

**Fremont Chamber of Commerce Board Meeting  
October 30, 2013  
History House of Greater Seattle**

**Attending:**

Ken Saunderson, Jessica Vets, Phil Meganhardt, Rodman Miller, Victoria Dzenis, Victoria O'Dell, Sean Erdhardt, Pete Hanning, Ryan Reiter, Kirby Lindsay, Tamara Berft, Raymond Glandon, Paul Nordstrand, Jon Hegeman

The meeting was called to order at 8:04AM

**Ken Saunderson** President, read the Fremont Chamber Mission and led introductions.

**Rodman** made a motion and **Sean** seconded to approve **September 2013 minutes**; the motion was minutes were **APPROVED**.

**Executive Director's Report:**

**Jessica** – Unforeseen issues: OIS Grant, originally doing Hysterical Markers, but needs to be a bigger idea; Morgan Kay recommended replacing our CRM, make it more robust. OIS wants to do project to share with other chambers; Open Source so that other chambers could use it as well. Grant is due this Friday.

Would encompass finishing our branding, would take it into branding on website, WG mobile, more comprehensive idea than just finishing HMs.

Calendar of awesomeness: H& W meetup 22 ppl; Social had about 12-14

30-60-90 report: WG is our greatest recruitment tool; ppl join at Solar Sys level.

New mwmbers: Recycled Cycles, Master Mobile Repair, Culture Foundry, District Fabric

Priorities/Percentage of Time: Communications: Friday Blast & email – more time than expected. Ken mentioned this will be talked about at the Board retreat

**Executive Committee:**

**Ken**

Board Assignments – need help with Nov. meeting 11/20; breakfast at Hales Ales – Tamara volunteered to help.

Holiday Party – Awards for the year; Ken suggested a group to get together Rodman & Ryan volunteered to help Jessica

Membership Mondays – get to know the neighbors & intro, takes about an hour, pick a small section and pass out brochures, etc. Marko leads the group, meet at his office.

Board Retreat 12/4, 1:30-4:30 – Fremont Studios. Business plan report & membership goals, then future sustainability discussion. Next Exec Bd meeting 11/19 will be planning.

Phil mentoned that this is a good time to review the Board Commitment sheet, we all committed to certain time, tasks, committees, what also is on there is that if you didn't do that, you get the opportunity to write a check to the Chamber.

Ken mentioned that Jessica created a Board Member job description as well.

Jessica will send these out with the Board Commitment form; let her know if you see anything missing.

Friday, we have lunch with Arts Council, working on Fremont Fair & Solstice Parade, help to support the Arts Council. Brainstorming how we can best partner with them. Brown bag lunch 309nn 36<sup>th</sup> – Ken's office at noon.

Ken will put together another Arts Council & Neighborhood Council meeting to discuss how best to partner on projects.

**Board Assignments:**

**Jessica**

**Finance Committee:**

Jessica

### **Finance Committee:**

#### **Jessica reporting**

Looking at the Budget – one piece where we are down is Oktoberfest, 12K down from our estimate. Thinking about where we can shift \$\$\$. We have the reserves, but if we use them up, then they're gone. How to we make up that 12K. This is the last year we have the agreement with Solid Ground; in future we'll have more money coming to the Chamber.

Looking at the balance sheet, we're up from last year at this time. Things are looking good.

Ken mentioned we have about 6-7 months of reserves, could help absorb some of the issues like Oktoberfest.

### **Membership:**

**Marko – nothing to report other than “losers” who didn't renew!**

### **Programs:**

**Lest night's social was fun at hotel hotel.** For people who have friends/relatives – rules are different from a hotel, Hostels - need to call ahead and make sure they understand.

Shamesless is 11/20 8AM – might have the Mayor there.

Candidates Forum – Marko reported – went well, great organization on the part of Wallingford putting together the questions. Candidates were pretty flat, until some disagreement in the Mayors debate, but then they stopped.

City Council – disappointing, all RSVPd, then so many no-shows. Good turnout.

Holiday Party 12/4, right after the Board retreat.

Market

### **Marketing & Retail:**

**Jessica – Raymond,**

Talked about the WG, ppl who are competing came to talk to Jess wanting to do one on Fremont, the approach we're taking is that we put a lot of effort into it, so we're not using theirs.

The outreach is thru concierge, etc. so it's a different audience.

Ken said – what if we got into the business of sharing our guide with other neighborhoods.

Ray agreed – other neighborhoods would like to have their unique guides as well.

Marko would like to see us using professionals who get paid appropriately – Nan & John – I'd rather see them be the company who gets the help, promotion.

Ken – this is the kind of thing we can talk about at the Board Retreat.

Jessica added, we don't want confusion. We can't stop them from printing a map, but we want to avoid confusion – maybe their sign up is in the Spring. It encourages people to become members, bundles it together.

Ray mentioned the OIS grant, which Jessica mentioned above.

Shop Fremont for the Holidays – really focused; can fill the page with about 24, focusing on retail.

Have secured ½ page full-color ad for Thanksgiving edition, plus online. Think this will increase the reach, get ppl to think about shopping in Fremont. Six bizess signed up to date; talk to more retail to get them to sign up.

### **Major Events Committee:**

**Phil reporting, Oktoberfest** – Tried a “round 2” – got about 350 people, from about 3PM to 11.

Can we do something like this next year? The energy to do a large event vs a small, about the same, so why do it small?

It's still a very profitable event for the Chamber, overall the rain out was not that big of a deal since we planned well.

Fremont Fair: excited about the meeting with the Arts Council. Possibly join the music stage & beer garden together again.

Ray & Pete both mentioned that the 3PM start really helped business, both in terms of attendance and functioning. Seemed to be good for the neighbors, too.

Rodman mentioned that from the Parade perspective, ideally 1 or 2PM.

Ken suggested we do a follow-up with City Light re: power outage.

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### **Sunday Market:**

**Ryan** reported: the Winter Feast – mostly a promo for the Market  
One of the key important things to remember, the Market is the biggest foot traffic, 3-5K in winter, 8-10K per day in summer. Great place to hand out postcards, flyers.  
5-7K for Winter Feast if weather is good. 17<sup>th</sup> of Nov.  
Rodeo for next year – 5/3&4, more an evening event, start around 3PM.  
Fremont Outdoor Movies as well – will likely change focus – tested 21+ and it was a huge success. So we will probably end up doing 2 Family nights, but the rest would be 21+ serving beer.  
Ken suggested that if we can partner for Beer Gardens, let us know. Ryan said we should have a separate meeting about that.

Pete was curious about this issues around Cannabis cup?  
Phil said the neighbors were a bit surprised, illegal parking & the police seemed to be nowhere.  
Pete said for him, it was a good weekend. Like that we are an event neighborhood, just need to do more to inform the residents & take care of parking.  
Jessica mentioned that neighbors are getting tired of events, closing 35<sup>th</sup>. Phil said we need to help them understand the difference between these events, Chamber vs. other events, etc.  
Ken said its important for us to be proactive with regards to event organizers.  
Ryan asked if there was a way to communicate via email. Jessica said she does a retail oriented email, feel free to send to her if you hear of upcoming events.

### **Other upcoming events could include:**

#### **Community Engagement:**

**Jessica** - Lenin Lighting & Fremont Festivus Celebration – if anyone wants something different, step up to make it happen.  
Starts at 5 PM, lighting happens around 5:45; launch into Art Walk, hand out WG.  
Kirby will have a guest to help with MC –ing.  
Phil mentioned that the Rocket needs TLC, so need think of ways to get attention to it.  
Kirby mentioned that the Arts council has praised the Chamber for the donation box at the Troll; well-designed to prevent vandalism. Seriously consider another donation box for the Rocket.  
Community Grant money.  
Pete mentioned the Ginger Bread House event from Architecture Firms, look into that again.  
Kirby – Halloween is Tomorrow, 300 bizzes participating. 3-6PM. Bubble Man 4-5 at Lenin.  
Fremont Fireside Chat, please take a poster.  
Rodman mentioned Trolloleen is tomorrow – starting at 7PM.  
6-8 PM – Geek Meet Up at Outlander Brewing

#### **Community Partners:**

##### **Fremont Neighborhood Council**

Kirby reported that the Arts Council came to the Neighborhood council, RPZ in front of the Power house, Peter & AC wants that removed, but NC would have to approve.  
NC membership drive is in January; they're doing branding.  
Halfway house being built by Catholic community Services– Patrick House, will need donations; visit NC website.  
MLK Day of Service in January; wonderful event for Fremont  
Engine House 9's Grand Re-Opning 11/2, 11-1

##### **Fremont Arts Council -**

##### **Tech Committee:**

**Ols Grant, more robust database**

##### **Safety Committee**

City of Seattle Site Selection for North Precint; 130<sup>th</sup> & Auroura. House up to 300 officers, larger facility; E-W access is better.  
Ray mentioned an uptick in transients using their garage; have a uniformed security policing the building 7-midnight.  
Phil reminded people that Daylight Savings time starts this Sunday; reminding your employees to buddy up to go to their cars.

##### **Government Issues:**

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**Government Issues:**

Ken reminded the Board that Election Day is next week; if Susie we're here she would encourage Districts Now!

**Other business:**

Transit meeting – Aurora Corridor Project; kudos to the city for coming out early.

Phil asked if there were any Award Ideas? Kirby – Rob Madson – retiring

**Ken** moved to adjourn. The meeting adjourned at 9:35AM.

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