



**Fremont Chamber of Commerce Board Meeting
May 30, 2017
Brown Paper Tickets Conference Room**

Attending: Pete Hanning, Marko Tubic, Suzie Burke, Paul Robinson, Phil Megenhardt, Ken Saunderson

Staff: Trisha Rarey, Caroline Sherman

Guests: none

The meeting was called to order at 8:37 AM by Pete Hanning

Introductions by **Pete Hanning**

- The old Dubliner is now the Fremont Tavern (it's back!)

Personal Story: Paul Robinson—Founder of the Lynwood Chamber of Commerce & Branch Manager HomeStreet Bank, banker for 32 years.

I was born and raised in Shoreline and currently own a home there. I'm married to a woman from Togo in West Africa, we have one son, 6 yrs old together, and I have a 24 yr old daughter from a previous marriage. My wife is a Massage Therapist who has an office above the Red Door Ale House, so we work next door to each other.

Did I mention that HomeStreet Bank is one of the very few banks headquartered in Seattle, and anyone who believes in supporting local should be banking with HomeStreet? I get the feeling a lot of people don't think of banks as local businesses that should be supported, but we are.

MOTION to approve the April Board Meeting Minutes was made by Suzie, seconded by Phil and was unanimously **APPROVED**.

Finance Report – Phil

Mid-year audit. Bigger picture, right on track. Membership is on track. Meeting income was low for April. The Board needs to help invite people to our events. Consulting expenses are uneven due to reporting. Insurance hits the budget in October.

Walking Guide Budget: Expenses about \$10k. Printed 60,000. With new rates that include \$145 for Solar System members, and anticipating fall off because of this, we estimate conservatively sales of \$10k for 2018.

Hysterical Markers do not have a line item for maintenance—no plan. Suggest we add \$561 to Hysterical Marker Maintenance Fund which would yield us \$0.50. Paul's team is monitoring the Rocket and replenishing it. The board needs to take this on.

Phil noted that this budget information is possible courtesy of Caroline's spreadsheets & time. Gold Star to Caroline.

Website Redesign: Originally allocated \$5k for Website Redesign. Most qualified candidate would mean spending \$12k for the next 2 years.

Old Business

A. Website RFP Process—Update and VOTE

1. Sent out RFP and got 4 back. One in \$80-\$100k range. Two in \$24-\$30k range and one in \$7.5k range. Each proposal was entirely different in tone and focus. One presenter is based in Fremont and is a Chamber Member. One is based in Bellevue, one included Morgan Kay, who worked on our current site.
2. What we are asking for: Completely new website with updated everything. Two audiences: Visitors and Members. Also requesting support and training. Experts in WordPress our Chamber Dashboard system.
3. New understanding that website maintenance is now a yearly budget item with a 4-5-year cycle of maintenance followed by a complete overhaul.
4. Recommending we go with Culture Foundry. They are Chamber Members, work in Fremont and even offered to help whether we chose them or not.
5. Goal is to have the new skin by Oktoberfest. We are keeping our orange and blue colors and the bridge logo, but will be updating the font and location of some of the text.
6. All four proposals require the Chamber to come up with content, media, images, etc. which is a lot of work. Ken's recommendation is to keep everything short and sweet and provide lots of links and images. Talking about our events more regionally, as in Seattle Solstice at Fremont. Use the Troll, 2nd most-visited site in Seattle.
7. Need to make sure we have permission to use all our favorite images. Want to add a Walking Guide app that will translate through all the different devices out there. Have the look and feel of the website translate across all our collateral, like the Friday Blast, the Walking Guide, etc.
8. Get very clear on what maintenance means? What can we do and what will require their assistance? Will we have to pay them to do things we should be doing ourselves? Be sure to incorporate performance language that lets us leave, if they are not meeting expectations. What will they give us if they put their name on it?
9. Need clear structure for adding events, etc.
10. Be sure to collect metrics beforehand to use to measure success afterwards.
11. Will have meeting to go over scope of work, etc., and to submit criteria. All invited to participate. Consider inviting Kirby.
12. **MOTION** to negotiate with Culture Foundry up to \$12.5k for first year with additional years added to be our website re-designer made by Ken, seconded by Marko. All in favor, no opposed. **MOTION CARRIED.**

B. Board Recruitment—Pete

1. Per the By-laws, the Board can appoint anyone to a vacant seat at any time. That person is then up for re-election in January. The term is for 3 years.
2. **MOTION** to appoint Paul Robinson to one of our open seats made by Suzie; Ken seconded. All in favor, no opposed. **MOTION CARRIED.**

C. OIS Business District Profile Boundaries—Update

1. Caroline will confirm with Mikel at the City that our boundaries for the purposes of this OIS Data project ONLY are:
 - a. North: 50th
 - b. South: Ship Canal
 - c. West: 8th
 - d. East: Stone Way
2. Discussion of lack of incorporation of waterfront businesses.
3. **MOTION:** Ken moves to accept definition of Business Profile, Suzie seconded. All in favor, no opposed. **MOTION CARRIED.**

D. FAC Follow-up

1. Domains that Phil controls link to the Fremont Fair. FAC wants them handed over to them. Bold Hat owns them, so FAC needs to deal with them.
2. We can use the trademark without any fees.
3. Website issue is an internet boundary issue. Easiest thing to do is to turn it off. Ownership is not part of the Trademark issue—they can buy it.
4. Do we have a letter where we can use the language this year? It's in process. Signed documents will be retained for the files.

E. Board Committees--tabled

Chamber Staff Reports

A. Membership and Office Management - Caroline Sherman

1. Suzie would like to give BF Day permanent membership in honor of their 125 Anniversary. Call it a "Trade". What we get in exchange is that a struggling small organization thinks of us when they need something. They look to us for support. Give them a Certificate of Honorary Membership.
2. Suzie made a **MOTION** that we make BF Day a permanent member for 125 years, Ken seconded. All in favor, no opposed. **MOTION CARRIED.**
3. Ken appreciates that we have 250 members and thinks we are the most awesome and vital chamber in the City. Started in 1982. Dunn Lumber, Franko's ??, George Heideman. Jim was late, so he became President. We may be the oldest Chamber of Commerce in the City besides Seattle Chamber.

B. Marketing and Programs - Trisha Rarey

1. April not a great month.
2. Hoping Picnic in the Park will be a big success.
 - a. John Stanford School having their Field Day at the Barn. This introduces a noise factor. Chamber owns a PA system and it is housed at Fremont Studios. Phil & Ken understand that we own it. A small powered system. Last time they were concerned about it be returned.
 - b. Suzie suggested that Ken write a letter to John Stanford School regarding our event. If it is at all possible for the kids to be out in the sunshine that day, because it is very hard for Mayoral candidates to hear themselves think.
 - c. Port of Seattle, City Council, etc.—those are the ones we want there.
 - d. Sara Nelson, Jenny Durkin, John Creighton—Suzie has talked to these people and they have said they are coming.

- e. Food: Should we do seafood burgers again? Salad? Jennifer/PCC will cover the vegetarians.
 - f. Need a confirmed number of attendees.
 - g. How to run the event? Template: Pete, Eugene, & ?? introduce everyone. Then organize around tables with subjects on them. Ring a bell and get folks and candidates to move around to different tables.
 - h. See handout. Have Trisha talk to Liz about responses, so we have a clear list of attendees. Trisha will move Programs to the front page of the website.
3. July:
- a. Tri-Chamber BBQ. People pay \$20-\$25. University House on Stone puts it on. It's a social event.
 - b. July General Mtg has not been planned. Jennifer suggested a Happy Hour event at Mischief. Google meeting has been rescheduled for July or September. Phil recommends Google in July, but Marko recommends pushing it to September, because it will be a slam dunk.
4. Marko is getting OneNote update notices—turn these notifications OFF.
5. Trisha's board emails: keep info all in-line with relevant links. No attachments. Pete recommends continuing this. Action Only, Info Only

Committee Reports

A. Membership Development/Member Services - Ken

B. Marketing and Major Events

1. Fremont Fair – Phil

- a. On track. Vendors are always more challenging to find every year. Music stages are on track and we have a good line-up with help from Nectar. No Friday music. Load-in will happen with some changes, help from SPD, Art Cars, Kids area with help from Rotary.
- b. Dog parade is getting bigger. Will have the Animal Channel there and Purina sponsored it. Sunday at 3pm. Start of the parade is on Evanston block and goes up Evanston, down 35th and loops back.
- c. Seattle Center money-making event at Beer Garden using our liquor license; Chamber is beneficiary. The Art of the Chalice, sponsored Stella Artois.
- d. Working with Trash Cleanup. Working on safety. SPD is preparing like crazy. Al has retired. New person, Sgt Sojin & Diane Newsome are taking the parade.
- e. Fair/Parade conjunction—Solsticio needs garbage cans & porta-potti's. They can no longer offer their bathrooms. Neighborhood bathroom map is sent out to everyone. Can't find out where the porta-potti's are being placed. They are for the parade participants.
- f. Trash plan for last year is reinstating that with cans all along the route. Recommend vendors find the cans on the street and put them in front of their doors.
- g. Recology is now a sponsor of the Parade per Instagram.
- h. Parade is going to be great, Fair is going to be fantastic. Saturday 10-9 & Sunday 11-6.

2. Marketing Committee Volunteers Needed – Ken

C. Programs

D. Community Relations

1. Fremont Arts Council – Need Representative
2. Fremont Neighborhood Council – Need Representative
3. North Seattle Industrial Association – Suzie

E. Advocacy

1. Governmental Issues – Suzie
2. Safety & Transportation Committee – Pete

Announcements and New Business

A. Sign up for Wiffleball, Saturday, August 26th at BF Day. Recommended to Paul that he get a team together. Starts at 9am.

Adjourned: Motion to adjourn by Pete, seconded by Suzie. So moved at 10:20 am.

Minutes submitted by **Caroline Sherman**