



Board Meeting Minutes
September 26, 2018
Brown Paper Tickets Conference Room

Attending: Pete Hanning, Phil Megenhardt, Sean Erdhardt, Paul Robinson

Staff: Molly Gallagher, Caroline Sherman

Guests: Amina Kapusuzoglu, Fremont Dock; Brandi Gaines, Adobe; Emily Cantrell, World Trade Center Seattle; Katie Leis, American Cancer Society

The meeting was called to order at 8:40 AM by Pete.

Introductions

Member Engagement Telethon

- Targets: Molly to work with Amina to build this list.

Motion to approve the July Board Meeting Minutes made by Paul, seconded by Amina and were **APPROVED**.

Finance Report – Phil

A. Oktoberfest

- Weather forecast not great, but being a legacy event, people come no matter what. Weekend was dry.
- Need 700 volunteers to run smoothly. Had 450 volunteers, 15 from Rotary. Need to give them a donation! Consider \$1,000. Bold Hat would match that.
- Adobe Kickoff a big success! 212 employee/guests. 1st year military discount. 196 military IDs with \$5 discount. Sunday Dogtoberfest 187 dogs (vs 98 last year.) First year offered a Groupon-type discount at Costco about 3 weeks in advance at 5 locations. 262 tickets sold.
- Media: Friday, King 5 pumpkin chainsaw carving contest. Saturday, Q3 Morning News
- Very social media focused. Goal is 10,000. We got 4,000. Hashtags got used. Hashtag in the cup was a clever idea. Billboards around town.
- Poster: 100 ft tall woman. DJ booth had 30-foot-tall banner for folks to take selfies with.
- Attendance: overall 15,312 people. Down 1,346 from last year. Saturday had 9,909. They showed up in a steady stream all day.
- Chamber budgeted perfectly: Earned \$41,610.25. Budgeted: \$41,500. Not a banner year, but not lights out. Bold Hat budgets conservatively. Phil is pleased that it went so well.
- Check has already been deposited into Chamber's money market account.

B. Finance Report

- Doing very well. Our revenue engines for August which include Meeting & Programs doing very well. Meeting income is at 90% of our budget. Sponsorship is at 100% of budget. And membership income is at 111.42% of our budget. See attached. September and October are big membership months. Overall revenues at 104.82%. On track for a very successful year.

Open Business from Last Meeting

- C. Entrée Letters: Jory re: evo is hassling Sean. Jory needs to take it from here.
- D. Elections in November. Jane Kelly interested. Need to share terms with board.
- E. Bylaws—send in any suggestions/corrections to Ken and whole board.

Chamber Staff Reports—see handouts

- A. Membership and Office Management - Caroline Sherman
 - a. Phil moved to approve the proposed Member Level Benefit Revisions, seconded by Amina. APPROVED as edited.
- B. Marketing and Programs – Molly Gallagher
 - a. Molly meeting monthly with Ken. They were going to have CEO of Theo’s speak, but he couldn’t come. Replacing him with Ivars. Hoping to host it at the Zoo. Emily & Brandi both know Michelle at the zoo. We also all know Kerston Swartz.
 - b. Working on low-hanging fruit, targets, and new businesses.
 - c. Social media growing. Instagram is popular.
 - d. Working on new Membership & Advertising brochures.
 - e. We have business cards!
 - f. We are redefining membership brackets and levels – nod to Caroline.
 - g. Wellness event in February.
 - h. Happy Hours going really well. Summer Happy Hour had 40 people, and folks stayed 40 minutes after it closed. Next one at Nickerson St Saloon.
 - i. Great 3-hour sales training with Marko Tubic!
 - j. Seattle Marathon on Nov 25th. Need to set up a meeting with Phil and organizers to discuss their plans. It’s OK to come through town and is good for business, but we need to discuss logistics. For example, do they know they need to get permission at Quadrant Property, Mark Grey? Northlake Way is private property. Bottom Line: We are going to help them be successful.
- C. Christmas is around the corner! Need to allocate dollars to spend on Festivus. We are promoting Lenin getting LIT! Kirby will be sending Adrian to the October board meeting to discuss plans and ask for money.

Committee Reports

- A. Programs – Pete nominated Ken for an award for making our programs so much more professional and interesting. Ken has been helping Pete a lot and Pete is learning new things from him. Phil concurs. What Ken is trying to do is say here is how to do it, here’s the model. Check the boxes he is creating. There is value now at each of the meetings.
- B. Marketing – Fremont Oktoberfest does a lot of marketing for this neighborhood. It is on the global map. Fremont Dock is figuring out how to adopt the triangle west of here and put a

Welcome to Fremont sign there. Phil saw a line on Burke Gilman Trail delineating Fremont & Ballard. Need to move it west! Where are the signs about setting clock back 10 minutes. How can we promote Fremont further west?

New Business

- A. We need to contact the City about new garbage cans, but we need a good connection there. We will strategize more about this at the Annual Board Retreat. Note: Adobe is having a street cleaning this afternoon. Nominate them for an Award?!
- B. Is there Chamber money to encourage Holiday Lighting? Encourage businesses and homes to light themselves up by offering awards. Cash to Neighborhood Council to manage residences, or gift cards to small businesses? Large cash prize to winning local business, but has to be a member.
- C. Ribbon Cutting—discuss at retreat. Motion to buy giant scissors & ribbon made by Pete. Amina moved it. Paul seconded it. APPROVED! Get costs to Phil.
- D. Horizon House: Suzie & Judy Claridge—History; Pete & Toby Thaler—Current Events, Kirby & ? – Arts
- E. Goethe Institute Popup. Everyone duly notified
- F. Leif Erikson Bazaar seeking a donation. Not going to happen.
- G. Expanding Chamber: Rebranding to Fremont & Ship Canal Chamber of Commerce. Ship Canal is not a location, so it encourages other business not strictly in the area to see that they can join. With Ballard BIA shrinking, we are the perfect Chamber to give value to the locales from downtown Fremont to Ballard Bridge and back. Something to chew on and discuss at Retreat in the new year. Phil likes this idea.

Adjourned: Motion to adjourn by Amina, seconded by Paul. So moved at 9:57 am.

Minutes submitted by **Caroline Sherman**