

**Fremont Chamber of Commerce Board Meeting
April 24, 2013
History House of Greater Seattle**

Attending:

Ken Saunderson, Adrian Hollingsworth, Marko Tubic, Phil Megenhardt, Raymond Glandon, Kathy Moeller, Ryan Reiter, Jessica Vets, Guests: Michele Savelle – Hysterical Markers, Jon Hegeman

The meeting was called to order at 8:06AM

Ken Saunderson, President, read the Fremont Chamber Mission and led introductions. **Marko Tubic** made a motion to approve **March 2013 minutes**; the motion was seconded by **Kathy Moeller** and approved.

Executive Director's Report:

Jessica Vets

Calendar of Awesomeness – concierge trade show was great, 50+ people by booth, lots of questions about Fremont (different from before). A lot of questions about specific things in Fremont. 2 potential interns stopped by (hospitality people).

30/60/90 report – Very long report – Found that when set the report up a while ago, haven't been using it but started this month. Shows membership that is past due. When calling members, finding that reminders aren't getting out soon enough. Spoke with Victoria to go over the process. Decided that phones work the best so far. Very great membership strengthening and good info picked up 4 new members (**Hunger, Augustus** – booked a Women's/Men's social there), **Seattle Tour & Trolley Company, Rare Earth Music Studio** and **SolTerra Systems**. Lots of renewals – a lot due to phone calls

Ken asked about any unforeseen items for May? **Jessica** mentioned some film crews coming through Fremont and Fireworks (making sure involved with it). Meeting with Seattle Greater Chamber this Friday.

Executive Committee:

Ken Saunderson

Met with Jessica and Peter Toms (Fremont Arts Council). Talked about quarterly meetings. Heard about plans for solstice parade. 1 new beer garden (Roxy's) that they will have. Found out that Arts Council is struggling to figure out a direction and this will be a good chance to partner.

Awards –

Ken recommended **10th anniversary Moisture Festival**

Marko recommended Anne Helmholtz (Literacy Source) (Marko mentioned Literacy Source Breakfast, since Anne is retiring – we should support her at the event) Still 5 more spots at tables

Board assignments – Budget: Please let Jessica and Riq know if interested in helping Programs. – **Adrian** and **Ken** can help with May Breakfast and Women's social. Marko and Ken can help out with the Men's social.

Solstice – **Jessica** will create a board sign up. Chamber has to be available to talk to the Liquor Control Board if they show up. Have to be knowledgeable about the situation.

Finance Committee:

Jessica- Nothing remarkable. Doing well, good reserves, hacking away at the receivables list. Working on budget for FY2013. PayPal Balance differs from last year due to money transfer to Bank, not income. Jessica noted that Oktoberfest was lower and various expenses were higher and we are about 10k off from last year but still meeting/exceeding goals of reserves for the board.

Membership

Marko Tubic – Membership Monday is coming up, get ready. Will pair up and walk around the Monday. Monday May 6, 10a. Can always bring own form of shameless self promotion.

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Programs Committee:

Adrian - 25 people at Fremont health club – took over the lobby. Used the member sticker on the Nametags, really great way to highlight. One person renewed at the meeting, and two people wanted to join. **Phil** asked about doing an Expo – found that a lot of people that would like to have a cheap option but won't do any work with it. **Programs committee is looking for members.**

Marketing Committee:

Raymond – talked about raising money for the fair – BBQ Event at Peter Glicks' Fire Pit on June 2nd, will be announced in PCC Sound Consumer article. Will partner with the BBQ association. Ryan spoke about marketing that can be used at the Sunday Market.

Michele Savelle – Hysterical Markers Update – Brought layouts of the current project. Prioritized into phases: Dinosaurs, Rocket and Lenin – make sure those are done by the Fremont Fair. Goal to do all by the Fremont Fair, but will depend on resources. Skanska will create a new marker at Stone 34 program. Great way to showcase what people can do at the markers.

Ken – talked about setting aside part of budget to fix the remaining markers that we should wait for sponsors for this project. **Michele** – New text was written by the Kirby for the Rocket and Lenin and Jon will help with the Sunday market marker.

Phil – idea from Pigs on parade: Used a 360° approach instead of a single panel, to utilize space at a higher level; maybe changing to reflect the different events over the year.

Raymond – another idea thrown around was giving advertisement space to the different non-profits in the area (BF Day) and they can take care of the upkeep.

Phil – Really wants to make these markers self-sustainable. These are proven successful way of bringing people to Fremont, the chamber should put marketing dollars to them. If we can get them sponsored, great, but ultimately they need to get done.

Jon – Original idea was to create Kiosks that weren't over commercialized. Balance between information and advertising. Use the back panels to identify what it is, no sense to some people that don't know what they are. Maybe promoting chamber or chamber events/expand awareness. Have to preserve what is helpful to the chamber and promoting Fremont as a community.

Jessica reminded that there is flexibility in the design. i.e. Abby's working with their marker to be closer to Abbey image as well.

Jon – make name of the Kiosk bigger, should be able to read from a distance and they are wordy.

Raymond – adding a QR code so that if people want the whole story to help cut things down.

Jessica - Abbey's marker – work with them to add plexiglass piece that can change out the information. Also – have an idea to use coupon page attached to the QR code.

Ryan – mentioned a different type of QR code, “paper buttons” as an option for coupons

Phil – Don't be stopped by money – we want to get them up and make them look good. The chamber understands that these need to get done so even if we can't get sponsors for all of them.

Jon – Fremont Style mash signs – marketing invite that puts them on every corner (Theo is this way, Red Door is that way). Suggest – line on sign – originally created by the Sunday Market. John will send a line and will help with the project

Major Events Committee:

Jessica - Solid ground report: 2013 to-date donations of \$7530. \$48,736 so far (total since 2010). Need \$26,263 to meet 5 year goal. Outdoor movies – over \$9k donated last year and another event planned for this year with Coho Realty.

Phil – Fair is going well, coasters/fliers are almost ready to go. Recruitment for vendors is on track. Are investing in 2 mobile music stages this year – only a bit more than last year. 3 days of the fair (adding Friday). Sunset toast at this years beer garden. Parade change time is a still an interesting piece that will play into it all. Have launched a new Fremont Fair website.

Jessica – wondering if doing anything to promote the night parade on Solstice

Jon – maybe don't want to promote because the organizers of the parade don't want it known.

Phil – the midnight parade will go through the beer garden this year. The Erotic Art Festival has folded and will not happen during the Fremont Fair.

Phil - OKTOBERFEST – Going well, everything is good.

Tech Committee:

Jessica mentioned meeting tomorrow for the first time. Will meet before Geek Meet Up at Wine Tea Chocolate. 5-30 people show up to the Geek Meetup

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Community Engagement:

Ken- Wiffleball tournament – 1 day event (21 teams). Sept 7th. Marketing in May

Jessica – BF Day school – proceeds from tournament go to the school. – Because of the donations – get a small boulder and John will work on the text

Jon – suggested increasing the tournaments as a ongoing fundraiser.

Ryan – Mobile food rodeo is going to happen. VIP passes are happening. Maps were passed out. Taco Libre is happening as well for those that don't want to be at a mobile food rodeo

Phil – Canal view building – make sure they know that the parking garage is still open.

Government Issues:

Jessica – letter from the NSIA – tolling on the viaduct – want us to sign onto the letter.

Motion: Marko moved, Kathy seconded, support the letter, with tagline, "Trolls yes, tolls no."

Approved

Other business:

Marko – new business:

1. Toll the Fremont bridge, volunteer toll booth during the fair – trolls manning the booth
2. Wiffleball warm up in Fremont Studio (parking lot of good ideas for future ideas)

Ken moved to adjourn, the motion was seconded. The meeting adjourned at 9:25AM.

Minutes submitted by **Adrian Hollingsworth**