

**Fremont Chamber of Commerce Board Meeting  
September 25, 2013  
History House of Greater Seattle**

**Attending:** Ken Saunderson, Jessica Vets, Kathy Moeller, Phil Meganhardt, Rodman Miller, Victoria Dzenis

The meeting was called to order at 8:09AM

**Ken Saunderson** President, read the Fremont Chamber Mission and led introductions. Thanked Phil & Bold Hat for Oktoberfest. Phil suggested that we follow up with Sea City Light. Rodman made a motion and **Kathy** seconded to approve **August 2013 minutes**; the motion was minutes were **APPROVED**.

**Executive Director's Report:**

**Jessica** – report on Dashboard: communications/publications (a lot of time) emailing people, community partners, retail tourist marketing, etc.

Unforeseen issue: OIS Grant application will take some time over the next month or so. (To finish Hysterical Markers, 10-20K, expand to larger communications on web site, story lines, etc.) OED sponsors these grants, for Chambers, BIAs, business assocs.

Calendar of Awesomeness will be at Oct meeting updated for the year

Update on membership – 249 members (639% increase from last year) even though it looks down. WG time is time to clean up membership list, get people to renew/sign on.

Bird/Exotic Clinic, Kinetic 6, Shepherd Family Chiro. 17 renewals.

Phil asked about Hotel Hotel, can we have a lunch there? Jess mentioned that they do want to, but they have needed to get their staffing right.

Light the Night Walk around Greenlake, Saturday 9/28 Lymphoma & Leukemia Society.

Ken mentioned need help with Oct. events, 10/16: Candidate Debate (City Council candidates & Mayoral Candidates) 2 hours.

Jessica mentioned that we have the space at the Lincoln School. May need help with PA system; will ask Fremont Studios. Ken mentioned Press Release for this event; he will help with this and will be at the event.

Jess will ask Raymond to get food for candidates; will need help setting up.

Ken mentioned we should start looking at recruiting Bd. Members for next year. If you know of someone, let us know. Jessica said think about boutique retailers. Phil mentioned EVO as a potential place to ask for Board Members. Anytime Fitness as well. Tableau Software. Ken will ask Frank about his connections at Adobe.

Jessica mentioned a program through OIS where art installations are placed in empty store fronts; some properties have empty spaces (like former Peets coffee).

**Executive Committee:**

**Ken**

**Board Assignments:**

**Jessica**

**Finance Committee:**

**Jessica reporting** We're only on the 2<sup>nd</sup> month of our FY; we are up in membership over budget by \$1600. Not much else to report.

**Membership:** The next Member Monday Walk is October 7, 10:30a at Marko's Office Time has changed

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**Programs:** Now that OF is finished little left on the Calendar. Jess may look at having a Social at Hotel Hotel.

Geek Meetup at Space building tomorrow night; Outlander brewing is doing Halloween Geek Meetup – costume party.

December awards party may need to be changed to 12/11 due to scheduling with FS.

Ken mentioned retreat ahead of Awards Party.

### **Marketing & Retail:**

**Jessica** – Oct. 10<sup>th</sup> WG sign up; Nov. 1<sup>st</sup> Shop Fremont sign up; it will either be in the Weekly or Stranger or both. Phil suggested the “Topper” ad in Seattle Weekly, which comes with Soc. Media and website advertising as well. Also urged to walk away from Seattle Weekly and go with the Seattle Times. More traffic from the Times.

Phil also strongly suggested using the Times for the WG printing; if you can get more marketing by printing it with the Times, then let's do it. Jessica said she will consider it.

Ken suggested we begin thinking about the Lenin Lighting; Jessica mentioned that Kirby usually drives that. Phil asked about lighting the Rocket instead? Or maybe in addition to? Could have the party at Lenin, but also light the Rocket & maybe the Saturn as well?

Ken suggested discussing/brainstorming at Exec meeting

### **Major Events Committee:**

#### **Phil reporting**

#### **Oktoberfest –**

Very interesting weather weekend. Fri night – 2760 people. Sat – 8711, Sun – 1322 (12793 total). Various admissions (658 comp tix). 12135 people that Chamber will be paid on.

Worst weather Phil's seen in 10 years. It's about 10K people off from previous years. Chamber will get \$33K. Very grateful for those 12K people who showed up. Saturday was beautiful, but was predicted to be bad. Sunday afternoon & Friday night were rained out. Tried to manage the expenses overall. Neighborhood issue: 118 Building, fencing company blocked access to the building. Traffic monitor issue as well. Phil suggested that the Village is something we need to rethink in the future. Sports Bar was break-even.

Phil asked whether the Chamber wants to pay the bill for Mischief not being open; they are charging the event \$4K. Jessica said this would be addressed in the Exec Meeting.

Jessica mentioned that The Cannabis Cup did not help; Hogue building owner had so many complaints about that, she got burnt out so any issues with Oktoberfest seemed bigger to her. Phil suggested doing an economic impact survey to ask the bars what the impact was on them.

Advanced tix sales were up prior to the weekend.

Ken thanked Phil again for a good year; despite the weather, it was good for branding, good for the community.

Solstice Parade – confirmed 3PM start. Phil said we need to make sure we get ahead of what the City's issues are with the Parade early. Mentioned to Rodman that it would be good to work together to see how we could save money for the Fremont Arts Council. Brainstorming planning for 2014 in late Oct.

### **Sunday Market:**

**Ryan** reported

**Other upcoming events could include:**

### **Community Engagement:**

**Jessica** reported

Cannibis Cup was not optimal; there is event burnout. Phil added that there has to be more clarity about who can close the street when.

Jess reminded: It's really important that the Board remember that our events close the most streets, with event burnout people will complain about events in general.

Ken mentioned that Wiffelball was very successful, cdoubled participation 18 teams; raised a couple thousand bucks fro BF Day. We had one 17 inning game that had to be ended with a coin flip. So some new rules for next year! Paolo's Church teams came in 1<sup>st</sup> & 2<sup>nd</sup> and Red Door team

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**Community Partners:  
Fremont Neighborhood Council**

**Fremont Arts Council** - Rodman mentioned Trolloween – Scottish theme

**Safety Committee: Retail focused safety meeting about personal safety & how to deal with belligerent or violent people in your store. Tomorrow at 9 AM**

**Government Issues:**

Aurora Rapid Ride is being added; closing both sides both morning and night. Retailers asked to get a variance to keep at least one side open – Jessica is working on a letter to Transit & Mayor's office to deal with issues around this.

**Other business:**

No new business

**Ken** moved to adjourn. The meeting adjourned at 9:25AM.

Minutes submitted by **Victoria Dzenis** and **Jessica Vets**