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: Pomeral, 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 poneyed 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 bouncey 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

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