



**Fremont Chamber of Commerce Board Meeting  
March 29, 2017  
Brown Paper Tickets Conference Room**

**Attending:** Pete Hanning, Marko Tubic, Suzie Burke, Phil Meganhardt, Ken Saunderson, Sean Erdhardt

**Staff:** Trisha Rarey, Caroline Sherman

**Guests:** FAC representatives: David Ruggero, FAC Lawyer, Jennifer Broches, FAC Board; Rodman Miller; Susan Harper, FAC President/Seattle Public Utilities; Linda Greenway, FAC Treasurer; John Thorburn, Bold Hat

The meeting was called to order at 8:04 am by Pete Hanning

Introduction by **Pete Hanning**. Congrats on record rainfall in Feb & March. It's helping the Moisture Festival. Mission Statement read. Introductions around the room.

Motion to approve the February Board Meeting Minutes made by Suzie Burke, seconded by Marco Tubic and were **APPROVED**.

**Fremont Arts Council regarding trademarking of their brand "Fremont Solstice"**

Below are my abridged notes of the conversation with the FAC with key comments. The discussion was civil even while frustrations were vented. The gist is that the FAC says they are regrouping and attempting to run themselves better. Chamber members vented their frustration at the seemingly endless repetition of these efforts and the lack of follow through. It was stated for the record that the FAC would not be suing the Chamber for anything and Phil will get this in writing. It was also stated that the Chamber would get the FAC the most recent copy of a Letter of Understanding (from two years ago.)

Ennie: Lots of new energy, lots of new members. Trying to get FAC to another level. Great partnership between our two organizations over the years. Things have gotten a little sloppy over the years. FAC is trying to dot "i"s and cross "t"s. Administrative things being addressed, as well as prep for the Solstice. Want to solidify our partnership. Want to hear any concerns and have a dialog....

Linda: In the last year a number of folks left FAC, and there were lots of bad feelings. Very hard to recruit board members. FAC survived, has started leadership teams, policies put in place, locating documentation from past years. Board election held, new board members who are professionals. Need a full-time staff person, fund raising events, etc. The event is a treasure and we need to keep it....

Harper: we would like to have a good robust discussion about how we can work together. There is no ask....

Ennie: No desire to create hardship. Whatever is in place is fine. No demand for checks. Larger goal, from standpoint of identity and fundraising for you or for us, Fremont Parade is autonomous entity, Fair is autonomous entity. In the view of the City of Seattle, etc, need to have clear lines of identity. Goal is to avoid confusion in fundraising....

Harper: You are right that the TM is just a tool. For 8 years, the Parade was run by a horde of loving folks with a lot of love. The Board of the FAC was filled with Artists with no day jobs. What we are doing right now is transforming it. We are asking for help from the Chamber, because the FAC doesn't know how to approach the likes of Google, etc....

Suzie: I only do what I do to make the community better. We have no value in being at each other's throats. We are Friendly Fremont. We have to get this year's event together. We have to work together. Getting a TM together is not a friendly effort. We are going to put that aside and put on a show. Everyone who attends the Fremont Solstice, buys Fremont Beer, etc is what we have to work on....

Phil: Folks who step up have to think about what commitment have they made to Fremont. The cool thing about Fremont Fair/Solstice is that it doesn't just happen. Other neighborhoods would kill for this event. As Treasurer of the Chamber, the Fremont Chamber owns the Fremont Fair. When you are suing the Fremont Fair, you are suing the Fremont Chamber. Very clear definition of what your TM would defend. To TM Fremont Solstice is giving the finger to the Chamber & Bold Hat. These events are done on a shoe-string by non-profit organizations. You did not do this in a friendly manner, you did not enroll us. The Chamber has been very open about why the branding has changed, because it is a community event. You need to protect the Parade, because that is what you do. The Fair & Parade will do very well. But your TM will have no effect on that....

Harper: One concern last year that we didn't know how to bring it up was that [www.fremontsolstice.com](http://www.fremontsolstice.com) was bringing folks to [www.fremontfair.com](http://www.fremontfair.com)? Branding: you've renamed the Parade....

Suzie: Have a meeting to get everything figured out. I want a commitment that no one is suing anyone. This joint committee will sort out the best use of names for THIS YEAR. Then have the bigger discussion afterwards....

Marko: We do this every year. We have a memorandum of understanding from two years ago....

Linda: Please get us a copy of the memorandum....

Pete: Invite Stephanie Pure, Fremont Neighborhood Council....

Phil: It needs to be in writing. Very simple: no one is suing anyone over the TM. We need to play the bigger game....

Harper: Prefer to keep this conversation between our two organizations....

Phil: I will put together a simple letter of understanding today. It needs to be signed by someone "important" at FAC.

Harper: The four of us—the Shared Leadership Team....

Linda: As treasurer of the FAC, we have to think about sustainability. Considered a City Jewel. Need a staff person. We have our shit better together....

David: Read a story of frustration that represents everyone present....

Suzie: Business mind & Artist mind in place. Business mind thinks of what needs to get done. Artist mind sometimes thinks the Business mind will step in. If you want a well-run event (and this is not your only event.) Business mind is supporting the Arts, but there is a bottom line....

Pete: Wrap up this portion of the meeting. Letter of Understanding to be sent out and a meeting setup.

Harper: We are not just the Fremont Parade, we are other events, too.

Pete: We recognize all you do.

### **Suzie – Community Things**

- Had a meeting at library re: City's Your Voice Your Choice. A control of the intersection at First & 36<sup>th</sup>. Doesn't get us a light, or flashing beacons. That is happening. Late May to vote. We want it because SPU is coming with 2 big projects, so this will help drivers get through.
- Newspaper: SDOT upgrading at N & S end of the bridge to better time traffic with openings. The light was put in for this a long time ago to no effect. John Buswell is the guy to talk to. Art **XX?** has retired.
- NW Free Trade Assoc. SDOT has removed the project to widen the street right in front of Starbucks. A win for the Chamber.
- Blythe Funeral Home is going to be turned into an office complex. Ponti's is now the Queen Anne Elks Club and we should get them into the fold.
- July 9<sup>th</sup>, our spot in Parade of Boats will come by Evanston Plaza. Lighting up Evanston Plaza--Mark Grey. SPU to light lower field on other side. Ballard Locks/Fremont Cut (Ship Canal)
- May 20<sup>th</sup> 125 years: BFDay, SPU, Seattle University, They need help to celebrate.
- May 20<sup>th</sup> Dennis Bateman cleanup

### **Finance Report – Phil**

Marko thanked Phil for putting up with the FAC for so long! Phil is happy to do it, pleased to work so long with two businesses and now helping his staff pay their mortgages, etc.

Regarding FAC, we now have to go on the defensive and TM our things. The City of Seattle is not the FACs friend. The City is moving towards having Events pay for the Police. Bold Hat will continue to work with FAC.

Story behind the budget.

- Recognizing hard work of staff & giving them bonuses
- Budget up on screen. Not complete. Up to month 3.
- Goals:
  - o Met with Rain City. Were able to put away \$67k in a rainy day fund! Based on last year's budget.
    - Is this 67k best used in a savings account? Do we want to get guaranteed 5% interest? Suzie takes \$\$ for family & friends and pays 5%. There was acceptance of this idea.
  - o 2017 revenue engines:
    - Events (passive income) & Business Directory (passive income)
    - Walking Guide (revenue & expense line)
    - Membership (revenue & expense line)
    - Meetings (revenue & expense line)
  - o Membership: 2017 Goal of 240 members (net zero)
    - Can we convert our email list of thousands to more members?
    - Need board help with this. Pick the low hanging fruit. Find lapsed premier members and convince them to rejoin.
  - o Program Meetings
    - Trisha has run the numbers and believes a 30% increase in income is easy to accomplish
    - New approach: To host/sponsor a meeting, you have to be a member. Marketing benefits in exchange for reduced cost for space/food
    - Important that attendees pay
  - o Walking Guide—see attached
    - Cost is going down. Goal is Net Zero for cost/income.
    - WG needs to be produced in the fall & delivered in January and out for a solid year
    - Need to deliver WG to each member—MAILING!!
  - o Investments next year
    - Contractors—give them 30% pay increase.
      - Already voted on at Feb mtg
      - Added extra hours going forward for both for website & re-branding
    - Reduce Holiday Campaign to \$2,500 from \$5k and put out who and how we want to do that
    - \$5k to rebrand & redo website. Are we Tourism focused or what?
      - Caroline to manage the website redesign.

- Should be a portal to activities/tourism. Fun & funky, place to LIVE, etc.
  - Not for friends but for strangers—it’s a welcome mat
  - “Fremont is where Rapunzel lets her hair down.”
  - Pete & Ken volunteered to be on the website committee
    - Hysterical Markers need maintenance
- Total Expenses are \$98k. Membership and meetings cover that
- Shop the Holidays—what is a budget line to use to invite the greater community on both sides of the Canal for the 100-year party for Locks/Canal?
  - We are trying to get 10k more people down here so your boutique/restaurant is busy. Not creating an event, just inviting more folks
  - \$1,500 from Holiday line item and ask Sunday Market to chip in the other half. The cost is the social media to get the word out.
    - Phil will add this to the budget.
    - Pete will reach out to Ryan Reiter for a partial or full match.
- Things the Contractors can’t do: the Board stuff.
  - Will give the Board a list of low hanging fruit (premier lapsed members) with link to website so they can pay and renew. Re-enroll them to get them to renew. See it through that they get to the website so they PAY.
  - Recognize 5 members with each emailing.
- Ken moved to approve budget as presented by Phil. Suzie seconded. All in favor.  
**Motion APPROVED!**

**Rest of the meeting was tabled.**

**Adjourned:** Motion to adjourn by Suzie, seconded Phil. So moved at 9:45 am.

Minutes submitted by **Caroline Sherman**