



Board Meeting Minutes
April 25, 2018
Brown Paper Tickets Conference Room

Attending: Pete Hanning, Sean Erdhardt, Suzie Burke, Phil Megenhardt, Ken Saunderson, Paul Robinson, Stanley Jaskot

Staff: Caroline Sherman

Guests: Lucy Peterson, BHP Safety Officer; Adam Gardner, Google; Amina Kapusuzoglu, Fremont Dock; Santana Andrade, Saunderson Marketing Group; Sarah Kennedy, Fremont Vintage Mall; Lisa Rezac, FAC—Solstice Parade; Devlin Timony-Balyeat, Edward Jones; Noel Davenport, Capes & Powers

The meeting was called to order at 8:30 AM by Pete.

Introductions

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

Guest Speaker – Liquor & Cannabis Board – Lucy Peterson, BHP Safety Officer

We get 12 permits per year. Solstice Parade is biggest. Issues: drinking/smoking in public. Important that local businesses are not extending their businesses into the street without approval and allowing folks in who are already under the influence. Talked to 7-Eleven about who they are selling beer to, as folks will buy it and pop it open right outside.

More generally, events are run by volunteers. Need to have these volunteers with their Master alcohol permit, and go through training. Phil M has upped his training for his staff for his events.

Other organizations, if it is not part of their normal business, they can get a banquet license for a private party—can't be open to the public.

- Phil sent email out to the bars to let them know about that.
- Increase in beer gardens by different agencies, not run by Bold Hat. Is there an increase in those? Not according to Lucy.
- Our numbers are down at our beer gardens. Stretched out on Leary Way.
- They can have a good time and not worry about other stuff. Haven't heard of issues. If there are, call SPD, and have the businesses get in touch with Lucy. Lucy says we have not had any problems she is aware of.

- Diane Newsome. Phil—we have done a good job and not had any problems in the past two years. Very hard to get the nightlife people to attend meetings and pay attention to these issues.
- Suzie: So far, the Police feels we are really good about this. Will they bring the mobile precinct this year? Not sure, as the guy who used to do that has retired. We welcome this for this year.
- We have put a lot of emphasis on activizing Sunday as an all-ages day. Pete’s numbers are very different on Sunday, much more food sold. We really want to keep doing this. With sponsorship of HomeStreet bank, we got the bouncy toys for the kids, with a beer garden next door for the parents.
- It’s also Father’s Day. No significant changes from last year, per Lucy.

Guest Speaker – Google Scavenger Hunt – Adam Gardner, Google

Longtime & growing presence in Fremont. Feel lucky to be part of this community. Friday, June 8th event: Google Fremont Block Party, 2-6pm. Goal: Build more connections between employees & local businesses. The employees who live here know the area, but the folks that come from elsewhere need an introduction.

High Level Features of this event:

- If a restaurant or bar, try a certain drink or dish—Google will sponsor the special dish, etc.
- Retail: want to manage demand, but get folks in there, and work on repeat visits
- Kick-off at Google, fan out to different locations in teams, come back around 5pm for wrap party open to whole community and that’s it.
- Scavenger Hunt style. We have a wealth of info to provide for this. Also, ask Suzie or Kirby.
- Physical area: West to Leary, East to Stone, 3rd NW to Interlake. Power Station/FAC—getting in full gear for Solstice.
- PCC contacts: butcher, baker, etc. Or other caterers, like Ripe Catering.
- They have a budget to work with. Hope to subsidize deals at local businesses.
- What opportunity will businesses have to reach out to employees? Local businesses could have booths, etc.

How we can help:

- Briefcase Relay event—Google should have a team!
- Suzie shared a flyer about Kirby’s Fremocentrist event at Library and encouraged Adam attend. He could also contact Judy Claridge about history.
- Put something out in Friday Blast. We should take a table. May 16th mtg—share more about it then.
- Contact Phil—Bold Hat has a big list of followers and can help promote the event.

2018 Budget & Financial Highlights – Phil

Budget put together in the last couple of months. Not reviewed much at the retreat, but we did agree to add a new contractor to our team of contractors. Added Programs person—Ken Saunderson. That generated an income line that changed our meeting income. Phil & Ken worked together and put his revenue in the Meeting income line item.

- Meeting Sponsorship.
- Meeting income increased based on projections.
- July & Oct events bumped up to \$400.

Expenses: Consulting services, Line 6030, we added 6035 Programs Mgr Saunderson Mktg at \$1500/mo max. So far, he's been under his projected budget.

- This is an active, live budget, but we need to vote it in per the By-Laws.
- Membership projections based on when members renew. 100% retention is what we are going for.

If we meet our expenses and income projections, the Chamber should have revenue of \$25,000 at the end of this year. Prudent Reserves: we have 1 year+ in savings. Phil recommends keeping it at 100%. We could draw the excess off and apply to programs or art fund, etc.

Motion to approve. Suzie moved to approve the budget as is. Ken seconded. Discussion: Pete thinks it will be really good if we could do a good dive into the budget twice a year, and the rest of the year check in to see if we are on track. All in favor. **MOTION APPROVED.**

Open Business from Last Meeting

A. Hysterical Markers & Walking Guide

- The WGs have been delivered to Fremont Dock.
- Someone working at Fremont Sunday Market could wear a t-shirt saying Fremont and hand out Walking Guides. We could have that person take care of all the Hysterical Markers. Get an audit to learn which ones go through the WGs fastest. Would need to discuss budget with Phil. Jon Hageman—bring him into the conversation. Jon “owes us”, so he may want to do this as a volunteer thing. It's a supervision thing to cover the HM.
- WG is our only printed marketing tool. This is a great start. Phil is not sure if handing them out at the Sunday Market is the best idea.
- We didn't get through all of last year's WG.
- Sarah Kennedy (Fremont Vintage Mall) would be happy to have a box and display them there.

B. FAC Contract – Lisa Rezac, FAC

Lisa is new and coming up to speed. Suzie asked if Lisa was offended when Lucy referred to it as the “Fremont Solstice Fair”. Lisa is still learning about the trademark issue, etc. She has heard rumblings of it but is not personally offended. Our only issue is whether the Arts Council is hurt by all of us doing this together? Suzie doesn't think they are—that's the benefit of doing things together.

C. Bunny Ears Project—Arts Fund. Art is not our main mission, but we want to help raise funds to maintain it and generate new art. So, we hired a local FAC artist to make bunny ears for Troll, Lenin, & Dinosaurs. BF Day & Anytime Fitness also got involved with the Waiting for the Interurban (WFTI) & JP Patches. We will be re-using them. Need to get clear where they are

being stored. [Caroline has emailed David Roman about this, but has not heard back as of 5/22/18.] Suzie has the dinosaurs'. The BF Day kids had a great time decorating the WFTI. Anytime Fitness got a lot of photo ops working on the JP Patches statue. They would put up fresh bunny ears, as they kept disappearing. The eggs lasted at least through Sunday. Was there any trash? No. Someone needs to adopt the WFTI to help keep it clean. We love folks to interact & decorate the statues, but they don't come back and remove it. New folks remove and add their own, but often leave the old stuff as trash.

JP Patches Historical Note: Armin Stepanian—very interesting character, had a recycling business. He did a lot for Fremont but did not get along well with artists. Rich wanted to cast the statue in aluminum but found it too expensive. Armin objected. Rich made the face of the dog in Armin's image.

- D. FC Move to new digs. Huge kudos to Jennifer for boxes, Sean & friend for muscles & wonderful attitude, Fremont Dock for Ray & Kemal. Great space and we are all settled in. Thanks to all for the great help!
- E. Elections/Board Recruitment/By-Laws Review
Please take home & review bylaws. Last year we didn't do elections by the book, but we were open and transparent and recorded the decision we made. This year we are going to get back on track. New people can still be active and get involved and will be voted in at the end of the year.

We have not updated the Bylaws in 3-4 years. Review them for changes. Make proposals for changes (clean & lean, no serious wordsmithing) and we will vote on them at the end of the year. Is it meeting the needs? Ideally, we would have a committee: Pete, Ken & Amina volunteered.

Member Engagement Telethon—Tabled until next meeting.

Office Reports—see handouts

- A. Membership and Office Management - Caroline Sherman
- Culture Foundry working apace on website updates.
 - Troll—can we use it on our website? Suzie says FAC can give us permission. Steve was given money Fremont raised, then he trademarked it. But FAC has ability to give us permission. [Did not get the whole story here.]
 - Hysterical Markers—how many are weather protected? Are we promoting the right things? Are they meeting up with our new goals? They are not meant to be at any specific landmark, they are meant to encourage folks to go FIND the landmarks and walk around. We need a re-boot.
 - Ken has invited Hans Bjordahl to come and talk about ways to leverage our website.

Committee Reports

- A. Programming – Ken

- a. Review of April Meeting—fabulous, lots of energy and enthusiasm. Sean did a great job talking about what it does for him. Pete went on the friendly offensive trying to engage the different tech companies and are we meeting their needs. Salmon Bay Marina—target them & engage them for the Maritime meeting. Last two meetings have been well run and engaging. Getting some real value.
- b. What sort of criteria to use for our programs going forward? Opportunity for members and attendees to promote their business, network with other businesses, learn new things.
- c. Upcoming Meetings—see handout.
- d. Walk Fremont

B. Government Relations -- Suzie

Tax on jobs. Extreme increase in costs—tax on sugary drinks, straws, ??, property taxes, utilities. Pete is concerned!

Announcements & New Business

- A. Kelly Lyles—art cars, wants to apply for arts grant.
- B. Lisa, FAC. Wants to get grants & sponsorship for the Parade. See handout.
- C. BF Day—One of the most fun things we do is Village Day on Friday, June 8th, 8:15-2:15. Kids create things and run a small business. Half of class are shopkeepers, other half use BF Day dollars to shop. Morning & afternoon sessions where kids flip roles. Consider tying in with Google Scavenger Hunt on same day. Connect Stanley with Adam at Google. Sat Jun 2, BF Day Auction at Fremont Abbey: General Thank you, ribbon cutting for new playground. Last year, Suzie cut the ribbon. Please send photos! Get Auction procurement committee in touch to get our membership involved.
- D. Ken: stealing an idea. Georgetown Bites. 29 businesses involved. \$5 for tastes. \$4 for the food/drink, \$1 for Merchant's Association. Tickets sold at trailer park, the place was jammed! It really got folks circulating. Ken discovered places he didn't know about, and he spent more money than intended. Like the Green Lake Chamber's Food Walk. Does it work for pricing points?

Adjourned: Motion to adjourn by Sean, seconded by Stanley. So moved at 9:55 am. Closed session ensued.

Closed Session

Minutes submitted by **Caroline Sherman**