bit low to closer to a third.
      - Looking at Toolkit. Working on updating Renewal Letter. Phil working on sponsorship opportunities.
  - **Major & Community Events** – Pete—**no one here to cover these; no new news, per Jessica.**
    - Fremont Oktoberfest, Fremont Fair– Phil Megenhardt
    - Sunday Market, Food Rodeo, etc – Ryan Reiter
    - Fremont Solstice Parade / FAC Funding – Marko Tubic
- **Advocacy**
  - **ALL BOARD MEMBERS to sign up for an advocacy position**
  - **Governmental Issues** – Suzie Burke / Susan Fuller
    - Susan will try to go to Seattle Metropolitan Chamber's Policy Hash meeting.
    - City continues to push the Street Car, possibly running it along 34<sup>th</sup>—Not thinking this is a good plan.
  - **Safety & Transportation Committee** – Pete Hanning
    - North Precinct Advisory meeting next month. We need a new Community Police Officer. Would also like to get Police Chief to attend the Neighborhood Expo. Let the Police Team have a table, with Chief there from time x to time y. Also Fire Chief.
- ANNOUNCEMENTS & NEW BUSINESS—none

Next Meeting is HERE at Saturn Building, #310, not History House.

Adjourned at 9:32 am.

Minutes submitted by **Caroline Sherman**