

Fremont Chamber of Commerce Board Meeting
June 24, 2015
Saturn Building, #310

Attending: Pete Hanning, Marko Tubic, Suzie Burke, Sean Erhardt, James Wagner, Ken Saunderson, Kathy Moeller, Susan Fuller, Christy Arrington, Jennifer Beus, Kerston Swartz, Victoria Odell, Paul Doak

Staff: Jessica Vets, Caroline Sherman

Guests: Kirby Lindsay, Andrea Kramer & Ryan Anderson (Bold Hat)

The meeting was called to order at **8:05** AM by Pete Hanning

Motion to approve the May Board Meeting Minutes by **Suzie Burke**, seconded by **Ken Saunderson** and were **APPROVED**.

CATEGORY REPORTS

- **Membership Development / Member Services**
 - **Monthly Programs / Sponsorships – Jessica**
 - Orange Meeting Lineup sheet dispersed for summer meetings—pass these around to drum up interest
 - September Forum on car camping – “Crime, Camping & Consequences” planning—Jessica needs planning help. Third Wednesday, 9/16/15. Consider morning to attract the folks who care. Consider a panel.
 - **Membership Dashboard – on back**
 - **Membership Committee**
 - Numbers are down, but that’s mostly from cleaning up Trade’s.
 - Update on Chamber Dashboard & invoicing – no paper invoices
 - Paper invoices more helpful
 - Consider email first, second paper
 - Membership Dues Structure has been updated and this structure needs to be brought into the Bylaws. Tabled for next meeting
 - **Award ideas – on back**
 - North Precinct for all their work on Solstice
 - Barb Lueke for smoothly run Parade
- **Community Relations**
 - **Fundraising Breakfast / Lunch – what events are upcoming?**
 - Zoo fundraising breakfast—July 10—very popular!
 - **Fremont Neighborhood Council – James Wagner**
 - Debating 501c3 designation vs financial sponsor
 - Troll’s Knoll’s P-Patch issues. Community Garden with food donated to food banks. Kirby suggests this is risky due to proximity to Aurora. Soil testing needs to be done – Shannon and Wilson recommended by Suzie for testing.
 - Approved 3 more signal boxes getting painted by FNC group.
 - Settlement for \$50-\$60k to some sort of Coop/Board (Lighthouse Coffee). Coop board dissolved. They want to roll funds into Fremont Neighborhood Council. FNC is interested in partnering on community grants with our help and exploring ways to work together.
 - **Fremont Arts Council – Rodman Miller/ Marko Tubic**

- 3 Members affected by hold-over from Parade. Area by DA Burns & Superior Automotive & Railroad is where FAC structures are stored.
 - **NSIA**, Suzie Burke
 - Greenway Group: Proposed Greenway on 17th NW in Ballard—keeps bikes off industrial route. However, filled with islands and issues around post office/drop boxes. Encourage Art Brochet to work with USPS to move boxes
 - Next meeting at end of September
 - **RV Parking & timed parking in Fremont** – discussion
- **Management & Operations**
 - **Executive & Membership Committee** – Phil Megenhardt
 - Trying to catch things sooner. Green, yellow, red tagging. Membership is top priority.
 - **Board Retreat Planning** – See dates on Agenda and mark your calendars. Consider volunteering to help plan.
 - **Finance Dashboard** – Paul Doak
 - May was first month where expenses exceeded revenue more than the average. Most of it was Neighborhood Expo. Need to figure out how to monetize that event. Other than that, financials were strong.
 - Trying to improve transparency, so switching banks from Union Bank to HomeStreet Bank.
 - Union has been awkward to deal with. They initially offered to sponsor Expo at \$1k and then, after getting their logo on everything, they bailed.
 - HomeStreet is local, online access, reasonable fees, offered to train Jessica on importing into QuickBooks, etc. Requires a board vote.
 - Timeline: July/August & December are slowest times. Move books in July, revisit credit card issue in December. Research cc options from September on.
 - Bold Hat uses Union, but is looking to switch. Historically Union provided lots of volunteers, etc, but the personnel has changed so dramatically, that there is no love lost there. Conversely, HomeStreet has really stepped up with volunteers, sponsorship, reached out to Rotary, etc. according to **Kathy Petersen**.
 - Also moving to QuickBooks Online.
 - **MOTION**: Suzie Burke moved to switch, Ken Saunderson seconded.
APPROVED UNANIMOUSLY.
- **Marketing & Major Events**
 - **Marketing Committee** – Ken Saunderson
 - Updates:
 - Kristy did great job with website updates.
 - Framework for Holiday Plans
 - Working with Kirby/Adrian on Festivus
 - Moving to online advertising/social media with coop investment from business members
 - Special Holiday Section on website:
 - Charitable activities: “Fremont Cares”
 - Holiday Events
 - Use website as informative tool to get folks excited about Fremont
 - Consider Winter Solstice event with bars, perhaps—Longest Night of the Year!
 - Like our Facebook: FOkt, FFair, FCC, member, etc

- Next meeting tomorrow at Ken's office. Come and join him, bring your lunch.
- **Major & Community Events – Marko Tubic, Chair**
 - Fremont Fair – Updates - Andrea
 - Bold Hat Beer gardens clean up and access issues. Bold Hat has contract with Seattle Utilities—it didn't work, and they are all over it to fix the problem.
 - Handed out Fee Report ([attached](#).) Overall went really well. Got great feedback from neighborhood & major businesses. Concert events got great reviews from participants, bands, viewers, etc.
 - Numbers were similar to last year. No increase in vendors due to closing down Rocket Block for Main Stage. Curating vendors also makes a difference.
 - Small donation collection jars—minimal, so added to beer garden donations. Next time we should do something more visible
 - Keep naked folks off of stages
 - Beer revenue was down. Working to figure out why that is. All the local businesses had extended hours, which is great for the community, and things were smoother, but still the overall numbers were down. Is pot a factor?
 - People numbers—hard to tell, as there are no entrance gates, but numbers down at beer gardens. They were way beyond the street points of entry.
 - Bouncy Castle did a booming business, as did the Family Friendly Beer Garden.
 - Footprint was the same as last year, but it seemed more spread out. Friday and Sunday were better for PCC.
 - 2 Aid car incidents, no power outages
 - Income is down for FC by \$7k. Working hard to figure out why this is and how to turn this around.
 - Burke Building—send them a nice note. They asked for feedback, and we need to maximize our goodwill with them.
 - One of most positive years we've had.
 - Police indicated pretty much incident free, no reports to file. YAY!
 - Street blocking issues—FAC & SPD needed to communicate a little better. Not all businesses knew about the timing (1/2 hour prior to parade.) What are rolling times for street closures, etc. Special Events with SEC organizes this.
 - Art Cars by Tableau for 2nd year. Caravan went great. Looking for corporate sponsorship for a motorcade. It's expensive, but worthwhile.
 - There were booth blocking issues. Consider marking these off prior to marking off booth locations.
 - Vendor parking issues—needs to be enforced.
 - Busker rules—don't irritate or cut off vendors, don't impede flow of crowd. Not nearly as big an issue as at U-District street fair.
 - Thanks to HomeStreet Bank being open until 3:00 pm on Saturday!
 - Kudos to Andrea and Ryan!
 - Kirby: Lowered level of haste getting to Fair. Folks were a lot more mellow. Credited to NOT having Seattle Rock and Roll Marathon on same date. Consider asking SR&RM to move their date. Boils down to

their contract with Seattle Center, which is booked out 5 years in advance.

- Fremont Solstice Parade / FAC Funding – Marko Tubic
 - Ran very smoothly—kudos to Barbara Lueke
 - Trash/Recycle drop boxes went well.
 - Cleanscapes did well
 - Meeting with Barbara Leuke? This week sometime
 - Logistics: Packed for naked cyclists and then big drop in audience numbers. Perhaps numbers are down for watching the Parade. Is this due to 2nd year of 3:00 pm start time? 1500 naked cyclists? Parade was “best ever”, lots more art, etc.
 - Fremont Oktoberfest, Hopscotch – Phil Megenhardt
 - Sunday Market, Movies etc – Ryan Reiter
- **Advocacy**
 - **Governmental Issues** – Suzie Burke / Susan Fuller
 - **Candidate Forum tomorrow.** PACE has partnered with other Chambers. We are the only local chamber sponsoring. All PACE endorsed candidates. No one was endorsed in 6 District. Katherine Weatbrook is doing a good job (vs Mike O'Brian)—“we” endorse her.
 - **Gender Equality Initiative** with Seattle Chamber
 - We were only local Chamber represented. See Jessica for more info.
 - **Safety & Transportation Committee** – Suzie Burke
 - Parking/Car Camping issues.
 - 34th Street—Looking for way to put 2-way bike street there. Suzie pushing them to put it on opposite side of street. There is a rumor around this circulating that is not true.
 - Various light and signage initiatives.
 - First NW underground utility projects—want a light there
 - Light at Troll is still happening with neighborhood \$\$
 - Unrestricted parking will become 2-hour
 - End of 35th St with incursion of van parking. 8 vehicles camping on street. Suzie requested unmetered 2-hour parking with Mischief, Theo's & Fremont Studios. No progress. Working on parking lot. Not on Phinney & Evanston.

ANNOUNCEMENTS & NEW BUSINESS

Adjourned at **9:30** am by Pete Hanning.
Minutes submitted by **Caroline Sherman**