



**Board Meeting Minutes
October 25, 2017
Brown Paper Tickets Conference Room**

Attending: Jennifer Beus, Paul Robinson, Carrie Bauer, Sean Erdhardt, Phil Megenhardt, Suzie Burke

Staff: Trisha Rarey, Caroline Sherman

Guests: Adrian Laney, Fremont Dock & Fremoncentrist; Thomas Whittemore, City of Seattle, Community Engagement Coordinator for N of Ship Canal; Amina Kapusuzoglu for Suzie

The meeting was called to order at 8:33 AM by Jennifer.

Introductions

Personal Stories

Jennifer—joined Chamber to replace Raymond Glandon. Didn't know what it was about. Learned it was the place to go to learn what's going on in the neighborhood, both business & local. Great for networking and feeling connected, establishing relationships.

Sean—Been in the neighborhood for 12 years. Started out as a cashier at PCC, worked part-time at Anytime Fitness, then took it over. Jessica encouraged him to join. Doing a lot of listening and learning as he grew into an independent business owner.

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

Board Recruitment: We welcomed Carrie & Stanley. Jennifer reached out to Allysa at Tableau, but hasn't heard back. And what about Neal Myrick there?

Membership Drive Telethon—Caroline

Caroline provided a spreadsheet with a list of new members to be welcomed, renewing members to be thanked, lapsed members to be encouraged to renew, and hot leads to be encouraged to join. After picking at least two names from the list, the board dispersed into the hall with their cell phones and made calls!

Jennifer:

- Rain City Acupuncture
- Have a Heart—no longer AJ Honore, haveaheartmarketing@gmail.com
- EpiCenter is going through a management change.

Phil:

- Pie—Jess, phone is right, jess@sweetandsavorypie.com??,
- ActivSpace—Chris Wood, 206-784-7000, VP of the company, fremont@activspace.com goes to manager & he'd send it on. Caroline to email follow up—DONE!
- Tableau: Neal Myrick

Sean:

- Norm's Eatery—Jason Cottom, cell #206.371.5263, girlfriend Jessie, Via Tribunali mgr
- Fremont Tour—Mark Ukelson

Amina:

- Nectar—left vmail
- VAM Studios—left vmail, dance school

Carrie:

- Spine & Wellness—Marni, not available until 10:15—left message
- Fremont Community School—Teresa would like to come to board meeting, admin@fremontcommunityschool.org

Paul:

- Triangle Spirits—vmail is full & not accepting msgs, Amber
- Fremont Jewelry Design—Lisa, call back in an hour.

Finance Report – Phil

- See attached Financial Position and Statement of Activity.
- Revenue engines: meeting income, membership income, events income.
 - Meeting income: slow
 - Membership income: slow, but gearing up, 35% away from goal
 - Events income: looking at Nov/Dec
- Basically we are in the yellow.
- Arts Fund is now a Reserve Account vs in the General Fund.

Old Business

A. Board Recruitment

B. Website Updates—Caroline

- a. We are loving the new website. It is easy to update from the backend!

C. Membership Drive—Caroline

- a. Use the Join & Renew page
- b. New website is fun to show off
- c. Send boilerplates to the board--DONE
- d. New businesses are discovered by walking around the town, Board members & Trisha letting us know, and cold calls
- e. Send current membership list by classification: health clubs, restaurants, etc. Send in Excel with intro on how to sort. DONE

Chamber Staff Reports

A. Membership and Office Management - Caroline Sherman

- B. Marketing and Programs - Trisha Rarey
 - a. Focus on Nov/Dec meetings
 - b. Hourglass Escape Room in Nov for 10-15 mins
 - c. Celebrating Beer/Wine/Spirits at Schilling Cider: Barrel Thief, tasting class; Fremont Brewing; Schilling Cider; Wed, Nov 15, noon.
 - d. Comedy Sports Happy Hour with TownSquared—Atlas Theater by Pie
 - e. Dec Holiday Party not at Tableau due to extra security demands. So checking out space with new member sent over by Suzie. It's in upper Fremont.
 - f. Focusing on networking events. Will be attending networking events.
 - g. In contact with John about the Walking Guide. Need to get this going.
 - h. Membership Drive—walking around, knocking on doors.
 - i. Holiday Campaign—bi-weekly promotional email for the retailers—retailers really liked that.
 - j. Increase social media presence for shopping & dining.

Committee Reports

- A. Marketing and Major Events – Phil
 - a. Oktoberfest went great. Follow up with LCB—haven't heard back from them, but it's happening.
- B. Membership Development/Member Services – Ken
- C. Programs – need a Committee chair
- D. Community Relations
 - 1. Fremont Arts Council – Carrie volunteered
 - 2. Fremont Neighborhood Council – Need Representative
 - 3. North Seattle Industrial Association – Suzie
 - a. COMP Plan: Once a year these issues come out of the blue. Two industrial areas (3rd Ave and west) are included. They can only do this once every 4 years and through the City. Industrial Plan—lots of work going on. Not focusing on industrial outside of the BidNic. South of 36th street is still zoned as an industrial buffer. Hoping City will throw out “industrial buffer”. No one builds in industrial buffers. We would prefer Industrial 2 or Industrial General. Hope the properties to the west would build other things than grocery stores. Can't build in commercial any more—all used for apartments.
 - b. Inundation of camping—difficulty of getting folks to move on. There was a cleanup from the dinosaurs to Hale's by the Rotary Club.
 - c. Sodo is losing 1 long-term industrial business a week!
- E. Advocacy
 - 1. Governmental Issues – Suzie

2. Safety & Transportation Committee – Pete can no longer do this. It's at night, 7pm at North Seattle College. First Wednesday. A good hour. Next one is Nov 1st. Phil will give it a whirl.
3. Thomas reported: Meeting at Hales Palladium: DADUs & ADUs—scope & environmental impact. 6-7:30pm. Two alternatives—as is, or both, no parking & owner doesn't have to live there. Concern is that it will yield triplexes. Parking is a big issue. City is trying to find affordable housing. SDOT will not be there.

Announcements and New Business

A. Rocket—Adrian Laney, Phil

1. City received complaint about Rocket's lights causing glare all night—Adrian
2. Someone had turned all the lights out and pointed them at the PCC building. He realigned them and screwed them into the roof with Phil Sueten's approval. Timing is 4pm to midnight and within City parameters. Phil has talked to the City. He got a slap on the wrist, it's all good.

B. Lenin Lighting—Adrian

3 day event Dec 1-3. Music festival? Studio put a kybosh on that. But Adrian has it for next year. Map on website. Go around and tick off every business you go to, then they get a prize from Fremocentrist—a shopping spree sponsored by Fremocentrist. Costing the retailers nothing at all. This is what Festivus is about. Art Walk, Festivus entertainment. PCC helping with food & beverage. Anytime Fitness putting on fits of strength challenge. Suzie doing the chicken dance. SeaSound carolers & vocal version of chicken dance. Promoting Art Walk after that. Black Friday alternative! Can the Chamber support with \$\$ and be sponsor? Will be making a plaque. Budget is \$1,000.
MOTION: Phil moved that we provide \$1k cash & \$1k promotion value on our website. Suzie seconded. APPROVED. Trisha to connect with Adrian on the promo. DONE

C. Trick or Treat—125 businesses & most of Upper Fremont. Free dance lessons.

Closed Board Session started at 9:45pm. Suzie agreed to take notes.

Adjourned: Approximately 10am.

Minutes submitted by **Caroline Sherman**