



**Fremont Chamber of Commerce Board Meeting
January 25, 2017
Brown Paper Tickets Conference Room**

Attending: Pete Hanning, Marko Tubic, Phil Meganhardt, Suzie Burke, Sean Erhardt

Staff: Trisha Rarey, Caroline Sherman

Call to Order – Pete at 8:40 am

- A. Review of Mission Statement
- B. Introductions--skipped
- C. Board Member Personal Chamber Stories (1-3)--skipped
- D. Approval of Minutes – November Minutes, Suzie moved to approve and Marko seconded, Minutes APPROVED

Finance – Pete

- A. Review of Annual Financial Report for December
 - a. Want to hire someone
 - b. Lots of expenses to look at, not yet plugged in
 - c. Will meet with bookkeeping folks to get end-of-year financials
 - d. Revenue engines
 - i. Membership: 95% of budget!
 - ii. Publications: 67%--OK
 - 1. WG ready to go to press
 - e. Expenses: 55% of budget!!
 - f. Bottom Line: doing well!
 - g. Still need to clean this up to be in shape for hiring “Membership Manager” in February
- B. Income lines:
 - a. Oktoberfest—perennial struggle for volunteers, this year especially. We manage over 1,000, train, feed, love all year long so they come back. 100s of hours to nurture these folks. Bringing in The World Is Fun (TWIF) to manage the volunteers. This event is the biggest revenue generator for the Chamber.
 - b. TWIF will be non-profit beneficiary of Scotch & Beer Fest instead of Chamber. That money will be made up by Okotoberfest.
 - c. Amy Flickenna (sp?) is the contact at TWIF.
 - d. Working with Ryan Reiter/Food Truck/Sunday Market to bring him in.
 - e. Working with City Special Events Coordinator about footprint and businesses effected to improve access to them during the event.
- C. HomeStreet Oktoberfest bank account: Pete as President is the only representative from FC. We are leaving it the way it is. We need to check with Bold Hat before writing checks.
- D. 2017 Budget: will start putting in 2017 expenses.

- E. Officers: Pete staying on as President. Marko as VP Communication. Phil as Treasurer. Suzie will be Secretary. Sean VP Organization & Membership. ?? made a motion and Marko seconded. All in favor. Motion APPROVED.

Chamber Staff Reports

- A. Membership and Office Management - Caroline Sherman
- a. See back of Agenda.
 - b. Membership review—see handout
 - c. Asana 2017 Annual Planning review—see handout. Trisha initiated a 2017 planning session with Caroline and we put together a broad-strokes overview of what we need and want to accomplish in 2017.
 - d. We need Marketing support to complete several of these projects.
 - e. Suzie recommended John Nordstrand as a consistent website designer.
- B. Programs and Event Management - Trisha Rarey
- a. Ideas for 2017:
 - i. Halloween event at the funeral home that is closing.
 - ii. We need a Marketing meeting—make it special.
 - iii. 100 Anniversary of Ship Canal & Maritime, etc. in July
 - iv. March Safety: include camping & crime, provide solutions, bring cops, bring candidates, allow venting, come up with a cool name. This could be a huge event. Bring the Police Chief, KOMO, KIRO, Mayor, etc.—Marko will help put the meeting together.
 - v. Took Wiffleball off our radar—it's Ken's thing.
- C. Communications and Marketing – Trisha Rarey
- a. See attached.
 - b. Friday Blast. Didn't go out last week. Working on contingency plan for the future, so something will go out, in case Trisha is unable to get one out.

Upcoming Events:

- Suzie's Rotary hosting poker night to benefit BF Day.
- Boy Scout's breakfast at the Zoo.
- History House going totally electronic.

Board Recruitment:

- Try and get some folks from Tech & Maritime
- Recruit Marketing folks—this support is needed
- State Farm
- Ingrid at KeyBank
- Paul Robinson at HomeStreet Bank
- Bring in Youth!!
- Review New Member Board Packet with Pete
- Add this to February meeting.

Old Business

- A. Discussion of Admin position moving forward. Contract for 2016 has lapsed. Caroline scaling back her hours to accommodate higher paying clients. Phil/Pete committed to new contracts for Caroline & Trisha by Valentine's Day.
- B. WG discussion—hysterical marker maintenance, etc. Sean to bring in a guy.
- C. Membership level—automatic renewal is beautiful!
- D. Board Retreat to happen after new hire is completed.

Committee Reports

- A. Membership Development/Member Services - Ken
- B. Marketing and Major Events
 - 1. 2016 – Seattle Scotch & Beer Fest / Fremont Fair / Oktoberfest - Phil
 - 2. Marketing Committee Volunteers Needed – Ken
 - 3. Marketing Projects – Ken
- C. Community Relations
 - 1. Fremont Arts Council – ??
 - 2. Fremont Neighborhood Council – Need Representative
 - 3. Lake Union District Council – Need Representative
 - 4. North Seattle Industrial Association - Suzie
- D. Advocacy
 - 1. Governmental Issues – Suzie / Susan
 - 2. Safety & Transportation Committee – Pete
 - a. Street Fund Grant Application: Street Light at N. 34th & Troll Avenue N.

Announcements and New Business

Adjourn: Suzie moved, Sean seconded. So moved at approximately 10:15am.

Minutes submitted by **Caroline Sherman**