

**Fremont Chamber of Commerce Board Meeting
June 25, 2014
History House of Greater Seattle**

Attending: Suzie Burke, Riq Molina, Tamara Berft, Kathy Moeller, Victoria Odell, Sean Erdhardt, Paul Nordstrand, Phil Meganhardt, Susan Fuller, Jessica Vets, Rodman Miller, Raymond Glandon, Ryan Reiter

Guests: Kerston Swartz, Kirby Lindsay, Art Brochet, City of Seattle/SDOT

The meeting was called to order at 8:05 AM

Introductions

Motion to approve the May Board Meeting Minutes made by **Phil**, seconded by **Riq**; **APPROVED**.

Discussion with **Kerston Swartz**, Woodland Park Zoo to appoint her onto the Board. **Suzie** moves we elect **Kerston** to Board at Large. **Phil** seconded. **APPROVED!**

Phil asked Jessica to get welcome packet & commitment for **Kerston**.

Executive Director's Report:

Jessic: Unforeseen circumstances with One Seattle and \$15 min wage. Calendar of Awesomeness continues to grow. 30/60/90 report: Caroline working on this, creating letters & a real process. We now have a timeline for invoices—moving invoices a month ahead & have created a series of follow up emails and letters to capture the renewal. Sean working with Caroline and has called a few people and needs square to process people; Jessica will get Sean on Square. Thanks to Rodman for renewing.

Community event: Fremont Arts Council Fundraiser / Industry Night—50 of area servers joined the Fremont Arts Council at Red Star Taco Bar. A number of FCC Board members attended.

Executive Committee:

Met last week on Monday with the Finance Committee and Tuesday, to define controls on budget & spending. Biggest process change will be to add a budget discussion to beginning of each Exec Committee meeting. Reserves slipped below required level through spending on the Grant cycle for the Fremont Fair. Working to create oversight systems that can be used in the future, to ensure Board stays on budget. **Suzie** mentioned that the problem with the board is that we are generous and like to give money away. The controls are meant to avoid doing that to our detriment, and to raise money before giving it away.

Riq: First have viable Chamber. OK to give as long as we have the reserves and revenue growth plans in place. Can't make decisions without full knowledge of board & approval and with the funds in place.

Victoria: Question on Major Fundraising Income—why are numbers so different from past years for Fremont Fair? **Jessica** and **Riq** answered that the shift the income reflects the flow of money from the beer gardens into the Fremont Fair bank account instead of the Fremont Chamber bank account due to Liquor Control Board regulations.

Finance Committee –

Riq: Budget notes will give details on different line items. Thank you to everyone who attended the Exec Committee meeting as they went through every line item. Because of situation in reserves right now, we will be cancelling July Grants Cycle. Intent is to add this back on next year. Hopscotch—not this year, but next year.

Discussion of various community funding in the past.

Phil: Discussion and goal to change back to a calendar year budget – might have to have a 6-month budget as an interim measure. **Ria** concurred.

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Riq: haven't found a bookkeeper yet, but are looking to implement this at \$50/month and fund this for next 3 months. A bookkeeper can help make our finances easier to maintain.

Jessica: Finance Dashboard presentation. Looking at 3-year averages for cash flow to see what sort of benchmarks we can hold to.

Membership:

Walk with Marko will be of the waterfront. Paul Doak recommended a membership rate increase based on consumer index. Paul showed how by just doing a slight increase would affect our revenues greatly. We haven't raised rates in 5 years. Gradual increases over 5 years substantially increases revenues. The extrapolation was impressive.

Discussion: **Kirby:** commented that we proceed with caution, due to small businesses and to consider half-year payments. **Phil:** being able to tell the Chamber's story of helping businesses.

Riq: Understood that we have businesses of different sizes. Good to discuss, since we haven't in 5-6 years.

Programs:

Victoria: Programs committee met and discussed a fall social. Next Program is the July 15th, Tri-Chamber BBQ. It's our only Chamber Member-Only event.

Marketing & Retail Committee

Ken and **Marko** made a motion to create a press release about the Green Hat and the Fremont Arts Council; **Phil** agreed that if we keep the momentum now that might help. **Rodman** and **Ken** will work on letter to get to **Phil** for distribution. **Phil** made motion, **Susan** seconded. **Approved.**

Ken Saunderson will lead us into review low hanging fruit to turn into increases in membership and providing more revenue.

Jessica: Participation Sign-up Sheets. Lots of committees, don't necessarily meet regularly, but working towards that, either monthly or quarterly. Sign up and commit! See pie chart on back of Agenda. See check-sheet.

Retail Committee:

Raymond: New PCC, Green Lake Village store is doing well. Committee has not met and needs to.

Kirby: would like to see a campaign to get stores open for Fremont Fair. Wish boutique closed, but learned she could have been open. **Suzie** agreed, as a Chamber, we should be encouraging retailers to find a way to participate.

Phil: When Chamber & Bold Hat took over 5 years ago, did strong enrollment. Would suggest we shouldn't take it for granted that stores know how to make the Fair work for them. We need to renew this effort. And find out why stores don't participate. Maybe we need to beef up security. Discussion of retailers and involvement followed.

Major Events

Ryan: Reported on the Mobile Food Rodeo: Wants to keep it as a two-day festival. Talked to **Phil**, **Marko**, and **Jessica** about moving the time. Trying to find a date that works for all, especially need to work with Fremont Studios. Would make sense to make it a Fremont Chamber fundraiser.

Ryan: Need to plan in advance. Need key folks there to help with planning.

Phil: Suggest July Mtg to get the conversation started. Studios 2015 calendar is already in place.

Fremont Fair –

Suzie: Most people she'd ever seen on both days. And Friday night was a whole add on. **Phil:** Ran out of food. **Kirby:** Streets were busy until 3a. **Suzie:** Police were wonderful! 3 trip and falls. Lots of aid calls. A factor of more folks there.

Phil: Gratitude! Bold Hat tries to recognize everyone involved, but there are always folks who get missed: Asko Processing Art F/X Fremont Rotary for bounce toys on Saturday Burke Rldn

ran out of food. **Kirby**. Streets were busy until 3a. **Suzie**. Police were wonderful! 3 trip and tails. Lots of aid calls. A factor of more folks there.

Phil: Gratitude! Bold Hat tries to recognize everyone involved, but there are always folks who get missed: Asko Processing, Art F/X, Fremont Rotary for bouncy toys on Saturday. Burke Bldg, Burke Lot putting up with fencing. PCC—Jen did a great job for Green Rooms. Foundry donated space/time for green rooms. Susan for year of reviewing the handbooks & contracts. Marko has worked tirelessly on commitment to FAC, letter re: Solstice, dealing with that well—to be brought up at next available board meeting.) Lots more to amazing community that did so much for the Fair. Successful Aspects of event:

Suzie: Marketing! Everywhere she looked—so pretty, so attractive. Non-hippies noticed the Fair.

Phil: Concert = another reason to come and new revenue. Added one more way to talk about the fair that hasn't been talked about.

Rodman—music was clear, sound system was great, etc.

Phil Fair Recap: Concerts goal was 6k people: Sold 2200 people on Friday and another 2200 on Saturday. Opened with Built to Spill. Areas to improve: Art F/X was quite upset by the noise. They were kind about it. Beer garden did great. When crowds left, they were in Fremont a long time. Saturday night, opened at 5:00, still had beer garden. Saturday's concert with hip hop crowd was a younger. One Reel, our partner booking music did a great job. Interaction with Bold Hat went well. Lots to learn. Probably broke even.

Good news: Fair was packed, beer gardens did great. Center beer garden closed at 8pm per Liquor Control Board. Had a slower start up this year on Saturday. Last year filled at noon.

Waiting to see what happened with 3:00 parade start. Folks are mellower. Did it affect our shopping no, Beer Gardens, yes. At capacity around 4-5. Rodman amazed—folks lined up at 9:00 for the parade at 3:00. Folks are getting used to later start and showing up later to reserve spots. 6:00 am lots of couches & chairs. Started gathering at 1 vs 11:00 am.

Report

- Even after eliminating an entire street of vending for mainstage, still had same number of vendors minus one. 280 vendors. Now they are better, art, and real quality vendors.
- 20 years ago Fair was a place for craftsmen to sell seconds at half-price. Changing this.
- Donation world, collect tips at beer gardens & donation box--\$116 \$5,775 tip jar
Total: \$10,661 raised from this year's event, up from last year by \$88. Decisions we made this year with One Reel's input, we did a great job! Excited to raise more money.
Disappointed we are down 13 kegs of beer sold. Friday was up, Saturday was down.
- Neighborhood beer gardens did really well.
- Six Gill did well, though had very difficult meeting/miscommunication with Ellen of Six Gill around rules of fence line and ownership of space, ingress/egress, etc. Safety is paramount. Had some over-service issues and bartender got punched. In 18 years producing events, it was the first time police had to break up meeting.
- AtaBall folks had a bad guy and didn't have a lot credibility with police.

Technology Committee – no report

Community Groups

Kirby—Residents complaining about parking. DPD to talk about parking spaces. No advantage in our business district having a dearth of parking. New buildings need more parking.

Raymond: Green Lake Village has 400 parking spaces for 200 units. Paid parking, PCC validates. Vitamilk put in more spaces than were needed. That makes a walking area—can land & walk. Fremont needs to emulate this.

People came from DPD, 2 senior planners—we can't insist. The market can comment, but DPD can't insist.

Comp plan—if you want to make changes, go to that meeting. City puts it out every year through a planning person in Mayor's structure, Tom Hubbard, who is a DPD person. They need a new person at DPD, Diane wants to retire. No question that when developers go down to DPD, they are encouraged to maximize units & minimize parking. Maybe send same letter to multiple agencies.

Residents are more concerned with look of building. Support residents with contractor & get the building to fit in with neighborhood.

Arts Council Parade

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- Great celebration at Gas Works, good food
- Financials: Six Gill said something about \$6k total
- Basically, parade broke even. Green Hat made \$14k vs last year \$22k—possibly it was because they all had “microphones” on their heads—felt weird enough that they were down \$10k. It’s all credit cards.
- Consider buckets/green hats in Fair, forward planning, advance green hat notification. Explicitly reminding people to bring CASH. Also folks don’t know what the Green Hat is. Need to educate folks.
- Create an app? Use Square?
- Arts Council—consider an info booth, with a Square reader
- How were the gaps? City was concerned. Fewer people fleeing after ½ an hour. Not bad on the gaps
- Scheduled to same weekend next year--No Rock & Roll marathon next year, but there will be in 2016.
- Figure out the scheduling to avoid this conflict. Rock & Roll Marathon has a 5-year contract. Working around Solstice & Pride, etc.

\$15/minimum—Suzie: One Seattle was the org we are supporting. Now they are gone. Have about 4 petitions out for ballot measures. Flying Apron Bakery petition supporting small minority businesses. Some real nastiness in this. Complicated stuff. City telling folks what to do. No fiscal note what this is costing city. Have to get signatures by June 30th. Chamber’s issue is to get City off idea that they (city) knows better how to pay their employees.

Ask: Forward Seattle needs money (\$3500 this month & next month) to pay for signature gathering. Jessica to put ask out to members. Folks are getting threatened. ISCU Union is behind this, because they get 1-2% above minimum wage. Not all for food trucks; for hotels, etc. Not friendly to employment.

Susan: GSBA: Employee Head Tax. City Council—considering rent control.

Suzie: This is going out nationally. It’s saying to the bigger community—stay out of Seattle! Good sized region around Seattle that works in Seattle that will self-select out of Seattle. Our little guys take this to heart whether they can start up or not. Good news—takes a number of years to get there. Take it to the State. There’s a State minimum wage. Jean Godden saying she doesn’t know why the parking isn’t 100% taxed. Tax on parking is 26%.

Phil moved to adjourn. The meeting adjourned at 9:56 am.

Art—Fremont bridge painting starting on Monday starting on North bascule. Revised plan for Will bridge be closed for painting? Yes, up to 4 consecutive weekends. They have to get the ends painted where the two ends meet and can’t do that when bridge is closed. Will be a full closure.

One person gets to paint first brush stroke—in about 3 weeks: Most members brought in is between Victoria & Suzie. Pick a date.

Clean up is being handled by folks underneath. Working on talking to the contractor. They just have to disappear. Not on apron—they will be down below.

Minutes submitted by **Caroline Sherman**