



Fremont Chamber of Commerce Board Meeting
July 27, 2016
Brown Paper Tickets Conference Room

Attending: Pete Hanning, Susan Fuller, Phil Megahardt, Sean Erdhardt, Ken Saunderson, Victoria Odell

Staff: Trisha Rarey, Caroline Sherman

Guests: Eugene Wasserman, Joan Rettman, Aegis Living

Call to Order – Pete at 8:37 am

- A. Review of Mission Statement
- B. Introductions
- C. Board Member Personal Chamber Stories (1-3)
 - a. Why are you involved in the Chamber and What do you get out of it?
 - b. Ken: Suzie urged him to move to Fremont. Then he wanted to get involved in the Chamber, 1) Get a lot out of it, 2) Generate business, 3) have fun. Having a great time!
 - c.
- D. Approval of Minutes – April minutes officially abandoned as lost. June Minutes. Ken moved to approve the June minutes, Susan seconded. June Minutes approved.

Guest—Eugene Wasserman, North Seattle Industrial Association

Burke Gillman Trail Missing Link Preferred Alternative

- See handout regarding route options.
- Railroad tracks are in active use by Ballard Terminal Shipyards. Lots of heavy trucks run in the area. 3 weeks ago, the EIS was issued and came up with 4 alternatives.
- NSIA is totally opposed to the 2 Shilshole options, N & S, and is also opposed to the Ballard Ave option because those businesses there have indicated 10 years ago they didn't want it.
- NSIA supports the Market Leary option
 - Has a different design than the one way cycle track—separates bikes & peds; brings folks closer to businesses; is a split track keeping each direction separate. See Ballard Cycle Track website. Considers it much safer than Shilshole.
 - There is no view to be seen on Shilshole; the proposed Burke Gilman design is obsolete by putting peds & bikes together.
 - Ballard Chamber also endorses Ballard Leary option. Cascade Bike Club pushes for Ballard Leary because it is a straight shot and is already there.
- Monday, 5pm is deadline for indicating support. Please voice support for Ballard Leary option. Suzie has offered to write letter but is out of town. Eugene to write up sample letter.
- **MOTION:** Phil moved that Fremont Chamber support the Ballard Leary Way alternative route and that we support NSIA's lobby effort. Ken seconded. **MOTION CARRIED.**

Chamber Staff Reports

- A. Membership and Office Management - Caroline Sherman
 - a. See back of Agenda.
- B. Programs and Event Management - Trisha Rarey
 - a. See attached.
 - b. Brooks Running Event: 22 people attended & 2 speakers. Pete facilitated really well. Profited \$400. A few non-members. Please reach out to them and invite them to join. Cliffside & Resident Inn want to join. Good meeting. Lots of people took advantage of 20% Brooks discount. It was a really engaging meeting with lots of questions. We had to rent chairs—does it make sense to pay for this?
 - c. August, Ride the Ducks. Flyers prepared. Consider online printing. 500 nice flyers for ~\$20.
 - d. September, Health & Wellness at Rain City, 9/8. Talk with Techies at Tableau, 9/21. Whiffleball on 9/24, but conflicts with Oktoberfest, so will move to 9/17.
 - e. Goals for these meetings? Consider Budget goals: July \$400 for 20 people—good job. \$1,550 revenue @\$30/person. 62 people at August mtg. Hoped for at Tech Meet Up September: 24 people @ \$25/person.
- C. Communications and Marketing – Trisha Rarey
 - a. See attached.
 - b. Blast: Have done 3 Friday Blasts—good feedback, and folks want Trisha to come to their locale. Phil--need to make sure we start talk about volunteering at Oktoberfest early & often.
 - c. Website: Staff will review for basic problems & update these to bring current. However, the site is due for a major overhaul.
 - d. Chatbox is now live! Staff have been trained.
 - e. Walking Guide: Trisha met with John Nordstrand. Exec Board proposes some changes to the Walking Guide contract. If a business is not paid up or in arrears, it does not get on the WG. Caroline plans to send out paper invoices, then follow up with phone call.
 - f. MOTION: Ken moved to authorize the negotiation of a contract with John Nordstrand regarding the Walking Guide, with timelines for payment deadlines. A participant must already be paid up to be in the 2017 Walking Guide by the deadline. Susan seconded. MOTION CARRIED unanimously.
 - g. Amendment, anyone in arrears and wants back in can pay up and be added. Add “Final Notice”.
 - h. Caroline to meet with Phil to review system for tracking WG payments.

Old Business

- A. Status of April Minutes – Phil
 - a. Pete, Suzie, Marko, Ken, Kirby were present. Good mtg, no motions. Minutes lost.

Committee Reports

- A. Finance – Phil
 - Meetings are 58% on track
 - Membership is 42% on track

- Do we have a membership drive planned for the fall? No, and Pete thinks we should not try anything without an ED.
- Overall looking good
 - Holiday Plan? Moneys exist for a Holiday marketing campaign. Budget for this is \$700. That's a lot of advertising (Google ads, Facebook, etc.) We'll just promote our community with funds we currently have and hope we can do better next year.
 - Fremont Business Directory? My Directory NW. How much \$\$ did we get for this? \$1,500 budgeted income.
 - Whiffleball? No revenue projected line item. Funds come to Chamber, and we decide how much to donate. Ken says we've made money in the past. If it sells out, we'll make \$6,000.

B. Marketing and Major Events

1. 2016 – Oktoberfest – Phil
 - Going very well. Logistical issues. Met with all businesses on 35th St. Different businesses there, so redesign of how the front gate works there. Will require some time.
 - Showed Oktoberfest Volunteer Needs spreadsheet—125 people needed 5:30 to 9 for the Pouring Shift. Need LOTS of bodies to make it work. Want an awesome guest experience.
2. Marketing Committee Volunteers Needed – Ken

C. Community Relations

1. Fremont Arts Council – Need Representative
2. Fremont Neighborhood Council – Need Representative
3. Lake Union District Council – Need Representative

D. Advocacy

1. Governmental Issues – Suzie / Susan
 - a. See below.
2. Safety & Transportation Committee – Pete

Announcements and New Business

- A. Recommended “General Contractor” Executive Director management model
 1. Have had success expanding our borders. Focus is on Membership retention & recruitment and office & board & contractor management. See handout from Exec Comm. Letting members take the lead on Meet-ups
 2. To do all that, is a lot, but significantly less than what Jessica was doing.
 3. Projecting a full time position with Benchmarks: biz plan goals, etc.
 4. Compensation & benefits are tbd subject to attorney review as to Employee or contractor. Based on that recommendation & board approval, will advertise in September with hope of getting someone on board in October.
 5. If board approves framework, then next step is legal opinion. Lawyer needs position description. Discussion with Susan about the Job Description. Item #7 is an issue—considering removing this, as it is implied.

6. Proposal from Exec Board: Go with this model, get approval, review budget for money options. Is there a motion to approve?
 7. MOTION: Ken moved to move forward with the General contractor model, dropping Item #7. Susan amended the motion that she be authorized to get an independent legal opinion as to whether this should be an independent contractor or executive director. Sean Seconded. Motion carried.
 8. Trisha indicated her interest in the position.
 9. Pete thanked Ken and Susan for their help and support on this.
- B. Review and approval of Trisha's contract
1. Changes need to be made to include marketing & communications in the draft.
 2. Motion: Ken moved to work through Trisha's contract, Susan reviews and Pete signs. Susan seconded. MOTION CARRIED.
- C. Review and approval of Walking Guide Contract.

Government Affairs

- A. Demise of Lake Washington District Council – What's Next?
1. Ken. From someone who grew up with these councils as a way to work in neighborhoods, this is a power grab by the Mayor to consolidate funding with the Mayor. Yes, the old process was flawed, but Ken feels the Mayor has tossed the baby out with the bathwater, so he can call all the shots without dissent.
 2. Pete agrees. Need groups that include both businesses and residents. Pete is disappointed & shocked.
 3. Next steps? Blowback?
 4. Danny Westneat discussed blowback. Op Ed by union rep that said this is a NIMBY thing against density and that's why it needed to be blown up. But by far the biggest density has come in Fremont, Ballard, Wallingford, so to say we aren't accepting our fair share of housing is totally off base.
 5. Struggle with diversity. Ethnic restaurants, diverse renters, etc., hard to get these groups involved in neighborhood councils. Those who participate tend to be older, more affluent folks who have lived here a long time.
 6. We don't know where this will go.
 7. Fremont Chamber would be more than willing to write a letter to the Neighborhood Council in support of its continuance.

Adjourned at 10:06 am

Minutes submitted by **Caroline Sherman**