

**Fremont Chamber of Commerce Board Meeting
April 30, 2014
History House of Greater Seattle**

Attending: Phil Meganhardt, Riq Molina, Ryan Reiter, Sean Erdhardt, Rodman Miller, Kathy Moeller, Pete Hanning Paul Nordstrand, Ken Saunderson, Susan Fuller, Raymond Glandon, Jessica Vets, Caroline Sherman

Guests: Kate Devaney (Ken Saunderson's intern), Brian Hollister (Chase Bank)

The meeting was called to order at 8:01 AM

Motion to approve the March Board Meeting Minutes made by **Pete Hanning**, seconded by **Raymond Glandon** were **APPROVED**.

Executive Director's Report:

Jessica gave report on Membership: 3 Center of Universe Members (U-Park, Google, Adobe) Getting certain folks to upgrade would be good, About \$5k outstanding in unpaid members/collections

Pete: hasn't paid, but has donated proceeds from brunches & lunches, which is higher than membership. **Phil (& Riq)** make sure in-kind is very clear.

Procedures on arrears: Jessica goes around and bugs people. Some folks pay right away, some don't. Past memberships do not make it into QB. A/R is strictly Whole notebook of members, lapsed and otherwise. Used to send out invoices on due date. Now goes out 2 months ahead--mail, 1 month--email, due date--reminder email, 1-month lapse--call, termination letter. Length to wrap up. Walking guide folks won't pay until the next Walking Guide.

Sean--deals with collections a lot. Emails, collections calls, etc. Until Jim calls, nothing happens. Offered to accept a few names a week and he'll make the calls. He likes it and is good at it. **Phil**—important piece of valuing our products—WG, etc. Do they advertise and then pay? **Jessica**—they cannot list in WG until they pay for their last ad. **Riq**—always been playing catch-up, if we insisted on prompt payment, we'd have to drop lots of people from the WG. **Jessica**—lots of biz on the margins that have to pay their rent. She errs to save the drowning puppies vs not. Sets up payment plans. PayPal has a monthly payment setup that automatically sends reminders. Jessica hasn't had time to set it up. Then she would put those people in that system and they'd get monthly reminders. **Phil**—finance committee looking at this. Can we set it up so that we end the cycle of tracking them down. Pay to Play in WG. Goal for 2015 WG—end this cycle?

Riq—As Finance Committee member—politics behind it, difficult to do this. Tried to find balance between strong-arming and supporting the smaller businesses. However, it ends up looking bad on paper. Working with company's business cycles. Bryan is on the Finance Committee now. Welcome! **Pete**—why is Hydrotech on the list 3 times? Owes for 3 WG. He's real small...**Jessica**—has been working with him, because he's consistent. Figure out a sliding scale system that removes businesses like his that are so small. **Riq**—Aging sheet show revenues coming in. If we were to collect today, here's what we know. We could work out a different system to accommodate a sliding scale/small bus.

Jessica—New Seattle Chamber—we signed an agreement with them: any member smaller than 15 employees, is automatically a member—trading memberships. We are now a member of the Seattle Chamber. Any FC member can go as a FC rep to a Seattle Chamber member. Jessica can connect members to corresponding folks on Seattle Chamber. George Allen=public policy.

Executive Committee:

Phil—presented about met last week, talked about agenda, filtered all we talked about today.

Didn't get a chance to talk about calendar. Will get us back on track. Marco—he pops up after tax season and Fremont Fair is 6 weeks away.

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Awards for April—Goals President Awards. Anyone who still needs past/longer members want to see the whole packet, we're happy to send it to you.

April Awards: any suggestions?

Caroline—7-11 on 36th rejoined—lapsed since 2000

Finance Committee –

Riq reported on meeting to review financials. Balance Sheet: Goal of Finance Committee was to build reserve to 6-7 months. At \$20K in current assets. We've taken a dip. Committees need to Monitor to their budgets! But checks are written, which Riq doesn't have to approve, and then the budget gets overblown. Looking for systems to prevent this, but also talking with committees to stay within budget. Programs need to look at inc/exp to make sure that income is covering the expense. We have things coming through that will bring in revenue, and we will talk about Solid Ground next year, but we need committees to check with the board before writing checks. We've done a great job of cleaning up the financials and got it down from a stack of papers to 2 sheets. We have a goal to build reserves to a year or more. Will see a real push to do this.

Income sheet—many highlights, especially the balance sheet.

Secondly, we discussed creating a 3rd grant cycle specifically for the Fremont Fair. Working with organizations that we work with year after year and have a second cycle. Bold Hat will fund first cycle. We are allocating funds next year to that. Fremont Fair is main income source.

Phil—3rd grant cycle in the works for years. The three are the parade, art cars, arts for kids' area. These are in Bold Hat's budget. Told organizations we have to have it to give it. We are giving money months in advance when our balance is low... When the Fair's over then the money is there to distribute. Also, 3rd cycle makes it more official. Doesn't want Bold Hat thinking we are the ones giving the money away. Money to general funds vs to arts programs at fair. Arts Council's response is "What? We have to fill some papers out?" Current Grant cycle: we are now asking "How are you representing the Chamber", which is good for FC.

Riq—Agreed. Lots of organizations rely on those funds, but we are non-profit, too. Those organizations should not assume those funds will always be there. We may have to cut back to maintain our own budget. **Susan**: \$41k income, Oct Fest expenses: \$121? Yielding huge net for us. Fremont Fair income/exp seems so different. **Jessica**—The contracts are very different. We make money and spend money on the Fremont Fair. OctoberFest: Bold Hat handles all the inc/exp and then pays us for heads that paid to go through. **Phil**: OctoberFest is Chamber's fundraiser. Fair is a celebration of Fremont. Lots of money goes to Solid Ground. Bold Hat this year—we now have a gated event. How do we up the Fremont Fair to a better revenue generator? Gated element to Fair—music and beer gardens will now generate income.

Our commitment to Solid Ground ends this year.

Phil—We are starting the 3rd grant cycle so we can decide how much to give to the Arts Council. **Jessica**—Rooster Wacks—asked for \$500 to do architecture charette. This group may come into Fremont Fair, and may do something totally different and new, which opens the opportunity for new things (vs Abbey, same thing each year.)

Six Gill just joined and will be doing a beer garden benefiting Arts Council and it's a win for everyone!

Susan—Walking Guide seems to be a net loss? **Jessica**—No, but it brings people into Chamber. It comes off like a loss, because we offer premium members a free Walking Guide listing rolled into their membership. We come out ahead, which goes into enrollment, etc. But it doesn't show up in QB. It's broken out on a separate spreadsheet.

Riq—We are getting a bookkeeper who will sort out some of this extra bookkeeping effort on Jessica's part. Doesn't want to see expenses outpacing revenues. Wants to see costs fixed, to avoid overruns and eat up reserves. We have enough income, so we'll start replenishing, but we are well below our goal

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Phil—Action items:

- 1-- bookkeeper, will look at why is phone bill too high, for example.
- 2--Jessica is going back to committees and giving them their budgets. Each committee will look at calendar and look at budget and monitor it.
- 3--Exec Committee has to oversee all this. Exec Committee also has to look at programs. All the programs are all more and more. We have so many, what are they costing us? Time & energy, are they sustainable? How do we change to fewer that are more valuable/generate more income? Consolidate/weed because things are currently a drain.

Jessica-- Has great program committee.

Ken moved we adopt the 3rd Grant Cycle. **Rodman** seconded. All voted in favor.

Membership: Jessica--Member Walk May 5, next Monday 10:00 am Cinco DeMayo
May Member Challenge: Every board member try to get one new member this month!

Phil—How many board members are present? ...\$1800. Great—try to do this.

Jessica—if need suggestions ask her.

Programs –

Jessica--New one meeting pass. Will start selling them at \$5-\$20. Can buy them and can use them to invite folks to a meeting for free. New mechanism to get new people to meetings and attend. Get Google & Adobe to get their people to attend. Sell for average price to get folks to buy them and use them and bring people in. Trying to make vehicles to get people into the meetings.

Lunches \$20

B'fast \$15

Networking \$5-10

Geek Meetup is free

Selling 6 for \$100.

Asking everyone here if they know political people. It's super early for districts, but not that early.

If you know anyone involved, invite them and let Jessica know, so she can advertise it. Green Lake & Wallingford are participating.

Pete—reached out to Cross Cut guy—Anderstone does mapping and how people loaded. Asked him to come and he will if he's in town. Could he distill his article down to Districts 4 & 6, & demos of voters & types of businesses—lot of maritime, hospitality, and how that's going to play. Will get email to Jessica. Not a lot of elections, but a shit-ton of initiatives

Ken—parks board has some initiatives happening

Pete—Initiatives: One Seattle, Parks, TNC/taxi cab, police captain N precinct, transportation (buckets of tomatoes/water balloons.)

Phil—get all info to Jessica

Marketing – No report

Major Events

Phil – New process in May to talk Brand/Mktg/Vision. We are doing a great job, internally & externally, but this will be a long-range (5 year) planning process. Will start at end of May. Goal is September. **Phil**—expand group and invite more marketing pros from membership

Jessica—goes hand in hand with arts council—not reinventing wheel, but enhancing it.

Retail Committee—

Phil—Hopscotch—all went well. Fundraiser for so & so. Ad for Fremont Grant Cycle.... Fun, beautiful, Great time! Flights were great. Whiskey guy was interesting—from NY. Net income: \$2,293.75. Attendance (not including comps) 2235 ppl. Audience down 100 people this year.

October Fest—on track going to be awesome.

Fremont Fair—Increased level of entertainment and gated some events. What's happening at the fair isn't new. We've been open Fri/Sat nights before, have had music, had suggested donations

October Fest—on track going to be awesome.

Fremont Fair—Increased level of entertainment and gated some events. What's happening at the fair isn't new. We've been open Fri/Sat nights before, have had music, had suggested donations to come see the bands before. There isn't a new beer garden. One from ??-8, another 8-11. Ticket sales going well. Overall marketing going well, too. Still on mission. Talk about shopping shopping, shopping. Largest revenue is vendors. Need them to know we are supporting them. Parade at 3:00 pm.

Pete—everyone likes the new parade time

Phil--Arts council is OK with later than noon, but doesn't like 3pm.

Will be interesting to see effect of later parade the second year; last year was an adjustment year.

Ryan—since market is closed that weekend, don't know where you are with recruitment, but over 175 vendors each weekend, could do a newbie discount. We have over 400 vendors at Sunday Mkt. First time \$75/off. Let me know. They are not there that weekend. **Phil**—have done that the last two years. You get same price near PCC, charging same for block in corner. There are lower cost locations. **Ryan**--Sunday Mkt—please send him info for new vendors. New vendors looking for opportunities. **Ryan**--They do provide a service. **Phil**—Hopscotch event was able to get 100 new email vendors.

Ken—please describe stage—

Phil will bring this to next meeting. On 35th st, mobile stage at bottom of hill by Theos. Fenced area at Asko, beer garden at xxx lot. Food trucks, no re-entry area. See show, have food. During day not sure what to do with stage. Will likely just be quiet. Starts at 5. Art cars at Sound Body Gym area, or Bold Hat area.

Ryan—Sunday Mkt. Fremont Sunday Market had its strongest winter ever, 6-8000 people on an average day. Advertise primarily through social media. Mobile food rodeo, only person didn't get reminder email was Phil. All the stores—60 letters. Tried to check in, free BIF tickets. Going well, weather—hot this week and rainy this weekend. Will come no matter what. Posted in Seattle Times by Provinces Road??. About discovery the chef-preneurs. Were just on KOMO. 48 food trucks, expecting over 50k people. Hired landmark staffing for a majority of things. Off-duty officer/Chris Swenson at 35 & Phinney. Checked in with Mark Ray. Sound Mind & Body not there any more. Construction has started. Could be our last year, or a 2-day festival, if we're going to keep it next year. Will sit down with Jessica & Phil in July to plan for next year and finding a weekend that works for everyone. A lot will be determined by the studios. Will be hard to move to a new time. **Phil**—why two days? **Ryan**—huge festival with lots of costs, so two days makes more sense. Revenue stream for crafters, free to general public. Don't get a lot of revenue from it. Needs to find ways to increase revenue. **Pete**—2 days would make it better to handle the flow.

Jessica—heard from 6 bars that we need it. Mobile Food Rodeo is a big revenue

Ryan--One Reel gets the donations.

Jessica--set up meeting with Marco & Ken, etc.

Ryan—experience for customer needs to be improved. Expensive to close market. Largest in nation. Great media outlet. Think about where you want to be in 5 years. The foodies are a huge demographic that spend money. Food focused. **Phil**—great to have a 2-day event. Get everyone to sign off and we're good to go. This body will work hard to make that work. **Ryan**—sent email thanking you for all FC support. At the end of the day, whoever's event it is, good to know about the impact on the neighborhood, both with a lot of people and fit for neighborhood.

Phil—please leave our neighborhood better than you found it. Answer phone on Monday morning.

Ryan--Clean Scapes, cleanup was great.

Jessica—Rummage Sale, Sparkle event, Feet First, & Market. You will get calls to clean up donkey poop, even though they aren't yours!

2014 Governmental Strategies

Jessica: Fremont Chamber has joined One Seattle.

Technology Committee: Jessica update on OED grant. Submitted grant contract to city. On

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Technology Committee - Jessica update on OED grant. Submitted grant contract to city. On schedule. Morgan has submit....

Arts council—got a new member to attend . Will go and represent FC. Report back, nothing new Nick Licata talked, Art Broshey, painting bridge, Heather McCauliff's group about crosswalk at 45th, & signs aren't good enough, still pushing for a light.

Community Groups -

Safety —Pete—nothing new to report. All good around Fremont with PS> New captain is a lot more into bike patrols. Worked out something with city attorney's office to make more of an issue with pimps & prostitutes. Prostitutes are allowed services. Real emphasis moving things north.

Transportation reached out to Cascade Bicycle club to look at pedestrian cycle freight and normal car commuters so we are looking at everything so one group doesn't feel disenfranchised, and so one group doesn't take over whole agenda.

Fun fact: Metro put busses in line for fremont fair/marathon, and they are scaling back because traffic was so bad.

CNN: 10 historic things that live in USA—Lenin was on that list & naked bicycles were mentioned.

Jessica—if you enjoy early wednesday am voter resource fundraising b'fast. 2 people at the event, Raymond & wife are going

New store opening date: June 8th??

Jennifer & Ryan at Aurora store? Are/will be part of Chamber.

Will join Green Lake chamber—will do walk in that community to build membership. Wants to create Aqua Follies again. SeaFair did it about 10 years ago? Good job on PCC sponsoring Milk Carton Derby. PCC will furnish milk cartons.

Announcements:

Wants to thank everyone for their volunteer time. Appreciate it. Next month's meeting at end of May. Will bring more info on Fair. Thanks for taking on deadbeats!

Last night was annual meeting—60th year as a cooperative.

Pete moved to adjourn. The meeting adjourned at 9:30 am.

Minutes submitted by **Caroline Sherman**