

**Fremont Chamber of Commerce Board Meeting  
August 28, 2014  
History House of Greater Seattle**

**Attending:** Paul Nordstrand, Jessica Vets, Raymond Glandon, Suzie Burke, Victoria Odell, Marco Tubic, Kathy Moeller, Phil Meganhardt, Susan Fuller, Sean Erhardt, Sean Erdhardt, Kerston Swartz, Ken Saunderson, Rodman Miller, Ryan Reiter

**Guests:** Kirby Lindsay, Fremocentrist.com; Jennifer Beus, PCC; Abigail Doerr, Yes for Seattle Transit; Amena; Fremont Dock Company. Adrian from Australia—Kirby's fiancé.

Phil handed out Oktoberfest posters, volunteer cards and 5K Run brochures

The meeting was called to order at 8:06 AM by Phil Meganhardt

**Motion** to approve the July Board Meeting Minutes made by **Suzie**, seconded by **Raymond or Marco** and were **APPROVED**.

**Guest Speaker:** Abigail Doerr, Yes for Transit. Introductions around the room. Talking about Proposition 1 for ballot in November. Seattle loves transit via bus, light rail, etc. Hate getting stuck in traffic. Lots of choices for King County to fund. Certain Metro measures don't pencil out.

Seattle passed the measure that didn't pass last month. City Council has put together a package for us to vote on in November. Will raise \$45M with a \$60 licensing fee & 0.01% sales tax. Up to \$30M of that should be raised by local communities and matched half way by Seattle. Lasts 6 years. If County steps up and the money appears before the 6 years, then the funding can be phased out or used to expand services.

Multiple agencies, Sound Transit, Metro, etc. City Council has separate hat as Transportation Benefit District, and they will figure out where the money goes. Any routes with 80% service will be funded.

**Ken/Suzie:** Will Seattle be subsidizing King County Metro? We will be paying only for bus services within the City of Seattle. Nothing in this proposition changes how Metro votes or inputs.

King County government owns Metro. All we do is fund, about 60% of it already. Why we are doing this: Amalgamated Transit turned down a 4% raise. Dow Constantine said they were entitled to this raise and put it on the ballot. And it did not get passed. We pay most of the sales tax that pays for these services. King County Council has not approved the cuts of drivers. That extra sales tax takes us higher and higher. Cuts have gotten away from the issue of the best way to move people around.

**Executive Director's Report:**

**Dashboard:** nothing unforeseen on calendar of awesomeness. 97 people on Ducks. Whiffle Ball coming up next Saturday, 9/6. 12 teams this year. Need volunteers—send to Ken. Jessica taking 1 week off. Meeting Thursday at Red Door for planning. Next Weds, Team meeting. Field set up on Friday. Rock & Roll on Saturday.

**Membership update:** 1 new member, which is awesome for summer. Lots of renewing members. Lots of Terminations: Does anyone know these folks? (See list from Jessica.) Please ask them to renew! Various commitments made around the table.

**Executive Committee:** Marco: reviewed agenda, joint get-together with Arts Council was discussed. Back page of agenda: #7, #8, #9

**Finance Committee:**

**Finance Dashboard:** see back of agenda. Walking Guide vs Knotie. Found a bookkeeper, Nicole

**Finance Committee:**

**Finance Dashboard:** see back of agenda. Walking Guide vs Knotis. Found a bookkeeper, Nicole Pasterneck, recommended by Finance Committee. \$50/hour. Loves Chambers. Marco moved to hire; all in favor: unanimous. Budget: \$50/month—she will work for that. For first few months, it may be a little more than that, but we can afford it.

One third of our revenue comes from Oktoberfest. Need Board to participate.

**Membership:** No update on updating rates. Waiting on marketing materials to catch up, but decision comes from Exec or Finance committee.

**Programs:** Meeting with Jessica to discuss 2015. New member Shilling will have a soft opening. HomeStreet Bank wants to do something. Fremont Foundry wants to do something. Conflict with Google, but will pick other dates.

Holiday party falls under Membership purview. Wanted to change the date, but decided it can't be. Planning is well under way.

**Marketing & Retail Committee:** 50% along on Story of Fremont. Marketing goals, messages, key markets, key tactics—dealing with current members & new members. Want consistent positioning theme. Working on positioning theme for Fremont Chamber. Tentative: "Fremont Chamber of Commerce, we make Fremont Awesome!" What sort of energies do we need? 30% of attendees are non-members—can we pluck these? Need a membership drive. (Common renewal date vs spread out over year.) Hope to wrap up by end of Sep with outline for Board. Long & short term things and revisable.

- Ask board members to work on non-members at meetings—Jessica does a lot.
- Consider building price into event fee. The Rush of Fremont
- Have members say how long they've been a member
- Script at meeting, story of Chamber, members raise your hand, non-members raise your hand, work the non-members

**Retail Committee:** Holiday planning in progress. We have a buy-in price which yields an advertising package. \$250 buy-in, \$350 highlighted buy-in, \$500 highlighted buy-in for multiple locations.

Seattle Times half-page ad—getting it really cheap + online advertising. Radio. Small Mall organization (smallmallshow.com) does group advertising across all of Seattle for locally owned independent businesses all over Seattle. Website, social media, etc.

Walked Fremont, passed out 44 fliers, 5 said yes of course, a couple of others, etc.

Walking Guide is moving along. Just signed contract with Cougar Mountain Productions to do the Walking Guide again. 135 last year was a new high. Had to add another panel. Raising the price this year. Good to have more folks. Bundled membership makes it look like we don't make money, but we do. And we do get a lot of members from it. Now that we have pushed the bundle, we have 85 premier membership.

**Major Events:** Marco

Oktoberfest is coming along. Post Fremont Fair meeting with the Arts Council. Please attend. How-do-we-keep-working-together discussion. Key issue: this group has not officially commented on letter from Arts Council to board. Need discussion at this meeting, so we are prepared for meeting. Can we circulate the letter to the board? Letter was not sent from the FAC board, but on behalf of the board. The FAC board did not vote on sending the letter. We need to respond. Per Kirby, who attended the last FAC meeting, the letter was not sent from the FAC Board. The letter was sent before the Fair. It contained a lot of different items, including planting seeds about funding.

September 7<sup>th</sup> meeting can move on fine, without position on letter. How can we recap from Fremont Fair what went well, what needs improvement? Issue of "Fremont Solstice Celebration" language usage.

September 7<sup>th</sup> meeting can move on time, without position on letter. How can we recap from Fremont Fair what went well, what needs improvement? Issue of "Fremont Solstice Celebration" language usage.

Discussion about Sunday Market Food Rodeo. Was discussed at Exec Committee

Ryan: Fremont Sunday Market ranking higher than Pike Place Mkt on Google. Going very well. Fremont Outdoor Movies had one of its larger years. Gelato sponsored, Fremont Brewery, also. Good to have local sponsors.

Discussions last year for weekend that worked well for Mobile Food Rodeo. Supporting 55 food vendors, craft vendors, etc. One-day event last year—intended to be two-day. Tableau has been helpful. Jessica initiated conversation with Fremont Studios—they are OK with one-day events or in July & August. May swap with Fremont Food Festival? Looking for weekend in August for long-term commitment. Bloomberg says Fremont one of highest visited communities. Fremont Street Festival could be good way to kick off membership drive.

**Action Item:** Pick a date in August that works for everyone in that area.

**Technology Committee:** Chamber Dashboard Module 1 has launched. Check it out in WordPress—look for our widget! Very beta version that is out there. On schedule per OED Grant, about which they are very happy. New date coming up in October for 2015. Best time to apply for new grant, since we did such a good job on this one.

Brooks double-decker bus. Wrapped for one year with Brooks ad, then we can wrap it with whatever we want.

**Community Groups:** Fremont Neighborhood Council & FAC mtg. FNC is really pushing forward on a lot of things. Their president just resigned. Toby Thaler Acting President.

FAC doing Luminata festival on Sep 21<sup>st</sup> (Equinox) at dusk at boathouse at Green Lake. Trolloleen on Halloween (Odessa theme.) No general meeting since May, no board meeting since June. Falling down this summer.... Hoping things will get righted soon.

**Safety & Transportation:** Suzie for Pete: We all need to know Sep 2, northbound curb lane of bridge will be closed 7am to 3pm. Walkway will be closed on east side during the morning and daytime hours going north. Clearing it in time for afternoon commute. Same thing will happen on other side the following week. In between will be bridge closures to paint edges of the bridge: 12 midnight to 7 am. Will mess up the bars & folks going home. Use Aurora Bridge in the meantime.

Does not affect Oktoberfest weekend.

**Governmental Committee:** Seattle Chamber of Commerce has suddenly realized that we are voting by district. Keep alert for candidates. Mike O'Brian and Nick Licata. It would be great to get a local business person to run. Next Picnic in the Park will be huge with all nine seats up for grabs. Hasn't happened in a long time! Vote on tax funded children day pgms. Maintenance levies. Tax money to political campaigns. City Council wants to tax more and more. Everything dumping on property, sales, B&O, utility (water 18%), etc. Folks pushing back about affordability in Seattle.

**Upcoming events:** See agenda.

Adjourned at 9:33 am moved by Rodman Miller.

Minutes submitted by **Caroline Sherman**

