



Fremont Chamber of Commerce Board Meeting
June 28, 2017
Brown Paper Tickets Conference Room

Attending: Suzie Burke, Pete Hanning, Jennifer Beus, Marko Tubic, Phil Megenhardt, Sean Erdhardt, Ken Saunderson

Staff: Trisha Rarey, Caroline Sherman

Guests: Hans Bjordahl

The meeting was called to order at 8:29 AM by Pete

Introduction by **Pete Hanning**

Website Redesign—Hans Bjordahl, Culture Foundry

Content Strategy Hypothesis process. Content-driven web design/development. Come to the table with an idea of what you want, not a blank slate. Themes from the session:

- Logo: brand refresh. Keep colors & bridge. Update fonts and location of text. Considering “Center of the Universe” as the tag line. Logo has to work in different sizes for the web: tiny and large and in-between.
- Website: what is organization’s core purpose? Two-fold with Chamber: Strangers to Fremont—inspire them to visit. Fremont Frequenters—get them to come regularly. Fremont Businesses--Join. Chamber Members—Renew. Employees of all/larger businesses—how to get them out into the street working the neighborhood. Tableau quote “We’re in Fremont for a reason...”. Residents—get them to engage—life in Fremont. Use site to incite specific action.
- Three different approaches came out of the meeting. Going with the Duality of Fremont: tie Fremont icons with specific businesses. Trolls & Tacos, Drawbridge & Dog Bar. Come for the icon, but come for the shop, drink, eat, play. Scroll through businesses to draw in new Chamber members. Will take a heavily photographic approach vs text approach. Will be very colorful.
- More Duality examples: See the Rocket...then rock it at Nectar Lounge. See Lenin... visit Google, [a hyper-capitalist enterprise!]
- Not going to lead with “Center of the Universe” as a theme, space, etc., but will incorporate it throughout to drive promotion of Chamber for new members & renewals.
- Have an opportunity to bring humor to the site.
- Site will follow the duality in its structure: maps/tours to icons & then a directory of businesses. Orient visitors to the area, explore its boundaries.
- Obvious link to JOIN which will lead to news and events.
- Shooting for Oktoberfest launch.

Discussion

- Jennifer: Keep news and events front and center, easy to find.
- Jennifer: Don't highlight Google. They are a silent member and very internal. They don't participate. Pete: We do need to try and draw out the Google employees. Marko: Do this tongue in cheek! Suzie: Adobe has aged out and is more mature. Google has a "bio-dome" mentality. They work inside a silo. We need to have fun with this.
- Suzie: Easy to maintain. Keeping everything up-to-date. Need Fun element. F in Fremont stands for Fun.
- Sean: Categorize things for filtering purposes, to reduce overwhelm.
- Pete: Tension, long-term residents vs newcomers. But Fremont is welcoming. Fremont has great bones that Chambers or neighborhoods would want. Doesn't need to say "Chamber" everywhere, but is supportive of Fremont and business friendly. Needs great back-of-the house bones for maintenance, and it is our welcome mat.
- Bridge is wonderful metaphor for this duality theme.

Next Step

- Take notes and develop a link to a live document. When that is finalized will create a "liquid" prototype we can see on all devices and develop on the fly. We get to see how it feels. Get through this stage as soon as possible. Will be circulating a schedule. Then Design, Production, Content Loading, Launch.

Board Minutes: Motion to approve the May Board Meeting Minutes made by Suzie, seconded by Jennifer and were **APPROVED**.

Old Business

- A. Board Recruitment—At the Picnic in the Park, Pete encouraged Mark Grey, PM for all of Quadrant Lake Union Ctr, owner of Sound Mind & Body building, & new building that Café Turko & Milstead are moving into, runs Steven Grey & Associates, to join the board. Jennifer has approached Brooks. They are busy. She is trying to get a meeting set up with Tamara Hills, Exec Sec'y to CEO. It would be her to bring on board.
- B. Suzie to send article around with positive comments.
- C. Picnic in the Park was a great success, over 100 people, 25+ candidates, format was loose, but it worked. Everyone got a chance to talk to all the candidates at will. Not every candidate got to speak. Suzie encourages support of Sara Nelson, as she is pro-business and we need a pro-business voice on the City Council. Phil is hosting a "Brew and Buds" fundraising event Wednesday, July 12th, at The Helm to support Sara Nelson. John Grant, another candidate is not a business friend, especially restaurants & nightlife. Marine Trade Association, Pete is helping out.

9:10am--Pete had to leave.

Fremont Fair Report – Phil, see attached.

- Fremont Fair Fees Report, Yearly Comparison
 - Weather was overcast, with rain in the afternoon. It hurt us.
- Fremont Fair Fees Report, 2017
 - All Ages Beer Garden was pulled at the last minute and this really hurt us. It was due to a problem somewhere else—a safety concern.
 - We are appealing this decision for Oktoberfest and for next year. No more blanket “no’s”, they are making the decision individually.
 - Cancelled the run—it’s too complicated. All Ages events and dog walks are going up
- What made donations peak and how did different formats do? Donations are tips. Tried to make pricing cheaper than bars, and price for the dollar, \$4. Also, in the past it was all cash-- there are ATMs setup all over. Beer sales might be down because we didn’t open on Friday this year.
- Any correlations between what was offered over the years? Different physical layouts?
- 1:00 parade time—neither helped nor hurt. HomeStreet Bank liked it. Folks at the Fair, then the parade came and it drew people past the bank. Lots of folks down at Stone Way. Evanston closed much closer to the Parade time.
- Revenue engine for the fair is vendors. We have to hustle more to get vendors. Marketing has been all about shopping, vendor bios. Vendors sold more than they ever have.
- 35th is thriving with big Purple slide, but it takes up space. Art Cars did well, etc. Fremont Brewery hosted the bouncy toys.
- Story about black puppet—much ado about nothing? It was a “Sambo” puppet, so inappropriate. FAC’s approach was elusive and vague.
- FAC is demanding four websites owned by Bold Hat. Phil is ignoring them.
- Sean—Arts Council attempted to fundraise at the gym. Would you go from \$250 to \$500? When Sean asked for a record of last year’s donation he backed off. Parade: spectator would have liked a program for the parade.
- Father’s Day featured.
- There were parking options! Should we play this up? Is it child friendly? Website is easy to navigate. Folks from afar don’t make the trip, we are drawing on local participation.
- It is an expensive event, but worthwhile. Will create different plans depending on expected size.
- Police had no problems. PCC did not have great sales, but also no issues. Half a dozen businesses were happy to be able to stay later on Friday.
- Phil to send copy of “correction” to Seattle Times to the Office.

Finance

- Stella Artois event at Seattle Center made use of our liquor license and will bring in funds for us.
- Budgets are being met. Need to start gearing up for Membership Drive in early Fall. Chamber board needs to take accountability for this.

Chamber Staff Reports

- A. Membership and Office Management - Caroline Sherman, see attached.

- a. Consider using Arts Fund money to fix art on Utility Boxes. Can't! They belong to Seattle Public Utilities. Must call the graffiti line.
 - b. Look for ways to spend this money.
 - c. BF Day has something happening we could support.
 - d. Let folks know, via Blast that we appreciate their donations to the Arts Fund. Maybe Tableau will use their program to vet something and we could join forces with them.
 - e. History House art is being divested into the community. There are half-a-dozen VitaMilk Dairy pieces. Fremont First National Bank is going on a wall near The Helm. History House will continue to be a non-profit and is going virtual. If you have a dead wall that needs some old-time stuff, contact the History House. Lots of Fremont Fair Posters that are framed.
 - f. BF Day Resolution—Suzie has a free frame for it. Present at September Board Meeting and invite them to attend.
- B. Marketing and Programs - Trisha Rarey, see attached.
- a. Updated Friday Blast, simpler, takes less time. Has great ideas with Hans for improvements.

Committee Reports

- A. Membership Development/Member Services - Ken
- B. Marketing and Major Events
- C. Community Relations
 - 1. Fremont Arts Council – Need Representative
 - 2. Fremont Neighborhood Council – Need Representative
 - 3. North Seattle Industrial Association – Suzie
- D. Advocacy
 - 1. Governmental Issues – Suzie
 - a. Maritime Study is aimed at getting us repairs on the Locks, which are critical. We support this through the North Seattle Industrial Association.
 - b. Light at 36th & 1st is not going to happen this go round. Number 1 thing asked for, but SDOT couldn't get together with Seattle Public Utilities on it. Canal Street residents will be pushing for it. We support a light and crosswalk at 1st.
 - c. Light at Troll and 34th is happening.
 - d. New Beginnings is doubling in size—2,600 sq ft of day care. They are renewing their parking lot there.
 - e. Lots of people have bailed out of City Administration in the last 8 months. Apparently Murray destroyed cohesiveness in departments. Suzie believes Jenny Durkin will win and clean house and bring a level of maturity to the administration.
 - 2. Safety & Transportation Committee – Pete

Announcements and New Business

Adjourned: Motion to adjourn by Phil, seconded Suzie. So moved at 10:03 am.

Minutes submitted by **Caroline Sherman**