



**Board Retreat Meeting Minutes**  
**January 30, 2019**  
**309 N 35<sup>th</sup> St, 2<sup>nd</sup> Floor Conference Room**

**Attending:** Pete Hanning, Suzie Burke, Sarah Kennedy, Brandi Gaines, Ken Saunderson, Carrie Bauer, Amina Kapusuzoglu, Sean Erhardt, Phil Megenhardt, Paul Robinson, Michael Wanaka

**Staff:** Whitney Moore, Caroline Sherman

The meeting was called to order at 12:16 PM by Pete.

Pete read the Mission Statement: *The Fremont Chamber of Commerce strengthens the business climate and improves the quality of life in the Fremont community.*

**Introductions** around the table. Icebreaker: Tell us about your very first job!

Pete: dishwasher on Queen Anne for a Greek boss.

Ken: Sales at a music shop.

Amina: Babysitter.

Suzie: Burke Mill secretary.

Michael: Alderwood Mall Macy's retail.

Sarah: Drive through coffee shop.

Carrie: Carpet cleaner's sales.

Paul: TV Commercial research, cold calling

Whitney: Import-Export brokerage firm dealing in trucks

Brandi: Babysitting & Dairy Queen

Caroline: Au pair in Holland

Phil: Distributing flyers, installing storm windows for Megenhardt storm windows & doors.

Sean: Mowing lawns, Arnie's restaurant busser

**Housekeeping (see agenda)**

Ground rules & agreements. Good ideas go into the Parking Lot. Break will be at 2-2:15.

**President's Message--Pete**

Last year's message was the Value of Funky. As things change, Fremont gets Funkier. Pete's Red Door guests love that so many things *haven't* changed: Fremont Fair, quirky shops, etc.

What is our compass point? The Value of "c". 2 c's in Chamber of Commerce.

- compass, community—the value of community
- complexity—the complexity and diversity of the word
- civility—great word with civil, civilization, etc.
- compassion—we all work with compassion



Ken: need to add new events here. There are other things we can do to make Fremont a destination and activity. The arts are an integral part of that, the Troll. Jon Hegeman suggested murals.

Caroline: Consider public waterway access. We have a guy for 3 years working on this. We need to support him and other efforts.

Pete: after the Earthquake, the waterways will be our only means of getting around.

Phil: Tourism piece of Fremont. The Troll is one of the top 5 in Seattle. Are we leveraging that? Are we leveraging our canvas, the bohemian, the funk. Festivus too.

Michael: Important to retail. We want people to come here and have fun.

Paul: We never see anyone from the Chamber. Get the word out, and visit. Improve Chamber awareness, more face-to-face time.

Pete: making events and meetings impactful for people.

Amina: Spotlighting businesses.

### **VALUE OF THE CHAMBER**

When talking about the Chamber, what are our values?

Sarah: Talking to SPD was quite impactful. The Chamber helped facilitate that. Another C-word—conversation. We talk to one another. Sharing, being on the email chain.

Phil: Having emails on important stuff going out to everybody. Action Alerts. Chamber Alerts. How can we do this?

Caroline: Consider using Chatbox to send these out.

Ken: Another C-word—connection.

Suzie: What still makes us different is that we still support small businesses.

Pete: this is the reason for the lower-case “c”.

Suzie: we started small. It’s wonderful if we get big and sustain. Growth is great. But small business startup is hard to support, as banks and others know.

Pete: One value is Mentorship. Helping each other this way.

Phil: it comes back to community. People living here feeling safe walking their dog at 10:30 at night. Big businesses like Adobe & Google moving here so they can live where they work. Need to hear from the folks that live here. The Chamber can do a lot to “activate” spaces.

Suzie: things that have been tried here have gone other directions. Parking lots are great opportunities.

Ken: catalyst. The Chamber brings groups together.

Suzie: We now have UW NW Physicians in the Burke Bldg.

Ken: need to get SPU more engaged.

Suzie will be cutting the ribbon on their new nursing program. Employment, teaching university, etc.

Sarah: consider UW, too!

Ken: consider using the “c” words as a new slogan for the Chamber

Sean: really appreciates the advocacy component. He doesn't have time to pay attention to local and city politics. So he is delighted to know that someone is keeping him informed and keeping his rights and small business rights in mind. We need to remind businesses of that. Being thankful for that. It feels good that his member dollars are supporting that.

Suzie: The city is not paying attention to small business, so the Chamber has to. Volunteer activism is what we do. Was going to be 700 paid parking places. Got it down to 70 and only between 11&2.

Pete: Ivar's Chamber meeting: Shared commiseration. Waterways Cruises guy was so happy to hear others were going through the same issues he was.

Ken: Leadership on marketing is really of value. Promoting the area with our limited resources. We promote the overall neighborhood and folks can use it in their own advertising. Making the pictures available.

## **FINANCE**

Phil has been treasurer for 2.5 years. For those new members, the one thing about the FCC, we have such a strong foundation. We have over a year of operating expenses in the bank that he doesn't let anyone touch. We are in a great position. We operate under a contractor model of staffing. We recognized how important it is for them to pay attention to their insurance, etc. We adjusted things and upped their salaries and we are still thriving.

Second thing: financial report for 2018. Dec and totals. Total Revenue at the end of the year: \$3,046.94 in Green! Amazing. A very profitable year for a non-profit. Did this even with a major expenditure on the new website in 2017.

Revenue engines: Walking Guides, Meeting Income, Membership Income, Major Events—delivers! We are a bit low on Membership income.

Walking Guide 5-Year report: Mission of the Walking Guide. A Jon Hegeman idea as a tourism idea. He gave it to us. It was used as a membership tool. Changed pricing of it in 2017 and stopped giving it away. In 2018 with new pricing. The deficit is what it cost us to do 50,000 copies. We need to distribute it better. Major member benefit.

Membership breakdown: shows levels and when cash flow comes in. Our biggest level of membership is at \$160/Business level. Since Jessica Vets left as Executive Director 4 years ago, we shifted to all contractors. We are now at about 40%. We have a lot of room for growth.

Proposed Budget for 2019. Conversations about what we want to do. We have looked at a lot of numbers. The proposed budget still has us at \$5k in the black, even with increased expenses.

Ken: Our pricing is low. We have bumped up our program pricing from \$10 for a breakfast to \$25. We still get push back on that. Opportunities to look at our pricing structure.

Sean: If we were operating at 100%, what would that look like?

Phil: We would grow in Milky Way members, we'd need more admin hours, value to that sector is clear.

Suzie: What opportunities does that give us to make Fremont better? And support those who want to make things better. If we really pushed, we'd still get lots more \$160 members as well as Milky Way members.

Sean: \$160 is not a lot. Businesses have a responsibility to be a member and participate.

Brandi: Milky Way members can play wiffleball!

Phil: If this is all we have, we are amazing! We are engaging, we are doing cool stuff, our team is going out there.

Suzie: If we expand the territory, we will also expand at the \$160 level to see what we are all about.

Ken: Need a Super-User person who can access our accounts on-line. Sean will be the one. Amina will be the Backup! Paul will make this happen. Paul to be our QuickBooks Admin.

## **TEAM BUILDING**

Pete: Jim Daley: "Orange you glad you come?" Power of the carabiner: can be linked into a chain. Everyone gets one. What c-word spoke most to you?

Suzie: Community—been doing it forever.

Michael: Compassion—we set ourselves apart by listening and trying to help.

Sarah: Collaborative—working with other retailers to work on First Friday & Third Friday events and be a destination.

Carrie: Climate—compassionate about our climate. Lots of ways to mend it. Be supportive in Fremont to clean the bridge run-off. Swale's going in but SDOT blocking. Consider rain gardens in every parking lot. Clean the water before it goes into the ship canal. Trees.

Brandi: has a gravel roof, but Kilroy won't build them a green roof.

Paul: Community bank. Has never worked for a bank that is so involved in Community. But also connection. It's all about getting out there and meeting the business owners. To get out of the office every day this year to connect.

Whitney: Champion for business, especially small business. Add conversion. One thing to bring them in, another to convert them to members.

Brandi: Collaborative. Not one person can do it all. It works in all lines of work. Work together to make things happen. She's the lead on Escape events. She's worked with all the other groups and the other tech giants here and pulling their resources together. Competition is good, but do it collaboratively.

Caroline: Communication. Push for transparency. Work on improved communication with members.

Phil: Conviction. Powerful energy to move things forward. Canvas, the art side of things. Paint the neighborhood as an amazing fair ground. The Canvas of personalities he works with. He is truly grateful for this. It keeps him humble.

Sean: Colorful, creative canvas! Fremont is so cool. There is no canvas like Fremont. Civility is his word. You don't hear it that often. Make eye contact, be a neighbor, be civil, be friendly, shake hands and smile.

Ken: Catalyst. There is a lot of talk and not a lot of action. We get a lot done, even though we are volunteers. How we do business, how we relate to one another.

Amina: Canvas & Compassion. Canvas in a conference where we got a talk from Art History professor, pentimentos, where the art is going and then seeing other things within. Create a nice picture for Fremont and constantly changing that. Compassion—millennials, baby boomers, GenX, ageism, grouping folks and labeling them.

Suzie: Add Commitment!

Pete: Compass. We are in the Center of the Universe. That is where our compass points always. It's in our mission. Making it so vibrant.

Passed around the carabiners and linked them together.

Ken: commitment pledge on back of agenda—please fill out and give to Caroline.

Pete: Chain unchain at end of meeting and keep it as a reminder of your commitment.

**2:00: BREAK**

**Approval of Minutes:**

November Minutes: Suzie said that we have

Call the meeting to order 2:23. Suzie moved to approve November & December minutes, Phil seconded. Add Paul to Dec minutes. Update Nov minutes with 3 named sectors of North Precinct SPD. Ken proposed adjournment, Michael seconded. Meeting adjourned at 2:24pm.

## **RETREAT CONTINUES**

### **Ken: Membership development, retention & recruitment.**

Whitney taking the lead on that. Whitney's role: Marketing & Programs Dynamo. At it for 2 weeks. Marketing being present in community. Spoke to 10 members and other business. Very active on social media. Oz. of Prevention on social media. Goal: members never have to ask what we are doing for them. Active on Instagram for 1 week. Have 15 more members. Using LinkedIn to advertise monthly programs. Exhaustive digital presence and physical contact. Reached out to Habitude for when they are ready to open.

Phil: Do you clearly understand how the numbers are Whitney's thing. The Board has instituted a telethon to connect and thank members. Hard sell & renewal are Caroline & Whitney's job and moving up the numbers. 60% renewals. A bit is marketing and event management. Sweet spot of membership meetings: follow up with non-members at meetings and make the conversion. Ken has built that into the programs, so we have had some success with that.

Ken: Another piece is when a non-member shows up they get added to our database. Great database of program attendees. Another database of member contacts. Need to reconcile these so the right folks get added to our mailing list.

Caroline: can update Thank You email, so more focused on email 1 is for invoices, email 2 is for programs & events.

Ken: Friday Blast can get back to thanking renewals & welcoming new members.

Phil: Instagram is great. Number one priority was membership. Acknowledging them is important. Now we have to get back to that.

Great efforts on social media noticed right away since Whitney took over.

Phil: Great to add sponsorship to Walking Guide. Monetize opportunities. Sponsorship, membership drive, WG falls at the end of the year. Consider moving the WG & membership drive to an abundant time of year. Membership marketing materials, Calendar of awesomeness, membership networking & benefits. This is a board driven mechanism.

Ken: cleaning up our advertising offerings: Hysterical Markers—keep or get rid of it. Telethon? Thoughts?

Suzie: would rather take 5 names and call at her convenience. 8:30 am is not the best time to do this.

Phil: The roots of the telethon were the staff didn't have enough time to thank everyone.

Pete: Why are you involved in the Chamber? Use these stories to help sell the Chamber. Whitney is doing this with a quick poll on Instagram. As long as it works!

Ken: Caroline—keep bringing telethon list to board meetings.

Carrie: Consider having the board mail cards. Have a “Card of Awesomeness” that is a thank you note and could be put up on the wall.

Pete: Still doing calls for non-renewals/lapsed, potential renewals get calls. New members & first timers get a card. WHO WILL DO THIS?

Sean: is it legal to do auto-renewals?

Brandi: Yes, if it’s the customer’s choice.

Caroline: quick overview of Chamber Dashboard.

Ken: Staff to create an annual plan for membership & marketing. Add people that renewed to our weekly blast, living document, use it as a road map for retention & recruitment.

Board meeting dog & pony show of website & membership

Messaging: Ken would be happy to lead a group on this. How to translate what we’ve talked about today in terms of membership and recruitment.

Phil: We helped install suicide fence. We saved 630 parking spaces. We saved BF Day School. We stopped Fremont Bridge from being closed for 2 years.

Suzie: Ask Kirby for all the things the Chamber has done in Fremont. Suzie will take it and share it.

Phil: Under Calendar of Awesomeness. Keep the calendar and update it. Use it to give out awards. Use more infographic version as annual report for next year.

Ken: Resurrecting Calendar of Awesomeness was a good idea.

Phil: Awards ceremony was great this year! It’s tough to pull the list together. Google and Adobe showed up, it was great!

AWARDS: The victims of the Habitude Fire and the volunteers who helped out.

Suzie: Monthly thing on the website. Takes some work to flesh out who it was.

Phil: Membership group and Holiday advertising ads. Membership promotion—how do we want to market? In our capacity for social media how much capacity do we have for retention.

Pete: A couple of years ago we put together a commission model for Caroline & Whitney if they hit certain levels. So we want add c-word “commission” and put that down to help.

### **3:00PM ADVOCACY GOVERNMENT RELATIONS & PUBLIC SAFETY**

Suzie: City Council: Rob Johnson not running. Alex Peterson may be our best shot. Bring him to Shameless. You need to know where you live so you know who you will get to vote for. Replace Mike O'Brien. Take phone call polls to help eliminate Mike O'Brien. Heidi Wills will likely jump back in. She was on it a number of years ago as the youngest person on the council. She has a better grasp on the job.

Pete. She was at a board meeting.

Suzie: Her husband got scared when Jeff Rufo got threatened. SCII Union was very bad. Sergio, SPD is also willing to run. But he would need lots of help. Personality & issue wise he'd be great. He's been walking the street from here to Ballard. He has no political experience or money. Suzie will help him. We can have more than one candidate that we like.

Sarah Nelson unlikely to run. She will be sitting on the committee at the City Chamber to vote them up or down. The Seattle Chamber thinks it's good that we have districts. We will get greater diversity of opinions. If not in District 3, it's not their job. In a week or two, you'll get Democracy Vouchers. \$100 towards someone campaigning on the thin. Not everyone will take them. One person running against Sawant.

Pete: Support candidates that support small business. Public safety, transportation for bus AND freight, those sorts of issue that are vital to our community. Providing a forum and after the forum helping support those candidates that shine on our issues.

Ken: Maritime Picnic at Maritime Academy. Great opportunity to meet candidates. Set up tables with different issues.

Pete: Our Districts 4, 6 (east), & 7 (west/Ship Canal). First time we will have seven council members running that we can vote on one of.

Suzie: John Arthur Williams: real estate taxes. Local improvement taxes. Get the tax assessor to talk about that. SPU building the single largest infrastructure project absorbing all the drainage coming down the hill. A tunnel going under this street taking all the drainage water out to West Point. Starts at the dump. We will be impacted... looking for mitigation, and a light and a pedestrian light. Phinney, Evanston. Kenny Snipes at dump will bring more garbage cans. Talking to anyone in City Government about this. Say all good things about SPD.

Pete: Add a time when we bring Pete Holmes out to find out why they are not prosecuting the folks the police are arresting.

Suzie: Safe heroin injection sites?

Pete: Main pillars: We've been doing a pretty good job.

Suzie: new head of SDOT. Bridge Head community. The roads are extremely important to us.

Phil: Advocacy 5 areas:

- 1) ??
- 2) Public Hearings--
- 3) Policy & position papers
- 4) Protecting ... Fremont
- 5) ??

Suzie: Kurt goes once a month, first Wednesday to SPD. Let him know and he will take any issues

Carrie: B. F. Day is getting new windows on the ground floor for better energy and safety!

Ken: Anti-shop lifting workshop. We use programs to bring folks in, as well as board meetings. Bring Pete Holmes to a board meeting—less public and adversarial.

Pete to invite Pete Holmes to a board meeting.

Ken: Sarah, do you have room for an anti-shoplifting meeting?

Sarah: She may have a space in the future, but no chairs.

Suzie: Consider Fred Meyer.

Ken: Caroline to ask Fred Meyer to consider hosting an anti-shoplifting program.

Michael: Officer Sergio being transferred up to Shoreline/late night/up north. No longer in Fremont. New guy is Garth.

### **3:20 PM MARKETING AND COMMUNICATIONS**

Ken: How do we want to communicate internally or externally. Adding festivals.

Pete: Small & simple grant to do something? Online marketing campaign. As we assess the need and what that is. How best we can apply outside.... Capacity of Whitney. Be sure to stay focused on the hard work and not get distracted by the fun fluffy stuff. We have to be very clear on the deliverables from our contractors, meeting numbers, etc. Is it marketing or is it this? Work with Bold Hat or anyone else? Look long term. Social marketing is great. Long range plan is important. Important to deliver consistent marketing.

Ken: We don't have a marketing plan. Tourism is a huge opportunity. Who are our markets? Fremont Tour bringing Seattle Concierge's to Fremont in June. So many new residents who have no idea what the Center of the Universe means. Opportunities throughout the year with events and seasonal activities. Restaurant and breweries, etc. We need a plan and a working group. We are missing an opportunity.

Pete: We need a plan and a budget to go with it. We employ contracts. We financially support businesses. We should cast our net wide and not concentrate it on only one or two businesses.

Phil: We need this to maintain momentum. The orange and blue brochures are history and tradition. No matter what materials we have, it's about us asking folks to be a member.

Caroline: Whitney & Caroline met with Conner Cayson, formerly of Knotis and now has his own company, and he also put together a digital meeting proposal, alongside Bold Hat's proposal.

Pete: Phil just doesn't want this to fall between the cracks. Timeline for Ken to put together a marketing plan and a budget for our March board meeting.

Brandi: will see if she can get us a discount on Adobe's Spark.

Pete: Supports using local businesses tools.

Ken: Additional marketing:

Caroline: Culture Foundry website support. Phil has worked into the budget the \$450 option with them. This is for maintenance, not major updates.

Caroline: Walking Guide & Knotis Maps: Phil & Amina.

Phil: Walking Guide is running fine. Consider meeting with Knotis maps to learn about their app and see if it could work for us. 2019 map is close to printing.

Ken: Jon Hegeman's mural proposal. Let him present a proposal. We are supportive, but let John run with it.

### **3:40PM PROGRAMS AND MAJOR EVENTS**

Phil: Fremont Fair is the week after Father's Day. June 21-23. Vendors are signing up. 35<sup>th</sup> Street is tricky. The slide is moving back up the hill. Rotary bouncy toys in same place. Fair is going well. It's our crown jewel party. FAC will talk to us in May.

Pete: It doesn't make us a lot of money, but it is our welcome mat to Fremont. Lots of free content. \$300,000 event.

Suzie: Solid Ground started it. Chamber took it over when it was losing money. Phil boosted it tremendously and now it doesn't lose money.

Ken: Sit down with Whitney to make sure the Chamber can help amplify the message. When we get close to the event BHP uses the Chamber's social media and does it all on our channels for the Fair and Oktoberfest.

Suzie: It's the most Fremocentrist gets all year.

Phil: Revenue from the Fair booth fees & beer gardens. Chamber gets \$10/booth and proceeds from the beer gardens from these. Sponsorship pays for the event.

Suzie: Have something that feeds you that is from the Fair.

Phil: The Parade and the Fair are synergistic. FAC is not organized. SPD & The Chamber covers everything. FAC is doing well and opening beer gardens. OK to support them. The parade makes them money.

Suzie: They never quite know if they are going to make money.

Phil: This is due to poor management.

Pete: FAC trademarked Fremont Solstice™. Can use Seattle Solstice, Ship Canal Solstice. They felt we were horning in on their thing and they wanted ownership. We de-escalated it and now we work together. Phil is the person to talk to, if you have any questions about this.

Phil: Oktoberfest. Tableau does a lot of activation around this. We need 35 people at a minimum on Saturday night. 55 is operating at full capacity. Phil has a clear plan to make it sustainable. We had a violation of serving a minor 2 years ago. And we used to have an all ages thing on Sunday. The liquor control board sent a kid in undercover on Sunday. We passed last year. We will pass this year. So no all ages thing until we pass 2 years. The chamber's role in terms of the Liquor Control Board. The Chamber takes out a special occasion license for the Fair & Oktober Fest. Bold Hat is our agent. The Liquor Board will come to the board this year to help us understand how not to accidentally serve minors. Bold Hat created a totally new training program. Was really good and reduced the risk hugely.

Pete: he's on a bunch of hospitality committees and associations and ones he started and he says Fremont & Chamber is well respected on this. We have twelve licenses. We don't have to use all of them, but BHP is really good at it.

Suzie: volunteering is really fun!

Phil: Oktoberfest is our number one fundraiser. It's not an auction, you don't have to procure stuff. Bold Hat has grown to 16 people. And now it is supporting all these events. Oktoberfest dates: September 21 weekend.

Pete: Fremont Sunday Market is amazing. Ryan Reiter and Piranha Blonde and Northwest Markets.

Suzie: Jon Hegeman started it because we had a parking lot! It started the weekend after Bumbershoot. Fremont used to be dead until it started. Now it's much better.

Sarah: Vintage Mall gets lots of good business on Sundays.

Suzie: Green grocers came in, but they don't pay for their space, so they got sent over to Ballard. This is why we are able to go year-round. It's an incubator for new businesses.

#### **4:03 MONTHLY MEMBERSHIP PROGRAMS**

Ken: Since Ken took over we have averaged 35 attendees over 13 before and doubled the revenue. Revenue has not been as good as he'd hoped. In terms of sponsorship, there are not a lot of big businesses. Any ideas there would be helpful. The price point has evolved from \$0-10/meeting to \$25-\$30. The Happy Hours are going great. Next one is at the Triangle. Considering doing larger events. He's talked about using Fremont Studios and Fremont Foundry and they are interested. Need to partner on these large-scale events.

Suzie: Consider talking to WTIA.

Ken: Please participate and provide ideas!

Pete: Really helpful when the Board shows up at these events.

Ken: Members sometimes contact us and say "We need the Chamber's help in producing this or that event." But this is not part of our core mission. Send them to Phil and he can tell them how to do it. Or have them call the City.

Caroline: Business Directory. Greg Harris has died and the business has closed. We do not have the bandwidth to take this on.

Phil: Wonders if we can take this on. We do not want to do a directory.

Caroline: Could we make it digitally?

Ken: No.

Paul: Music festival suggested by Jed at Nectar Lounge. Jed would like to be more involved in Fremont Festivus and would like to have a music festival in Fremont. Jennifer Singer at the Uncommon Cottage is interested and has connections and experience in putting on musical events. Spoke with John Gilbreath, Earshot Jazz would also like to be involved.

Brandi: This year would be a good one to do it. Upshot/Upstart is not doing it this year.

Phil: Would love to see Fremont's music venues to get together and do a Walk Around and call it good. Bands at different locations on one day and have everyone come to that. Invite buskers. Like Art Walk. Take an Art Walk Friday night. The minute you get into Festival, you have to get liquor licenses, etc.

Sarah: This way you can promote individual businesses.

Pete: Push back from the community that all our events are all about liquor and late night and noise.

Paul: will keep us apprised. It's in early stages.

Brandi: Adobe considering a Battle of the Bands at Substation.

Phil: Masonic Lodge has been doing stuff. They have been a sponsor of the "Bandstand" for years at the Fremont Fair. Gave them Sunday and Center Stage and they did really well, so now they are getting Saturday, too.

Ken: Paul, have the Festival Committee look at this.

#### **4:20PM GRANTS, HYSTERICAL MARKERS, and OTHER STUFF**

Pete: We got in the hole because we were doing this (giving grants) regularly. Folks thought it was a regular thing, but it's not sustainable.

Suzie: We need to consider doing something to help folks like BF Day. There has to be a process that is very fair. We are giving other people's money away. It's great to help an organization that is doing well, but just needs \$1k to help them over the finish line. A grant program means you have to deal with whatever comes.

Phil: Line 3950 in the Budget is For the Arts Fund. Now at \$1,240 in the bank. Last year we gave the money for the Bunny Ears. We have to spend the money for Arts, because that is what people are giving it to us for. If we wanted to put together a marketing plan and all the money goes to Line 3950.

Pete: Challenge us to cross out "Grants", to eliminate the expectations. Hysterical Markers are steel kiosks that tell the story of that location. They have gotten outdated and in disrepair.

Suzie: They have to be individually done. They can use advertising on them, for sure! They tell a story.

Pete: Wants one for Fremont Sunday market and the Red Door building.

Ken: We received a bid from a local company to have the kiosks refurbished. It does not include the story, the graphics, the cover, etc. Total bid: \$12k for 8 markers. Quote to build a new one, too.

Suzie: Let's make what we've got work first. The graphics on top should not be \$2k each.

Phil: When the board decided to redo the website, we worked with Caroline to add hours and manage the website upgrade. And it worked. Consider having Whitney use extra hours with an assessment and get everything done by the Fremont Fair. Consider having a marketing company brand them.

Pete: We've talked about this at two retreats. Let's get a budget and if Whitney has the bandwidth, lets get it done. \$12k to refurbish, another \$8k to write the stories.

Phil: What's the scope, come up with a plan, etc.

Paul: Can come up with a quote for the plastic inserts. The most important one is the one closest to the Troll. Contact Kaley at Friends of the Troll's Knoll. They are working to activate the East side of the Troll. Maybe they can partner with us.

Carrie: We need them adopted and cleaned and stocked.

Suzie: Needs to be indestructible. Someone disagreed with the words.

Pete: And we need something in our budget for the maintenance of them.

Phil: The funds are available, it's a capacity issue. It's not a month project, it's an 8-month project.

Ken: Whitney, do you have capacity for this?

Whitney: Yes.

Phil: It would be an additional scope of work for a limited scope of time. Phil will put it in the budget.

Suzie: Festivus/Lenin Lighting still supported?

Ken: Yes.

Phil: We would love to get involved in a little earlier. We would like to get a marketing plan/budget.

Suzie: they need more money for the lift used to put the lights up.

Paul: What are the legalities around expanding and changing our name to Fremont Ship Canal?

Suzie: We can do whatever we want. DBA Fremont ...

Phil: The Rocket needs to be painted and cleaned up.

Suzie: The paint needs to be electrostatically attached. Phil Suten's roof.

## SETTING PRIORITIES

Phil: Board commitments and contracts from the big retreat years ago. But we are doing much better on that. Better systems at the office.

Pete: VISION (from papers on the wall)

- Do a better job telling our story. Answer what is the value of our Chamber? 5 votes.

Phil: Define our goals. Keep our roadmap momentum going for all the subsequent board meetings.

## 4:45PM OFFICER ELECTIONS

Pete: Board meetings still at 8:30 on the last Wednesday of the month here at the BPT Conference Room.

Carrie: We can have our meetings at BF Day.

Phil: Pete, although you, are on a 3-year track, feel free to step down if you want.

Pete: Is not going anywhere. Will be a member of the Chamber for many years to come. Would like to see a woman in the lead. Brandi? VP?

Brandi: Yes, can learn under Pete.

Phil: As far as his service to this board, yes, he is willing to continue as Treasurer.

Suzie: Nominates Amina as Secretary.

Ken: MOTION. Elect the following to be Board Officers:

- President: Pete
- Vice President: Brandi
- Secretary: Amina
- Treasurer: Phil

Suzie & Sarah seconded. All in favor, no opposed. Elections passed.

Officer Photo!

**Adjourned:** Motion to adjourn by Suzie, seconded by Sarah. All in favor, no opposed. PASSED. So moved at 5:00 pm.

Minutes submitted by **Caroline Sherman**