



**Board Meeting Minutes**  
**July 25, 2018**  
**Brown Paper Tickets Conference Room**

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

Carrie Bauer, David Roman

**Staff:** Caroline Sherman, Molly Gallagher

**Guests:** Jane Kelly, Gravity Payments; Sarah, Fremont Vintage Mall; Noel Davenport of Capes & Powers dropped by and gave us donuts!!

The meeting was called to order at 8:32 AM by Pete.

Introductions

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

Member Engagement Telethon—Will call by end of today or at least by Friday.

**Finance Report – Phil**

See handouts. Program income may not be correct. Some income comes in the prior month. Need to double-check with Holly/Rain City CPA to verify allocation. Membership income doing really well. Walking Guide fees are likely for distribution of WG by The Stranger. Track this for 2019! Thanks to Phil and to Ken for bringing up our program numbers.

**Open Business from Last Meeting**

- A. Entrée letters for Culture Foundry - Sean, Phil (Miir)
  - a. Sean hooked Jory up with evo. He will also try to get them hooked up with Hashtag. Phil will connect them with Miir.
- B. August Board Meeting—Should we meet? Pete moved that we not meet in August. Phil notes that it comes at the end of August/beginning of September and kicking off Oktoberfest planning. (Phil got 638 volunteers last year, equivalent to \$25k of volunteered time! Would like to get 16 people on the Friday from the Chamber! Phil will send out a flyer for our board to post to their employees.) Phil seconded. All in favor, no opposed. MOTION APPROVED. There will be no board meeting in August.

**Office Reports—see handouts**

- A. Office Management - Caroline
  - a. See handout.
- B. Membership – Caroline & Molly
  - a. See handout.
- C. Molly’s Report – ramping up. Will be updating OneNote. Working on Marketing Plan. Meeting with board members. Revamping Friday Blast concept. Needs her contract. Also clarification on our roles.
- D. Ken – Molly is doing great! Marko will provide sales training. Bonus pool/commission needs to be clarified.

### Committee Reports

- A. Events Committee – Phil
  - a. Fremont Fair brought in \$3,888.01. Less than last year’s. Why? It was a beautiful day, perfect storm? It’s a different event now. Beer sales were up vs last year. Older crowd with little kids. Total vendors (life blood) is down, not due to lack of hustle. World is changing. There are fewer folks signing up. Has City’s push on trade fare fees affected this? It effects out of town vendors. One more barrier to business. Donations are down due to credit card sales—harder to take donations. Will put in place a “donate a dollar”? Gravity Payments could help with that. 353 was highest vendor number, now at 251.
  - b. Suzie suggested adding games to bring in the Millenials. Police were very pleased.
  - c. Ken offered big kudos to Phil for putting on this great event and cleaning up so well.
- B. Marketing Committee Meeting Report – Ken
  - a. See handout.
  - b. Molly to talk to Suzie about how to contact...[who?]. Brandi spoke with Zoo & they love the idea [of sponsoring the Hysterical Markers?]
  - c. **MOTION:** Ken moved we move forward on Social Media campaign plan at \$2,000 annually pending approval of budget. Jennifer seconded. Suzie asked Ken to connect back to Fremocentrist.com. All in favor. **MOTION APPROVED.**
  - d. **MOTION:** Ken moved to approve retaining member list & sending out member emails at \$100 for members/release and \$150 for non-members/release. Pete seconded. **MOTION APPROVED.**
  - e. Meeting list—Don’t share, except with Public Officials on a case-by-case basis.
  - f. Holiday Campaign—Ask Pete to ask Neighborhood Council to consider sponsoring a contest in the neighborhood. Advertising will start early in the holiday season.
  - g. Fremont Blast—rebranding, still working on the new title. Consider first Monday of the month. Info in the past has come organically from membership and event submission activity. Fremocentrist has a great calendar. It’s better than ours.
  - h. Molly to redesign Blast, business cards & membership collateral. She will let us know if she needs extra design help, and Ken will have her work with Yvonne.
- C. Programs Report - Ken
  - a. Looked at last 6 months last year. Averaged 17 people for each meeting & no sponsorship meeting. March on, 365 attendees & sponsors. June \$400 sponsorship. Thackeray wants us back. Positive cash flow on registrations. \$1k profit from June mtg. Last year total profit of about \$2,900. July breakfast was amazing. Thanks to Suzie for

- participating. 6 really cool women and how they are shaping Seattle. The more recent programs go later. Of ~58 people ~22 were members! That's different than in the past. Will add 36 non-members digital e-card invitations to join & thank you for attending.
- b. September's meeting at Nalanda West. Focus on Social Good/Shameless Promotion.
  - c. No August meeting. Consider informal Happy Hour event. Maybe at Red Door? Yes, this is a good idea!
  - d. Consider informal Marketing Committee meeting to follow up on some of these initiatives.
  - e. Got CEO from WA STEM to come to meeting in November. Maritime Academy, Adobe, etc.
  - f. HIGH FIVE & ROUND OF APPLAUSE to Ken.

### **New Business**

- A. North Northlake Way seawall is collapsing. Goes into lake along with sewer. The work is making Northlake very difficult. 42 parking spaces removed. 60' plat that never quite was 60'. UPark is prioritizing parking for locals. 3 construction jobs in the area also need parking. Any SDOT contact? Remind them we have this top priority project.
- B. Holy Names Academy taking over half of LWRC's space, maximizing LWRC's space. YAY!
- C. Dino cleanup happened. It was really hot. Molly has pictures. It went very well. About 20 people showed up.
- D. Hales Ales 35 years!
- E. Bylaws & Elections to be addressed next time.
- F. Red Door: Food Channel, Diners, Drive-ins & Dives, 9pm
- G. JP Patches statue vandalized. Suzie to follow-up.

**Adjourned:** Motion to adjourn by Suzie, seconded by Paul. So moved at 10:04 am.

Minutes submitted by **Caroline Sherman**