

**Fremont Chamber of Commerce Board Meeting
September 24, 2014
History House of Greater Seattle**

Attending: Phil Meganhardt, Pete Hanning, Kathy Moeller, Marko Tubic, Jessica Vets, Susan Fuller, Rodman Miller, Ken Saunderson, Rodman Miller, Susan Fuller

Guests: Amina

The meeting was called to order at 8:12 AM by Phil Meganhardt

Introductions around the room

Motion to approve the August Board Meeting Minutes made by **Pete Hanning**, seconded by **Rodman Miller** and were **APPROVED**.

Oktoberfest: Great weather, made load-in easy. Attendance (rough number) 16,000. Friday night: 3,500, Sat: 10,500, Sun: 1,500. Sunday low numbers probably due to Superbowl. 5k is typically 5,000 people, but was less. \$44,000 for the Chamber. Last year 12k people which was about \$30k.

Sunday, Kid Day: at least 500 kids there. Chainsaw was great—just as fun, if not better, per David. Just as many kids & adults watching. City Dogs—had 35 dogs vs 15 last year. Reading with Rover had more donations than in the past. Face Painter, Zucchini track, etc. Nice vibe. Gone by 2. Kids band was full. Prove to liquor control board that Kids Day worked!

Sunday was great, a few beer tents ran out of beer. Volunteers—if the board hadn't shown up, we would have had two empty tents. Security ejected a lot of people--Saturday about 30 folks. Security plan worked well. "Early & Often" is their motto. It was really fun to have a buzzing crowded event.

Marko tried to eat later and everything was packed! Kitchens shut down at midnight. It would be nice if that night they kept them open later, but that makes it really late for the crews. What about having street vendors with carts on Saturday night only? This would help with inebriated folks late at night.

In-out privileges were a concern. Not all the Security folks understood these.

Volunteers: how can we avoid the mad rush for volunteers at the last minute? Event is owned by Chamber, Bold Hat runs it. It's about a third of the \$\$ for the chamber. Would it be worth it to have it fully staffed? The lines were 35 minutes long—then folks down 3-4 beers at once, because they've had to wait so long. Does not make for a fun experience.

Anyone can volunteer. It should be on the board to bring in volunteers. Continue to talk about over the next few months. Volunteering is an overall Chamber issue.

Pretty typical busy Oktoberfest. Operationally, the internal team was amazing. Great lighting, music was strong. Police didn't have to arrest anyone. Sponsors were happy. Flow was good by eliminating "that piece" in there. Tent 6 worked. Bathroom locations worked well.

Executive Director's Report:

Jessica: Google meeting was poorly attended. Fewer attendees than RSVPs. Did not make much money.

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Executive Committee:

Phil left at 8:30. Looking at money in grant cycle & costs. This room at History House costs \$1,500/yr. Pete found several folks who would provide the space for free. Could also meet at the Red Door. Look at this at Board Retreat. Consider moving board meeting location & other meetings that we support. Originally, there were several other neighborhood groups meeting here, but they have since moved. Marko considers our rent as a good deal and a “grant.” All other grants have been pushed from being automatic to using the grant process.

Finance Dashboard:

See back of agenda. Ads listing payments will shift to pay up front—no more collections. Walking Guide is different—works with retailers on payment plans. Google event was down. Whiffle ball is not included because it goes to BFDAY.

Solid Ground, Gordon McHenry: Fifth year doing the Fremont Fair. We promised them \$75k over 5 years, but we didn’t give them a donation this year, as we had a cash flow problem. We are about \$14k under: ~\$61k. Captures board luncheons for the table, and does not include individual board donations. There may be \$10k more from Windermere events. We had discussed with SG donating after Oktoberfest. Does the board want to make a donation to Solid Ground?

Jessica pointed out that she is working with Tableau Software to make a new grant cycle, starting in November. She could steer a significantly larger Tableau grant to SG. Solid Ground is very happy with what they have received so far. Jessica thinks steering them towards Tableau grant opportunities may be all they need to hear. Marko wants to keep the money in Fremont—Literacy Source, etc. Discussion about keeping the money in Fremont vs elsewhere. SG does not have a physical presence in Fremont, but does serve constituents here.

Suggested having Gordon come to a board meeting and talk to us. Rodman wants us to give the money vs ask others to give it. Ken wants us to get clear on the numbers around this. Jessica to give Ryan the worksheet.

Whiffle Ball--\$16k raised. Keep a little bit aside for Admin costs, then give \$12k to BF Day & then \$300 to Fremont Arts Council for use of Sound System. Ken motioned, Rodman seconded. Kudos to Mac.

Finance Committee: Riq not present.

Membership:

Discussion about revamping membership. Great idea. Continuing this discussion. Ken handed out Recommendations on pricing. Bottom line: Organize a concerted membership effort in November riding on October Walking Guide success. Put value on benefits. Compare our costs to other neighborhoods and compare to our value. We are way-overvalued. Go out in November and bring in new members by talking about the benefits and using the new materials.

Amended Ken’s spreadsheet with the change for Programs, making price flexible, but add \$5 for non-members and \$5 for those who do not pre-register, and adding a box on membership form for donations as an opt-out sort of thing.

Motion to approve as amended by **Ken**, **Rodman** seconded. **Approved.**

Programs: All Chambers After Hours event tonight—Jessica is going. Need more Program Committee Members. Doesn’t have to be Board Member. The Program Committee finds venues & speakers and what the programmed events will be for the Chamber. Victoria is leaving Talaris, so we may need a new Program Committee Chair.

Marketing & Retail Committee: Still meeting—it’s going well. Come join them.

Retail Committee: Great response for Shop Fremont for the Holiday. Deadline is September 30th. Encourage businesses to join. Getting ½ page in Seattle Times for ½ off—screaming deal!

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Major Events: Oktoberfest went really well.

Solstice Parade: John Hageman had sent a letter & wanted to speak here today. Bottom line: work that Linda is doing acting as liaison for parade & other Arts Council stuff has put her out of pocket. John as folks lined up prepared to write checks, but not directly to Linda. Gifter wants to pass it through an organization. Consider writing a check to the Chamber with Arts Council in memo line. Susan is concerned that if folks write it to the Chamber, the Chamber may have a tax hit. As a 501c6, no tax for the Chamber, but no tax deduction for the giver. Writing out to FAC is tax deductible. FAC has lost checks (Nectar Lounge, \$500, 3-4 months never cashed.) They receive checks, but don't respond/thank people.

Agreed we need to check with CPA about how this might work.

Lenin Lighting: Kirby wants to take over Lenin Lighting as part of a larger event called Fremont Festivus. She wants Fremont Chamber to give her the \$1,100 that was budgeted for Lenin Lighting. We are willing to do it this year one time and review how it goes--not a permanent change. **Ken motioned, Rodman seconded. Approved.**

Sunday Market: reaching lots of people. Huge resurgence in original crafters. May to August over 129 vendors/day.

Street Food Festival: Mobile Food Rodeo every Cinco de Mayo. Plans have changed this year. 2 days didn't happen, so half was down in Int'l District. Looking for better date to fit schedules better. Considering August. Creating local as well as national destination. Proposing August 8-9, Sat/Sun. Feature restaurants as well as food trucks & event spaces. Wouldn't have to participate onsite, but could with coupons/food tours. Has already reached Bloomberg. Will be a third festival for Fremont.

Cinco de Mayo: Sunday only event. It will either go to International District, or stay here.

Fremont Solstice Parade fundraising meeting went well, collegial. Next meeting in a week or two. Good introductory/establishing footing meeting. Going really well.

Troll-o-ween: costume contest across bars with trophy for bar with best event. Want Chamber to buy decorations & possibly pumpkins. Theme: Greek Tragedy? Can we co-mingle & brand? If bar is donor, then they want it to be a stop along the way. Have a picture of the trophy.

Technology Committee: OED grant moving forward: ChamberDashboard.com is launched. Check it out! City is super happy! Maybe we can leverage this into another grant. 427 organizations have downloaded the widget already. When we talk about our story, it showcases that we are a technology leader—important for Chamber.

Community Groups: Micro-housing—big discussions. Fremont Neighborhood Council. Looking to do grant. May want to piggy back with Tableau. Might become a Fremont grant and combined with other grants with one application, with different cycles.

Safety & Transportation:

Upcoming events:

Governmental Committee:

Adjourned at 9:35 am.

Minutes submitted by **Caroline Sherman**

