



Fremont Chamber of Commerce Board Meeting
April 26, 2017
Brown Paper Tickets Conference Room

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

Staff: Trisha Rarey, Caroline Sherman

Guests: none

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

Introduction by **Pete Hanning**

Personal Story: Skipped

Motion to approve the March Board Meeting Minutes made by Suzie, seconded by Marko and **APPROVED** unanimously.

FAC Follow-up, Trademark--Phil

- A. "Fremont Solstice"™ - designates that FAC does a "Solstice event", very vague.
 - a. We have added a new regional tag line "Seattle's Solstice Tradition" to our Fremont Fair poster
 - b. Trademark agreement: FAC is not going to sue us, and we are not going to pay for it. We are asking them for a letter giving us **royalty-free** use of the term "Fremont Solstice". The trademark covers just words and font, no images.
 - c. Marko—we need to pass what we send to FAC by an attorney. Suzie: what have you got to lose? In our case, we would lose the word Solstice
 - d. Once you have a trademark, you can sue. Can't force anyone into court, we would just have to quit using the term
 - e. We are not going to advertise for them.
 - f. Phil has drafted a very short trademark letter that the board will review and decide whether to send.

Finance Report – Phil

- A. WG—outstanding funds is much lower this year and will be zero next year due to new processes
- B. Budget has been updated in a first draft effort. Phil wants another set of eyes on it.
- C. Meeting incomes—Feb low, Mar is up
- D. Membership incomes—budget based on 100% renewal for the month
- E. WG Expenses—printing costs shifted a month, labor costs—need to double check, 25-30 hrs/wk at maximum rate—we know what it will be going forward
- F. Overall Budget
 - a. Green—on target, red--trouble, yellow—we are in the zone
 - b. We are below budget for March

- c. Our two revenue engines, programs and membership, are on track. To fire these up, we need the Board to help out.
- G. Happy Hour at Google tomorrow night—bring people!!

Old Business

- A. Board Recruitment—nothing to report. Tableau hasn't moved. Marko working on Jeff Kalvelage, Farmer's insurance. Key Bank, everyone is hourly. Suzie will continue to ask Paul Robinson at HomeStreet Bank Jennifer is working on Tamara Hills at Brook's Running. Talk in person, then consider a one page invitation to bring folks to meetings. Phil to ask Amy at The World is Fun. How about Chuck, at Theo's?—Too busy.
- B. New Staff Contracts—Caroline's is signed. Trisha's to be signed
- C. Board Committees—nothing to report.

Chamber Staff Reports

- A. Membership and Office Management - Caroline Sherman
 - a. See attached
 - b. Board picked members to contact from the Member Report and will encourage them to renew
 - c. Jennifer had ideas for reminding members of what we do for them
- B. Programs/Event Management & Communications/Marketing – Trisha Rarey
 - a. See attached
 - b. Happy Hour at Google—we want this PACKED!
 - c. Picnic in the Park will be a Candidates Forum
 - i. Likely to have lots of candidates, so let's get questions asked in advance, so it's not a free for all, and Pete can moderate it smoothly.
 - ii. Focus for Candidates: Maritime, Small Biz
 - iii. Ken, Pete & Eugene are getting the candidates to show up
 - d. We will still have a Maritime Event, likely in July
 - e. Whiffleball permit acquired
 - f. Fremont Business Directory is complete.
 - g. Facebook is at over 500 likes, this extends our reach dramatically which increases engagement. Please do your bit by liking anything you see from the Chamber.
 - h. B F Day's 125th Anniversary in May, longest continuously run school in Seattle. They reached out to PCC for support.
 - i. Ballard Locks, July 9th 100 year anniversary
 - j. Add to list of attendees which event they attended and the nature of their biz

Committee Reports

- A. Membership Development/Member Services - Ken
- B. Marketing and Major Events
 - 1. 2017 Fremont Fair/Seattle's Solstice Tradition – Phil
 - a. Neighbor relations are going well. Will be reaching out to Asko regarding their trailer on the street.

- b. Suzie lunching with Burke Bldg guy. They have been providing a faucet in the past. Building remodel—where is faucet on N side of bldg/35th?
 - c. Paying full freight with the City. Moving all toilets inside the event. Beer sponsor will change this year—Red Hook moved to Capitol Hill. Now it's Corona & Corona Lite—perfect for summer, and they are getting involved.
- 2. Marketing Committee Volunteers Needed – Ken
- 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. Will get a crosswalk at 36th & Phinney. SDOT also working with SPU—there will likely end up being a light there
 - b. Also getting at light at Troll Ave & 35th.
 - c. Will have to finish the painting of the Aurora Bridge. Meeting in June at SPU. Not getting a lot of help from WADOT.
 - 2. Safety & Transportation Committee – Pete

Announcements and New Business

- A. PCC is having lots of parking abuse issues in their garage. Options:
 - a. Reduce free time from 90 minutes to 60
 - b. Remove the pay option altogether after 90 minutes
- B. Business District Profiles—change boundaries for 2018
 - a. East: at least both sides of Stone Way all the way up; ideally as far as the east end of the industrial zone to Wallingford Ave all the way up to 50th
 - b. North Boundary: 50th
 - c. West Boundary: 9th NW, including Fremont Brewery
 - d. South: Ship Canal, Lake Union
 - e. UPDATE Spelling of Fremont
- C. City Ordinance for Paid & Family Medical Leave—Ethnic Business Coalition letter
 - a. Pete will call Taylor to cosign the letter, agree to help/join/support
- D. Scotch & Beer Fest
 - a. Website glitch—was down for a while. Easter & Spring Break. Event went off well. The World Is Fun did a great job of getting enrolled and involved.
- E. Jennifer talked about Charlene Wells, running for City Council against Sara Nelson. She is strong on LGBTQ, White House, WA DC. Her partner was the one who died in freak flood in Madison Valley many years ago. She has since remarried and has several kids.

Adjourned: Motion to adjourn by Pete, seconded Marko. So moved at 10:07 am.

Minutes submitted by **Caroline Sherman**