



**Board Meeting Minutes
November 29, 2017
Brown Paper Tickets Conference Room**

Attending: Pete Hanning, Suzie Burke, Marko Tubic, Phil Megenhardt, Jennifer Beus, Paul Robinson

Sean Erhardt, Ken Saunderson

Staff: Trisha Rarey, Caroline Sherman

Guests: Sarah Kennedy, Fremont Vintage Mall; Noel Davenport, Capes & Powers; Jake Weber, Director of Family Works.

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

Introductions around the table.

Personal Story: Caroline shared her appreciation for Fremont. It's fun and the architecture is very interesting.

Photo Taken

Pete: Café Ladro—CFO, not correct extension (201); Triangle

Phil: Fremont Tours—wrong number; Foss Maritime—left message; Epicenter—new management

Marko: POTS Gallery, Union Bank—left messages & will drop off materials

Jennifer: Cornerstone Fitness, Seattle Medical Marijuana Association (Jeremy Lang not there) Jay Bensen, Jay@pot-stop.com, 206-387.7241

Stanley: Epicenter Apartments & Maven Yoga—no phone # so will send an email.

Paul: The World is Fun (later), NW Fitness Project

Suzie: LTD (later); Seattle Pacific University. They own 6 Nickerson Street, new school of nursing going in. 2, 4, & 6 Nickerson. TPM is in 2 Nickerson. Will be taking in 96 more nursing students/year

Sarah: BlueBird—via email at greetings@bluebirdicecream.com

Awards for Holiday Party:

- Reuben Carlyle for defending Lenin Statue along with Gail Tarleton.
- Bar House—new business in Fremont, roof of old Edward Jones—20 vintage glowing Santas. Marko will follow up with them to join.
- Jean Muir as past board member who wrangled SPU through their process for putting their tunnel through Fremont. Will be taking over site where statuary was for 5 years. Jean has

kept it from invading spaces we couldn't afford to give up. You can leave Fremont but Fremont is not going to leave you. She's been a paid consultant by SPU to do this. The tunnel is 14' tall—can drive a truck through it. Thompson Sewer is a brick holding tank that is over 100 years old and still in use.

- New Tableau building—owners are CoU Group (Mark Grey, Joanne & Mike Hess). They have gotten every award to be given for a beautiful building. We should award them for Best Placement of Berlin Wall piece. Also for Rowing Man from Boys in the Boat. Swales & runnels under Aurora Bridge, and taking water from bridge and filtering/cleaning it through the ground. Owner is manager of Fremont Lake Union Center and they will do this also.
- Mark Grey actually got the light at Troll Ave.

Holiday Christmas Party is Thursday, Dec 7th. Ballots for Board Member have to happen. Festivus kicks off this Friday. Current Board Members and dates for renewal.

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

Finance Report – Phil

- See Financial Position and Statement of Activity. Reporting on October. Revenue engines: Publications. Received \$\$ from Fremont Business Directory. Walking Guide income starting now. Membership (59-60% of budget—on track) & Meetings (down 47% with a goal of \$600)
- Oktoberfest income reported: almost \$3,000.
- Total Revenues for October at 99.4% per our goal.
- Grey Area: expenses are under 37%--on track.
- Net revenue is in a good spot.
- Revenue engines: Nov & Dec. Delta to reach the Meetings Goal is pretty big to catch up. Membership income we are on track to do that. Website expenses look accurate.
- Expenses for Dec & Jan—we do a Holiday Campaign. \$1k for that (plus \$1k promotion value). Holiday campaign @\$2,500 BHP last year—on track to do this. Started campaign last week and pointed people to our new website. 16 people clicked through to the website, which is better than it sounds. 3-4 years ago, we ramped up on the Holiday Campaign and tried to get the small businesses to partner with ad-buys. But they are too cash strapped, so now our focus is to bring people to Fremont.
- Festivus is Kirby's brainchild. Costs to setup the lights on Lenin. Lenin will get more attention this year. Extending event to Saturday and bring in shops to engage, including scavenger event. Do we have more \$\$ in budget for Holiday Campaign. We could give them more money in the Holiday Campaign line item.
- Pete proposes we bump up Holiday Campaign funds from \$500 to \$1,000 to Kirby for the Holiday Campaign/Festivus (in addition to \$1,000 already earmarked for Festivus.)
Seconded by Phil. **APPROVED!**
- Took time to redo budget to tell a story and make it clear to Contractors. Will be doing that again in January.

- Suzie: this is a membership organization. We get funds from the Fair and more from Oktoberfest, but the membership dues really drive the Chamber. Participating really makes a difference. From large to small, to long-standing businesses, to the newest businesses, it's about bringing forward the value to each member.

Old Business

A. Board Recruitment

- both Ken and Pete need to re-up. Pete is willing to re-up for the Board. Officer elections take place in January. We put Ken's name on to re-up. We still have an opening.
- Proposals for new board members: Phil met with someone from Tableau who is planning on joining.
- Need to do a Board Retreat. Use materials from several years ago. Phil suggests February for this. Gives everyone a chance to collect themselves after the holidays, refine the budget, etc. Phil can pull together the materials from several years ago. Do an abbreviated SWOT analysis.
- Caroline to send out Google Calendar/Doodle for February, during the week in earlier February. Consider a half day. Suzie will get us a spot. Ideally the Green Room at Studios? Lunch to 6pm? Mon, Feb 5-8. Don't do Fridays. Consider Wednesday Feb 7th.

Committee Reports

A. Membership Development/Member Services – Ken

- Membership Drive—Pete
 - He loves the new website and is very dynamic for retail businesses. Reach out to Masonry at base of Tableau.

Chamber Staff Reports

A. Membership and Office Management - Caroline Sherman

- Capes & Powers—if it turns on and is associated with your business and doesn't work, call them. IT Security experts.
- Phil: update the email template. Send this to the Board with the phone scripts.

B. Marketing and Programs - Trisha Rarey

- Just had the meeting at Schilling Cider and it was a success! Hourglass Escapes was there with fun puzzles. Finalizing a script for Spring event we are doing. Find the missing eggs event. Trying to get all the retailers involved. Clues at the shop. Newspaper folks can buy for \$5/\$10. Similar to Whidbey Island/Langley's Murder Mystery Weekend. The whole chamber gets involved, you buy a newspaper with all the clues, actors on corners. Understudy to Chewbacca has been murdered. Very campy. Gets everyone involved. People walking everywhere. Try it out this year and see how it goes. Consider associating a charity with it. When MS does the pub crawl, lots of people get involved. Create giant bunny Easter ears on Lenin, Troll, Dinosaurs, sell little ones to kids, etc. Loop in Ryan from Sunday Market.
- Tomorrow is Happy Hour event with ComedySportz. Have a bunch of folks signed up. January meetings are listed. Set for Tableau, Jan 17 at noon.

- c. Holiday Party—what is board involvement? Show up and give away awards. InfinitiRED next to Ha! Scripts for award presentations.
 - d. Walking Guides—we are behind on sign ups. Please talk it up. Trisha has gotten most of the businesses signed up to fill them up. Fremont Coffee Company.
- B. Marketing and Major Events – Phil
- a. Have no contact with FAC, especially regarding the Trademark issue. We need to get open communications with them. It seems they are at the lowest point in a while. Carrie is trying to connect with them and attend their next meeting, but hasn't been successful. There may be a back-end through their leasing of the School property. We need to connect sooner rather than later as far as Fremont Fair goes.
 - b. Add to January board meeting & Board Retreat agendas connecting with FAC on this. Marko will reach out in his role as VP Communications. Pete will too.
 - c. Starting on Fair this Friday. All other events going along just fine.
- C. Community Relations
1. Fremont Arts Council – Need Representative
 2. Fremont Neighborhood Council – Need Representative
 3. North Seattle Industrial Association – Suzie
 - a. Very active meeting yesterday. Two issues:
 - i. Sound Transit into Ballard is hell on wheels. Port of Seattle is not happy. ST is causing trouble.
 - ii. New PCC in the Ballard Blocks—big hole in the ground immediately south of Trader Joes. **[Keep this quiet until it is announced publicly!]** 3 buildings to get by issue with City of Seattle. New Seasons is half built.
 - iii. All camper vehicles are gone on 46th as construction is starting. Utility work will be happening soon.
 - iv. Building 1 = PCC; Building 2 = West Marine & day care; Building 3 = ??
 - v. Answering calls about Lenin. Pass-throughs from Chamber. Fremocentrist interviewed a Czech guy who came out to view the statue. Ukrainian representative wanted it. It has settled into a nice conversation that is kind of fun.
 - vi. Lenin Lighting—has Kirby contacted other Press? She sends info out.
 - vii. We still have a box of postcards with costumes on Lenin. She uses a few to extract from people that we aren't honoring Lenin. Mike Peck took those postcard photos. Still no contact with the Carpenter family.
 - b. Light at 1st NW & 36th. Will take time, but she's working on it. Top-asked for project in the whole north end. Former Mayor Murray's Neighborhood plan is not working. Will start working with Mayor Durkan. Will try to get SPU & SDOT to want this light.
 - c. Crosswalk/4-way stop at Evanston & 35th? Could we have painted lines?
 - d. Status on moving bus stop across 35th next to Key Bank? We have our entrée for that. It's a Metro issue and they are harder to work with. Add these to our 2018 Planning.

D. Advocacy

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

Announcements and New Business

- Jennifer: Terrible encampment in front of transfer station. Jennifer cleaned it up herself! 10 garbage bags worth of trash. The Transfer Station folks were grateful. They had talked to the City and were told it was an encampment, and therefore they couldn't touch it.
- **Proposed for an Award:** Jennifer for cleaning this! Add to the Blast! Jennifer to share her photos!
- **Jake Weber:** Working with Paul Robinson. Family Works separate from Solid Ground. Working for 20 years. Could Family Works tag onto an event that Chamber is already doing? For 2 reasons: for folks who could use our resources and for other folks to get the word out. They provide food. PCC has a barrel to collect food. Would love to do a community-wide food drive. We can plan for this in 2018. We always need food and hygiene supplies. Raising awareness. Folks also don't know about the mentoring advocacy. Stanley—4th & 5th graders want to do a Food Drive. Easter would be a great time to connect Family Works/Food Drive with our Easter Event.

Adjourned: Motion to adjourn by Jennifer, seconded Paul. So moved at 10:06 am.

Minutes submitted by **Caroline Sherman**