



Fremont Chamber of Commerce Board Meeting
Wednesday, June 29, 2016
Brown Paper Tickets Conference Room

Attending: Pete Hanning, Susan Fuller, Kerston Swartz, Phil Meganhardt, Jennifer Beus, Suzie Burke, Sean Erdhardt, Ken Saunderson

Staff: Lydia Minehan-Tubic, Trisha Rarey, Caroline Sherman

Guests: Kirby Lindsay

Call to Order – Pete

A. Introductions

B. **Approval of Minutes** – April (pending from Phil) & **May**

- ACTION: Phil to get April minutes to Caroline
- Suzie moved to approved the May minutes, Ken seconded, all in favor: **APPROVED**

Chamber Staff Reports

A. Communications and Marketing - Lydia Minehan-Tubic

- Working on hand off to Trisha, updating procedures in OneNote

B. Membership and Office Management - Caroline Sherman, see back of agenda.

- Several new members; working better with Trisha on membership at meetings
- New computer is great—Thank you!
- Website Review—need a new designer, website & email host. Recommendations? Agreed to move email to Zoho per Morgan Kay's recommendation. It's free and gives us flexibility if we have to move to a different webmaster/host.
- Improving use of GoPayment for better financial reporting.
- Suzie reviewed Terminations: LTD has a new owner, she'll talk to him. Blue Rooster & Dockside Coop closing. Burke Gilman Trail is a park, so no marijuana businesses within 1,000 feet.

C. Programs and Event Management - Trisha Rarey, see attached.

- Taking over Blast & Marketing next month. If Board wants anything, let Trisha know. Send Blast materials to Calendar.
- **Social Media has increased 75% by simply reposting. Send Trisha photos & texts and she will repost.**
 - i. Maritime Meeting had a lot of traffic
 - ii. Also helps with Advertising
- Maritime Meeting a huge success! Kirby's flyer was great. Advertising helped a lot.
- Brooks Trailhead event: Take your business to a run
 - i. For upcoming event, consider someone from the retail sector
- Integrating Lydia's role
- Seattle Metropolitan Trade Show
- Asked for approval of meeting lineup as presented (see attached.)

Old Business

A. Executive Director Search—Ken, see attached.

- Management model discussed at Exec Comm Mtg. Some options to be chosen & recommended at July Board Mtg. See attached. Executive Director vs Contractor model. The latter would require greater involvement by the board. Chamber committees work under either model. Please review and consider coming to the Exec Comm mtg on the Tuesday before the July Board Mtg at 11:30 am at the Red Door.
 - This is an opportunity for the Chamber to grow. The Contract model means the Board has to work on Board Development, and recruit new board members who have the time to add this work to their plate.
 - Consider Oscar of Dockside Coop.
- B. Staff Contracts—Caroline’s is signed. Susan is working on Trisha’s, incorporating Lydia’s work into it.
- C. Walking Guide—Pete. Important & valuable item. Pete & Phil meeting with John Nordstrand
- D. Bold Hat Contract—Pete
- Board looking at contracts for Oktoberfest, Fremont Fair, etc.
 - Looking to clarify how it works so anyone wanting to partner with us will have a clear path
- E. Needed a new treasurer—Phil stepped up.
- F. Solstice Recap—Phil
- Using the term Fremont Solstice. After 2015, Bold Hat realized that increased activation in neighborhood affected bottom line. Needs all businesses to rise for the event. Clarifying communication around different aspects of the event.
 - Weather did not cooperate on Saturday—cold, rainy.
 - Finance challenges: Trash went up 100%, City fees up, etc.
 - Income: Beer Gardens, Vendor Fees, Sponsorship
 - Neighborhood Relations—Arts Council has new team. Bold Hat/Chamber committed to making the Parade happen. Big trash bill from previous year to pay off. Bold Hat got them a 3-year contract at 15% discount with Honey Bucket. Bold Hat asked CleanScapes to write off trash bill as donation, and they did. Also came up with new trash management plan. Bold Hat helped FAC help themselves.
 - Vendors did quite well overall. Curated a very “Etsy” event. Stages & beer gardens did well and stayed open longer than usual.
 - Police placement worked very well. Bouncy house did well. Dog parade did very well.
 - Moved stages inside beer gardens. PCC’s income was way down. “Seattle’s largest free music festival” worked really well.
 - Lots of families, younger crowd. Lower numbers on mischief makers. Folks stayed, in spite of the rain.
 - Seattle Times gave great review
 - Accounting:
 - I. Vendor Fees: 283 vendors, \$20 registration fee (split 50/50 with Chamber), City taxes it. Chamber: \$2,089
 - II. Donations: 1900 beer garden donations. Chamber \$2,146
 - III. Beer Garden Sales: Everything over 8,000 beers (break-even point) Chamber: \$224.
 - IV. TOTAL 2016: \$7,500 budgeted, Fees paid to Chamber: \$5,200. Down \$2,200k. But this is a celebratory marketing event, not a fund raiser.
 - Use Solstice as a marketing tool to bring in new customers. Think of it as Reunion Weekend sort of thing. Then have to bring people back. Use it for marketing.

- Kirby: readers commenting about Rock & Roll Marathon and how it messes up access to get to Solstice. Is there any chance of doing something about this? Next 3-4 years, it will be on a different weekend. This year, there was a dentists event that had been planned 10 years ago.
- G. Seattle Metropolitan Chamber Trade Show on June 8th--Phil
- H. STAR 101.5 Radio's Burgers, Bands & Brews fall event in Fremont—any contact? No, and now it's too late.
- I. Oktoberfest Security Plan Review with Officer Lucy Peterson & Phil
- J. Missing Link Draft Environmental Impact Statement—Comment Period ends August 1.
- NSIA is taking this on. Trying to get the Mayor out of this problem. Work with office of economic development to try to fix it. Stats are old and vision is old, so working to improve the options. Suzie will get Eugene Wasserman here in July.

Committee Reports

- A. Finance – Phil
- Income—doing fine. Meetings: beating projections. Membership:
 - More than twice \$\$ in bank account than this time last year.
 - Total Loss: \$8,000 this year vs \$12k last year
 - Picnic in the Park was a great idea and well executed
 - Brook Trailhead event: 20% off on shoes! Rotary could give an award on their donations
- B. Membership Development/Member Services – Ken (already departed)
- C. Marketing and Major Events—Kerston. Didn't meet, needs to be re-activated and needs members
- D. Programs— not discussed.
- E. Community Relations
- Fremont Arts Council. Parade went on. Barb no longer on the board, they have a board of five. Working on a debrief meeting for July. Chamber is committed to a parade, if FAC can't do it.
 - Fremont Neighborhood Council—Need Representative. Kirby was ill, but Dennis Bateman is working on restoring art bench in upper Fremont and raising funds for it. Working with original artist and asking neighbors for more art. Art in lower Fremont sits on private property and there is less of this in upper Fremont
 - Lake Union District Council – Need Representative—Trish is alternate rep for July 18 meeting. Need to find a replacement for Pete.
 - North Seattle Industrial Association –Suzie. Lots of City people there.
- F. Advocacy
- Governmental Issues –Suzie / Susan. Predictive scheduling is a big issue.
 - Safety & Transportation Committee –Pete. Very safe weekend over Solstice. Level of civility. Less drugs. Art Cars likes their new location.

Announcements and New Business—none.

Adjourned at 10:05. Suzie moved to adjourn, Jennifer seconded. All in favor: **Approved.**

Minutes submitted by **Caroline Sherman**