

**Fremont Chamber of Commerce Board Meeting  
November 27, 2013  
History House of Greater Seattle**

**Attending:**

Ken Saunderson, Jessica Vets, Phil Meganhardt, Victoria Dzenis, Rodman Miller, Paul Nordstrand, Suzie Burke, Marko Tubic

Guests: Kirby Lindsay, Susan Fuller, Sean Erhardt

The meeting was called to order at 8:03AM

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

**Suzie** made a motion and **Paul** seconded to approve **October 2013 minutes**; the motion was minutes were **APPROVED**.

**Executive Director's Report:**

**Jessica –**

Lots of new/renewing businesses! We have our first recreational marijuana “joint” as a member & they're in the walking guide! Cesar's Salad. Le Petit Cochon, Homegrown, Swingside café, Seattle Catering, GA Publications – finally paid us for the business directory sales from the Journal that never got paid. Trilogy Chiropractic. Seattle Rentals. Getting better response from Google renewing as Center of the Universe each year.

270 members 8.4% increase from last year; past due is low right now. If people have been members in the past, they are more likely that will rejoin.

Unforeseen updates: OIS Grant took a lot of mental energy; Phil & Jess went to present. Went pretty well. They seemed to see the value of what we're applying for. We want to create an online SQL database; the info can better flow to our business directory. It will be a couple of weeks before we know.

Phil mentioned that he was impressed with the reception that Jess & Fremont got; has a great reputation with the City. Having Jess out there doing “director work” rather than being bogged down.

Priorities on back of agenda – communications, Friday blast, email, lots of people, Shop Small documentary – but then I don't have time to look at governmental issues, could we expand hours, hire someone to take on marketing items like the Blast. Need more time for the unexpected things that come in, that need to be addressed.

Ken mentioned that the topic of Jessica's time will be on the agenda for the retreat – postponed until January so that we have more time to prepare.

Jessica will send out a Doodle request to propose some dates & times/ range of options.

Are there any award ideas for November? Faye Garneau – Seattle Districts Now. Marko wants to acknowledge History House for their new coffee maker! Ken nominated Eugene Wasserman terrific job with N. Seattle Industrial Association. Phil mentioned the Sunday Market Winter Feast. Marko suggested we recognize Mike Hale, 30 years in business; received a Rotary award. Jessica will see if they can come.

Program assistance for Lenin Lighting & Holiday Party. Phil, Ken, Marko volunteered. Kirby will be there; Santa will be there!

Ken asked if Jess needs help with the awards for Holiday Party; Jess will send out a list and ask for comments. Ryan and Rodman volunteered to help as well.

## **Executive Committee:**

### **Ken**

Phil reported: talked about the grant, talked about committee reports; combined Major & community events under one heading; Marko is the chair. Phil has put his hat in the ring to be the President for this group. Need to keep distance between what Phil does for his business from what he does as a volunteer. So Marko will be the main person.

Fremont Solstice fundraising committee – we committed to starting a group with the Arts council about the parade.

Board Assignments –

## **Finance Committee:**

### **Jessica reporting**

Riq wanted to highlight that we have a 9 month reserve.

Really strong position; highlighting that even with a rainy Oktoberfest, we're golden.

PayPal is a main vehicle to pay for walking guide; made 8K transfer to our bank account.

Want to figure out a one page dashboard to hand out rather than these multiple page report. Using less paper; focusing on the issues and positives. Riq will help with this.

Ken mentioned our goal of maintaining a 4 mo. reserve, so we're doing great!

### **Membership:**

#### **Marko –**

10AM on Monday for the Membership walk.

Went to Swingside café with Jessica; he just pulled out his checkbook!

Numbers are up, good indicator of the general health of the business community.

Jessica reminded the board to tell businesses we're doing signups for the Biz Directory; remind people to sign up to be a member to receive their free listing – 8K households in the area.

Question (from Susan Fuller Susan Fuller): is there an app for the WG? Jessica said we're working on that for next year. Have to be a member to get the direct link on our mobile site for your business. This would be helped by the OIS Grant coming through.

## **Programs:**

Speaker for Jan. Cheers is Feb.

Who wants to be on the Programs Committee? Meet about 2x per year.

**Suzie** suggested inviting the Mayor as the speaker for the Picnic in the Park. First 100 days.

Holiday Party – we will have 60 ganache Theo chocolates! We have people signed up already; sending out invite this week.

Might do a formal toast at the end of the award ceremony!

Ken suggested inviting the Neighborhood Council & Arts Council.

Suzie suggested Adding Toby Thayler to awards for helping with Districts Now.

## **Marketing & Retail:**

**Jessica** – Shop Fremont – 22 businesses & 2 landlords; print ad & online in Sea Times, largest dist. For this to date. Free ad in City Living. Plus Facebook ads as well. Take posters and postcards, please! Same number of participants, but different selection.

Phil suggested this could be a retreat item; keeping this alive, who's doing it and why, how to increase?

WG – 135 listings 11% over last year. This year we'll have the Rocket & Saturn building on the cover.

Knotis will be doing a private map in the Spring; we'll see how that works with the WG.

### **Major Events Committee:**

**Marko reporting:** discussion with the Arts Council going really well.

Up front discussion with Mischief Distillery

Touching base with folks about our events in general.

Phil added that at Seattle Center there is the first official “pot” garden (like a beer garden). Wants to put out to this group that the Fremont Fair could look at this as an aspect of the event. Suzie mentioned that John Hegemen is looking into the details; it’s a big open question at the moment.

Susan Fuller said we’d need to think about the insurance ramifications. There might be a demand, but concern is the liability. Do we want to be the test case?

Phil said just thinking about it as business opportunity for future revenue.

We want to have the reputation of doing it “right”. Jessica is very impressed with Bold Hat – Phil is the benchmark of safety. They’re the perfect event organizer to do this. The City knows Bold Hat’s reputation for safety.

It’s a National question; people will be looking to see what works.

Ken asked how involved the LCB is with the Seattle City event? Phil will find out.

Kirby asked – what is the status on the Spec. Events Committee? Suzie said it’s not in the City budget? Jessica said last time she talked to Chris Swenson, he said they’re strong. Need to find out the status.

Ken mentioned we should schedule our annual LCB training meeting. Our role is pretty substantial with special events; we need to be prepared.

Phil gave background \_ FCC holds the liquor license for Fremont Fair & Oktoberfest. The Chamber becomes the retailer, has to be compliant with retailer laws, we also have to be compliant with regards to promotion, how you have sponsors that are in compliance. They’re often changing the rules, so we have to keep up. Each year we meet with the LCB to receive training to make sure we’re up to date. Bold Hat sends drafts of advertising to the LCB for their OK.

The training for the Board – maybe in Feb?

Jess suggested March invite the LCB to the Events meeting.

Susan Fuller mentioned that L&I also does training & consulting. Could invite them to the meeting as well?

Ken mentioned that a group of FCC members are planning a **fundraiser for the Arts Council as well.**

### **Community Partners:**

#### **Fremont Neighborhood Council**

Kirby reported about the Fremont Siphon project; the Burke Gilman will be detoured, but will remain open. Canal St. to 2<sup>nd</sup> ave will be closed periodically, not as big an impact as originally thought.

Seattle has decided to do the CSO project right after the King Co siphon project. Not starting until 3<sup>rd</sup> qtr. of next year, but will then goes on for 2 years. Need to address how it will affect Fremont Fair.

The rest of the meeting discussed the Metro reductions in service; NC determining how to respond.

**Fremont Arts Council – Not much to update; meetings w/ Chamber for the Parade. Having the Feast again; looking for a place.**

**Safety Committee: combining with governmental issues. Fremont Bridge will be painted again next year – closing one lane in ea. direction.**

### **Government Issues:**

As you drive up Stone way 41<sup>st</sup> street has been the designated crossing for the school. It’s not a clear intersection; difficult for cars to see, crosswalk has been rubbed off.

The parents at Hamilton want to see a pedestrian light there. The Fremont Council & Wallingford Council have written letters of support. Does the FCC want to support this too, or do we have another idea?

Suzie mentioned it's only 1 block N. of two lights; if the City decides to do this we need to make sure there are proper lights.

Suzie thinks that the children should be crossing at 40<sup>th</sup>. Doesn't believe they have a safe way to cross at 41<sup>st</sup>.

Suggested that if the City determines there is a safe way to do this and can put safety lighting there, then we would support it. Because we always support safety; but Stone Way has channeling problems.

Kirby suggested that it might be better to not write a letter at all and wait until the project is proposed.

Jessica put to the board, do we write a letter? Marko supported doing so.

Suzie reported that Districts is shaking up downtown. Getting the City Council out to the districts to talk with them. Nick Licata & Mike O'Brian should be invited out to every event we host! We want to the Council members out participating in the area!

Ken thanked Suzie for her leadership on Districts Now!

**Other business:**

Pay by Phone application for paying for parking around town.

Ken wished everyone a Happy Thanksgiving! Thank you all for your service!

Phil thanked Ken for his service over the last 2 years.

**Ken** moved to adjourn. The meeting adjourned at 9:30AM.

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