

**Fremont Chamber of Commerce Board Meeting
July 30, 2014
History House of Greater Seattle**

Attending: Paul Nordstrand, Phil Meganhardt, Jessica Vets, Raymond Glandon, Sean Erdhardt, Kerston Swartz, Ken Saunderson, Rodman Miller, Susan Fuller

Guests: Kirby Lindsay

The meeting was called to order at 8:00 AM by Phil Meganhardt

Introductions around the room

Motion to approve the June Board Meeting Minutes made by **Sean**, seconded by **Paul** and were **APPROVED**. – Noted: Minutes process—sent out via the Board Meeting Reminder. Any corrections should be sent before this meeting or at this meeting to be made by next meeting.

Executive Director's Report:

Jessica: Very few unforeseen issues. Calendar of Awesomeness is awesome. 30/60/90 process has been developed. Only one new member this month. Jessica to ask new board member Kerston to facilitate board retreat.

Executive Committee:

Agenda Back Page--9 Goals:

1. Membership at 290.
 - Board members need to recruit. Talk to new local businesses: Pomerai, Adaball, Yellow Dot..., etc.
 - Jessica to email to everyone the link to Fremont.com/membership for recruiting
2. Six-month reserve—Riq not present
3. Bookkeeper—Nicole, enthusiastic about Chambers, needs to get her with Riq.
7. Operating Processes—Jessica & Caroline work on this constantly. It's a work in progress. Latest version to be brought to next Board Meeting
8. Long Range Mktg: John Poole has a plan.
9. Shifting fiscal year to calendar fiscal year. This is on track. We will have a short fiscal year from now to the end of year, then start the full calendar year. This means in the future we will be comparing apples to oranges.

Finance Dashboard:

- See back page of Agenda. Vigilant about staying on top of financials. In better position than last year/month?
- Biggest issue: missed June Small Grants Fund.
- A number of small grants will not be made, so it would be good if Board ponyed up. Esp Boys & Girls Club.
- Bold Hat to give to Fremont Arts council?
 - It was Board's decision to skip July Community Grants due to lack of cash flow.
 - Fremont Fair commitments have been paid full grant amount?
 - Discussion re: asking members to donate and get the word out
 - Deadlines: Police Fndn happening now, Wallingford Boys & Girls Club Halloween event in October

Finance Committee: Riq not present

Membership: Marko not present

Programs: Fremont Foundry fall social. Beautiful new building, they are a new member. True Fabrications not a member. but owns the space.

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Marketing & Retail Committee: Long range planning. Wednesdays, August 6, 13, & 20, 8:00 am at Ken's office. Internal as well as external marketing. What do we need to be able to sell Fremont Chamber? External calendar, staffing, budgeting, programming, holiday promotions. Starting from scratch. **Goal:** hammer out as much as possible in 3 meetings for August/September board meeting presentation.

Retail Committee: Stephanie Hara no longer on board, but is main contact for shopping boutiques.

- Meeting next Tuesday, August 5, 9am at Show Pony to discuss Holiday Campaign. Great marketing committee topic.
- Help for shopping is needed more in fall/winter vs summer tourist season.
- Hotel Hotel is doing lots for the Fremont economy.

Major Events: Marko not present. Phil reported.

- OctoberFest—Phil presented latest promotional art work
 - Phil to send marketing stuff to Jessica
 - 55 days away
 - Street banners, bridge banners Aug 28
 - Promotion strategy: Sunday, kids allowed in beer garden: Family Day in beer garden! Big deal in Seattle. Pumpkin carving on Sunday inside beer garden
 - Mission: drive everyone into beer garden
 - Jessica gave kudos to Phil for being known with the City for running safe events
 - Relies on volunteers! Sep 20, 7-11pm (arrive at 6pm) shift is crucial! Can bring friends. Use online registration form (to be sent by Phil.) Can also email Jessica with friends *email* names
 - 35th & First land: Owned by Vemo family. Vemo died several years ago. Land is in trust, so can't be used.
- Fremont Fair
 - Working with neighbors re stage
 - Discussion of Arts Council Issues:
 - Marko has not been to any meetings regarding Art Council's concerns about licensing/branding Solstice name.
 - Art's Council wants substantial changes in relationship per Letter sent to FCC
 - Jessica to setup pre-meeting for meeting August 10th meeting:
 - Make sure Marko can be there
 - Make sure full board can be there
 - Agenda with clear expectations on meeting
 - Licensing/Branding
 - Revenue generated by event
 - Marko owns meeting
 - Arts Council has not had a general meeting since May and does not know about the letter from the Fremont Arts Council
 - Arts Council sees Solstice name being used to generate funds, such as \$50k from Red Hook and is wondering how to work with this, since they are broke.
- Food Rodeo
 - Jessica & Ryan talked
 - 1-day May event Sunday
 - Move Street Food Festival in Capitol Hill in August to Fremont and use as fundraiser
 - Board to be involved

Technology Committee:

On track with City with grant. Hiccup in June with Morgan, who had a conference. Now she's back on track and the project is moving forward.

Community Groups: Rodman—nothing new to report.

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Safety & Transportation:

- New crosswalk at 43rd & ?? by Café Vita.
 - Need 30 foot corridor—will only lose one actual parking space.
 - Also adding bike parking.
- Gas Works Kite Hill will be closed starting at end of Labor Day to Memorial Day for soil remediation.
 - New soil added through September. Have to wait for grass to grow.
 - Changing paths, more ADA accessible—same view as sun dial of downtown and ADA accessible
- Fremont Bridge Painting Project
 - 2 weekends, maybe only one with bridge in open position
 - Jessica talking with Art
 - First brush stroke festivities, Aug 6, 11 am
 - Is community prepared?

Upcoming events

- Need people on the Ducks & Dogs event—will help with financial revenue: \$25
- Whiffle Ball event is fundraiser for BFDay
 - Need 21 teams max
 - Home Run Derby
 - 3 fields of play
 - 4 field will be home Run Derby
 - Hella's Church will bring bouncy houses to BFDay
 - Hours: 8 am to end of play ~8 pm
 - 18 teams last year
 - First year we have only had one month lead time
 - Pitching to level of player
 - New Rules to ensure games don't go too long
 - \$250/6 player team, add'l players are \$20 each

Governmental Committee never meets, but if you are interested, Jessica sends info to Suzie, Susan and others. They attend meetings if they can.

Adjourned at 8:59 am.

Minutes submitted by **Caroline Sherman**