

Fremont Chamber of Commerce Board Meeting
May 27, 2015
Saturn Building, #310

Attending: Phil Megenhardt, James Wagner, Marko Tubic, Ken Saunderson, Kathy Moeller, Sean Erhardt, Christy Arrington, Ryan Reiter, Kerston Swartz, Victoria Odell, Pete Hanning, Rodman Miller, Jennifer Beus

Staff: Jessica Vets, Caroline Sherman

Guests: Kirby Lindsay, Tessa – Saunderson Marketing Group Intern

The meeting was called to order at **8:01** AM by Phil Megenhardt

Introductions

Motion to approve the April Board Meeting Minutes by **Pete Hanning**, seconded by **Marko Tubic** and were **APPROVED**.

Membership Development / Member Services

- **Monthly Programs / Sponsorships – Jessica Vets**
 - Neighborhood Expo was a success: need to work on more attendees, but got 14 sponsors (vs 4 last year) and lots more tables all filled. Made \$600 at the bar. Survey after the event giving positive feedback that it was a good event for them.
 - Picnic in the Park gearing up. Changing format to have more and better questions. Please submit your ideas!
 - Parking—what is their stand on parking for cars?
 - Bikes—breaking laws (running people over on the bridge, running stop signs, aggressive after the Sunday Market, etc.)
 - Mobility—freight, cars, pedestrians, cyclists and safety
 - How can we strengthen the OED? How are they going to encourage business to grow?
 - How to support growth with no infrastructure to support it
 - Multilevel parking at zoo
 - Affordable housing
 - Allow communities to have more input on what development they want in their community. Design review isn't working
 - How will new district council work within neighborhood? Office hours? Availability to their constituents, etc.
 - Role of police department and walking beats?
 - Political makeup of the Council & fervor for activism. Municipal gov't is boring—safety, potholes, infrastructure/utilities, but it needs to be.
 - Idea to change the September meeting from SBA speaker to parking roundtable
 - Spark for this idea is all the trailers & RVs, and paid parking
 - Possibly move Calvin Goings/SBA to an after-hours event?
 - Agreement that a parking roundtable is a good idea.
 - Trailers on west Fremont brings up neighborhood safety. Uniform security for 2 years, but stopping it, as was seen as not necessary. Bring back a safety meeting?
- **Membership Dashboard – on back of agenda**
 - Jessica discussed six target businesses for you, the board to persuade to join.

- **Award ideas –**
 - Debi Larson, former W'ford Chamber President, founder of Neighborhood Expo
 - Fremont Studios Host
 - Tableau for hosting their big event here—Phil has a name
- **Membership Committee**—Ken recommended creating a Membership Committee to implement a membership drive, or pick up on targeted folks.
 - Chair or Co-Chair position open. Great opportunity for anyone who connects regularly B2B.
 - Ryan can't Chair, but would support it.
 - Marketing Committee would get materials & collateral together for the Membership Committee. Membership Committee would focus on “hitting the streets” and bring our membership numbers up.
 - Membership Chair would “project manage” all the board members to do outreach
 - MISSION: Retain and Raise Membership
 - Responsibilities:
 - Recruit new members
 - Outreach to lapsed members
 - Connect with existing members
 - Tasks:
 - Coordinate contact between Board Members & Constituents
 - Work with Marketing Committee to maintain sufficient Membership Materials
 - Coordinate with staff to determine issues and needs

Community Relations

- **Fundraising Breakfast / Lunch –** what events are upcoming?
 - None coming up anytime soon
- **Fremont Neighborhood Council –** Kirby Lindsay
 - George Heideman died April 30. Private Memorial Service this Saturday 1-3pm. Was on Fremont Neighborhood Council, Fremont Arts Council and Fremont Chamber of Commerce and served on one or the other of them for 30 years. Designed original Red Door location. Wanted a Community Center for neighborhood. Always volunteering, dependable, showed up, reliable, super sweet.
 - 3 presentations:
 - Metro proposed changes giving better service to Fremont—all hinging on them sticking to their guns. Bus 16 would go over the Fremont Bridge.
 - Neighborhood is now endorsing development next door to Fremont Library. Development of 10k sq ft, 5 stories, 10 parking spaces. Formerly the Parsons House just east of the library. Apartments & retail below. Just south of the library will be redeveloped. Café Turko & Milstead have been asked to return.
- **Fremont Arts Council –** Rodman Miller/ Marko Tubic
 - Solstice Parade prep going well. Grant received.
 - Starting setup/parade building later—reduces time/cost of permit. 3 weeks instead of 5 weeks prior to Solstice.
 - Parade to start at 3:00, giving more time for last minute creations and prep
 - Float bodies moving at noon this Saturday
 - Finished floats moved at 9:00 pm night before the parade
 - Phil chatted with Barb Luecke, who may be interested in joining the board next year.
 - Barb looking for different revenue streams and wants to change the culture. More people are moving towards the bicyclists rather than the floats. So trying to encourage folks to get back into the parade.

- Pete re: renting the float bodies. Consider retaining some of the deposit paid to use them, rather than giving the whole deposit back.
- Seattle Arts Car Blowout—severely underfunded this year. Needs help. Kelly Lyles works hard at fundraising and is excellent at being grateful, but the money isn't coming in. Need hotel rooms, in-kind services, etc., as well.
 - Consider a voting program that raises money. Phil did it with them a couple of years ago, but not the next. It worked 50/50. Need a volunteer to run this. Consider a major auto dealer to sponsor this—Carter Subaru, University Volkswagon, etc.
- Phil called for volunteers to help from the board.

Management & Operations

- **Executive & Membership Committee** – Phil Megenhardt
 - Great meeting: introducing monthly program, introducing parking, grant cycle. Phil's capacities—Exec Board is taking some of the work on as he continues to recover from his car accident last year.
 - Paul, new finance person—doing a great job working with Jessica and keeping us focused on a healthy budget.
 - Pete suggests an award for Paul for his great work.
- **Finance Dashboard** – Phil
 - **Fremont Fair grants – fund all now**, discussion and possible vote
 - We would have a Fremont Fair Grant Cycle of \$7,500 in two cycles, one before and one after the Fair. Give it all now before the Fair to Fremont Abbey, Arts Council, etc.
 - **MOTION: Fund full Fremont Fair Grant now before the Fair. APPROVED by all.**
 - **Community Grants**
 - **Pete:** Phil recommended to push the Grant Cycle to October
 - **Jessica** suggested: shift Community Grants Cycle to October, and use Spring Cycle for the Fremont Fair.
 - **MOTION: Pete Hanning** moved to move the Grant Cycle to October. **Rodman Miller** seconded. All in favor, no one opposed. **APPROVED**

Marketing & Major Events

- **Marketing Committee** – Ken Saunderson
 - **Recommendation:** Let non-members know that if they don't join, they won't be listed. Jessica created a battle plan timed with Walking Guide & Business Directory.
 - Kirby notes that she cannot afford to be a member. Being a Friend makes her a donor, not a member.
 - In-kind work can be and is considered for membership, if it drives the mission forward.
 - Value for membership has been primary focus for two years now. Providing a directory listing is not our biggest benefit.
 - Updates: media alerts, Like our Facebook: FOkt, FFair, FCC, member, etc
 - Need to do as good as possible a job connecting to the membership with social media.
 - June 11, June 25 come on down and join the Marketing Committee meetings
 - Holiday Planning
- **Major & Community Events** – Marko Tubic, Chair
 - Fremont Fair – Updates – Marko
 - Beer Garden near Lenin was proposed. Lots of dialog about this.
 - Fremont Solstice Parade / FAC Funding – Marko Tubic

- Will be increased effort to drive revenue along the parade route.
- Arts Council with their permit, they own curb to curb. So their efforts along that stretch will be to figure out how to monetize that.
- Excellent conversations around all this--very healthy.
- Fremont Chamber is seen as rolling in the dough compared to other organizations involved, so these conversations are important.
- Taverns and bars are less interested in supporting the Arts Council as it promotes Beer Gardens, because it takes income away from them and they are struggling as it is.
- Marko initiated discussion about coming together and recognizing that there is plenty to go around and support these things/the art ANYWAY! The Arts Council feels that the Chamber has hijacked the Solstice Parade/"trademark".
- Supporting businesses during parade—keep access to businesses open!
- Chamber is committed to supporting the Arts Council and the Parade, and a 4-5 day Fair.
- Posters are out! Other marketing has also started today. Early promotion helps, but the last 3 weeks are when it really makes a difference.
- Street fair is going well, sponsorship & marketing going well. Putting together Seattle Good—kick off for this is going well. No Rock 'n' Roll marathon, maybe forever—to 2nd weekend in July.
- Working with the Stranger to do an RSVP show; free, but you have to go through the ticketing system. Hopes this will bring more engagement. Trying to capture who is coming to the event.
- Posters are available for \$10 at Frame-Up, so encourage folks NOT to take them down.
- Fremont Oktoberfest, Hopscotch – Phil Megenhardt
 - Great! Fill your schedule for Saturday night
- Sunday Market, Movies etc – Ryan Reiter
 - Same as usual. Last two weeks of University Street Fair have been really nice, thanks to good weather. Getting out there on social media. Featured in Architectural Digest & a men's magazine in Japan. Lots of new & Asian tourism.
 - August 30 will share more info regarding an extended market on Sunday, 3 extra hours to commemorate the 25th anniversary of the Market.
 - Cinema Lineup is out. Mostly Will Farrell movies. Increased to six 21-and-over nights, as fewer & fewer families are going.

Advocacy

- **ALL BOARD MEMBERS to sign up for an advocacy position**
- **Governmental Issues** – Suzie Burke / Susan Fuller
- **Safety & Transportation Committee** – Pete Hanning

ANNOUNCEMENTS & NEW BUSINESS—

- Fremocentrist Fireside Chat—Kirby Lindsay
 - “The Fun of Fremont, How It Got Started” History behind the various events that take place here.
- 5-K Briefcase run has moved its start line.

Adjourned at **9:34** am.

Minutes submitted by **Caroline Sherman**