



**Board Meeting Minutes**  
**September 27, 2017**  
**Brown Paper Tickets Conference Room**

**Attending:** Pete Hanning, Marko Tubic, Sean Erhardt, Phil Megenhardt, Ken Saunderson, Jennifer Beus, Paul Robinson

**Staff:** Trisha Rarey, Caroline Sherman

**Guests:** Stanley Jaskot & Carrie Bauer of BF Day Elementary School, Amina Kapusuzoglu

The meeting was called to order at 8:35 AM by Pete Hanning

Introductions

**Personal Story:** Pete, walked around and saw the new Milstead. Looks great! Also viewed the swales and runnels under the Aurora Bridge. These will capture a lot of polluted water runoff! Lighting up the pillars will look fantastic.

Motion to approve the August Board Meeting Minutes made by Phil, seconded by Jennifer and were **APPROVED**.

**Presentation of BF Day Elementary School Honorary Membership Resolution**

- Phil read the resolution. Photos were taken!
- Stanley invited us to have a meeting at their building early (7:30) and enjoy the school in action.
- Ken invited them to join the board and Carrie said “we’d love to”.
- Carrie asked for help with a dangerous situation with bikes flying through cross walks. Pete will reach out to CPT Officer for this section and they can monitor. There have been some patrols, but not enough. Marko will reach out to Cascade Bicycle Club. There is a flashing light with a button, but there are some problems.
- With darkness coming, need help getting the word out.
- Ken suggested welcoming them immediately to the board. They were so welcomed.

**Oktoberfest Report – Phil**

- Oktoberfest report. (See attached email from Phil.) Attendance was 200 more than in the past. Exceeded our budget.
- Liquor & Cannabis Board issue: very serious. Bold Hat Systems failed on every level on Sunday, when kids were there and when LCB’s checkers were there. Email sums it up. Last 4 years, it was little kids with parent or guardian. Not used to unaccompanied tweens/teens. The checker had an under 21 wrist band on, with a long-sleeved red shirt.

He was able to get served at 8 different tents, before it was shut down. The three volunteers who failed, were late to the training and didn't see the training video. Need to manage volunteers' sense of urgency. First line of defense, cashiers didn't happen. Explained the 30-minutes stopping serving was a compliance check. After that things went smoothly and folks showed their wrist bands. Volunteers that were talked to and pulled aside will not be issued tickets—a relief! Next step is for the LCB to step back and decide what to do. Suzie knows the Captain, and will make some calls. We're like any bar. We won't lose our license, but we might lose Family Day. 269 children came to the event, which equals approximately 800 people (assuming 2 parents) which is a good thing. Very different, good experience with the police, who were walking around in the event. Considering making Sunday a no-smoking day. Lieutenant shared that he thought the shut-down was a great process for dealing with the non-compliance issue. Oktoberfest would pay any fines. First violation fine is x, second violation fine is much higher, and Oktoberfest would have to close.

- Pete suggested we have our elected official at the LCB's meeting.
- There was also a tendency for folks not to give their tokens. This is a common issue, and needs regular reminders.
- Friday general traffic congestion makes it hard to show up. Weather was great! Cold Play concert—these are our customers! Yellow lines helped move the crush line back. Better signage made it easier and faster for volunteers. Jennifer and Amina went through the volunteer training. Amina found it very organized. Layout, beer service, the bands, donations from businesses, HomeStreet Bank sponsorship. Security did push people out assertively after last call at 11:30.
- Highest pre-event sales. ~\$63k in media/sponsorship income. Including Fremont Studios was a great addition as a sports bar. And their 10k square feet of space would be great, if it did rain. Working with Theo's was a joy.
- Phil to send list of sponsors to Trisha to put in Friday blast to thank them

### **Finance Report – Phil**

- See Financial Position and Statement of Activity. Meetings down \$500, Membership down \$1500.

### **Old Business**

A. Board Recruitment—nice job to Ken

B. Website—Caroline

- a. Need photo for Chamber of Commerce main page! Google search on Fremont Chamber of Commerce takes to Chamber of Commerce, but no photo!
- b. Troll issue is still pending—Pete.
- c. Can add own event now for members.
- d. Member Updater feature is coming.
- e. Professional Development money is available to staff to be trained.
- f. Money is available to maintain the website.
- g. Get rid of Wallingford meetings on Chamber Events Calendar
- h. Fremont Solstice page needs Fremont Fair vs Fremont Parade pictures
- i. Change Latest News to In The News

## Chamber Staff Reports

- A. Membership and Office Management - Caroline Sherman
  - a. Need to email Members:
    - i. New website
    - ii. Update your own events
    - iii. Update your own listing
    - iv. We will be investing regularly in updating/maintaining our website and online presence
    - v. Surveys
- B. Marketing and Programs - Trisha Rarey
  - a. Dennis Bateman note about bench at upper Fremont: How to get a hold of Tom Scott. Dennis has no money. Kirby loves to work with him. Suzie will ask Kirby about it.
  - b. See attached. Although meetings are smaller, we've gotten more new members than last year.
  - c. October Candidate meeting is Thursday, Oct 19 at 8 am. Google providing food & drink. Candidates have penciled in time, Trisha awaiting firm confirmations. Board available to help. Mike O'Brien, North Precinct, Mayoral candidates, City attorney, Council 2 at-large. Phil suggests playing up the opportunity to see the inside of Google, as well as meet the candidates.
  - d. New Tableau Building opening up in Oct/Nov. They are happy to do something in December and have the Holiday Party there (or New Year's?) Everyone agreed to have the Holiday Party there in December, but we need to do it differently. It could be a way to dazzle our new members. Awards, Re-cap, that's it. Swag, great music, make it FUN! "Mistletoe at Tableau".
  - e. Holiday Campaign. Last year BHP was hired to manage the marketing, etc. It's in the budget to do that again this year. Increase FB followers. Wants to put tangible numbers: if we have 500 followers, how do we get to 600? Metrics & measurable results.
  - f. Create Walking Tours—get sponsorship!
  - g. No print, just promotion.
  - h. Newsletter did really well last year. Social Media doing really well because Trisha is on it more.
  - i. Walking Guide—John will print, etc., but don't have the capacity to renew—call those who were in it last year and ask them to renew. John will put together a scope of work.

## Committee Reports

- A. Membership Development/Member Services – Ken
  - a. Membership Drive—great meeting to work on Membership Drive: website, Oktoberfest, WG. Updating materials, brochures, emails, etc. Phil came up with great idea, a telethon at board meetings. Call program attendees, new members, renewals, delinquent, etc. Starting in October. Personally inviting new members to board meetings—personal involvement & potential new board members. Paul was "voluntold" to own the walk arounds, deliver stickers, etc.

- b. Marketing materials are flat, black & white. Membership Committee recommended investing in a color printer to add some color.
- c. Motion to buy a color printer made by Ken, seconded by Phil. Discussion: Jennifer—not to print color photos, but to get our logo there, etc. Motion APPROVED!
- d. Nominate Ken for award for Website & Membership Drive work.

B. Marketing and Major Events -- Phil

- a. Oktoberfest—see above.

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
2. Safety & Transportation Committee – Pete

**Announcements and New Business**

- Lenin—Soviet Car Museum guy will have a picture taken there.
- New Tableau building folks moving in, Milstead, Café Turko, etc.
- Membership 30-60-90:
  - Peter Glick—Marko will get us his number
  - Nectar—Phil
  - Paul—Heritage Bank
  - Mini-Storage—Sean
  - Add-a-ball, LTD—Suzie
  - Joule—Phil
  - Tableau, Neil--Jennifer

**Adjourned:** Motion to adjourn by Pete, seconded Phil. So moved at 10:02 am.

Minutes submitted by **Caroline Sherman**