



Board Meeting Minutes
June 26, 2019
Brown Paper Tickets Conference Room

Attending: Pete Hanning, Brandi Gaines, Ken Saunderson, Amina Kapusuzoglu, Sarah Kennedy, Phil Megehard, Sean Erhardt, Suzie Burke

Staff: Whitney Moore, Caroline Sherman

Guests: Kevin Conroy, Blue Rooster Bldg—(wants to join as landlord/Milky Way level—send invoice! DONE.

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

Introductions—skipped

Mission Statement – recited by Pete

2019 Action Agenda—skipped

MOTION to approve the April & May Board Meeting Minutes made by Ken, seconded by Brandi and were **APPROVED**.

Open Business

- A. Rocket—Adrian has promised Paul a second bid, but Paul has not yet received it.
- B. Rodman Miller award—Suzie will connect with Rodman and present it to him.

Chamber Staff Reports—see handouts

- A. Membership and Office Management - Caroline Sherman
 - a. See handout.
 - b. Discussion about getting landlords to join at Milky Way level & share modest benefits with their small tenants.
 - c. Rent with us, you get these benefits, or join at lower level and get these benefits. Balance membership for small businesses that aren't inclined to join, but if they come to meetings, that's income for us.
 - d. Member Engagement Telethon, sorted by neighborhood & name.
- B. Marketing and Programs – Whitney Moore
 - a. See handout.
 - b. Is planning a feature all of the places to park in Blast! In honor of U-Park.
 - c. BF Day Village Day—Adorable! Originally started by Fremont Chamber. Written up in Seattle Times back then saying it should happen everywhere; then the journalist died! Nothing came of it.

- d. Google My Business doing great for our SEO. Please send in a review/testimonial of the Fremont Chamber.
 - e. Google/Adobe/Tableau Scavenger Hunt happening!
 - f. Mischief really appreciated all we did for Solstice! Appreciated that the slide was moved.
- A. Discussion about membership. Some business suggestions. Don't bother with folks who bad-mouth the Chamber. They move on. Work the street. That helps a lot. Work on landlords. If we get 4 landlords, that's equivalent to 16 small members. Go for the big fish.
 - B. We should have a Board Membership Meeting. Pete, Ken, Sean, Sarah, Suzie, Amina. Pick a time at end of meeting. Chose Thu, July 11 at 11am at Red Door. Invitation sent to all.

Finance Report – Phil

- A. Working with Stephen on reporting. The PayPal monies from the last several months haven't been properly accounted for. Once Stephen gets this sorted out, the Budget spreadsheet will accurate.
- B. **MOTION:** Authorize our Bookkeeper Stephen Fickenscher with a \$2,000 maximum limit signing authority for checks for monthly contractor invoices and pre-budgeted expenses. Pete seconded. All in favor: All. No discussion. **MOTION CARRIED!**

Committee Reports

- C. Programs – Ken
 - a. Picnic on the Dock
 - i. By far our biggest event: 156 people registered and paid! Did not comp the candidates, which worked out well, with 25 candidates showing up. Logistically there were some hiccups. There was format feedback on how the tables ran. It was really tough to carry on conversations. But how to do it? Tables were a push. They are self-selecting. It was a better way to dig deeper with the candidates. Quintessential grass roots democracy at work. Good input back and forth with Port Commission Candidates and City Council Candidates on industrial land use.
 - ii. Suggestion: At the beginning: have them line up by district, so folks can see their faces. Lots of candidates not on Pete's introductions list. 15 candidates registered and 10 were walk-ins. Give the candidates a path...? Pete got feedback from the Candidates that it was a great event. They really liked it.
 - iii. At Public Safety Table, Pete's question to the candidates was: how are you going to work together as a council and go for positive change. Westlake traffic, sidewalks, intersections, etc. Sooz Appel followed the candidates from her district around during the event.
 - iv. It was an FC event and that came through loud and clear. Puts us in good stead for next year, especially if we tack "Ship Canal" onto our name.
 - v. Eugene Wasserman was able to point to marine industrial issues working right out on the lake. Living advertisement!

- vi. Sound Transit construction will be a disaster! Tunneling—have to do it right. Getting Ballard to take a bridge will be...?
- vii. Kudos to board members who showed up and captained specific tables. Sean for helping clean up. Whitney and Caroline for handling registration under challenging conditions.
- viii. At Community Development table—there was someone there promoting BIA stuff, all of which we do already as a volunteer organization!
- b. Revenue: 6 months through our programming and at \$4,300 net revenue. Projected \$8,775 at end of year.
- c. Next six months:
 - i. July: The Riveter, Fremont Makers & Maker Spaces. Presenters: Jesse Nelson, Conduit Coffee and Pelington Village; Kristin Sonon, Western Towboat; Ryan Reiter, Fremont Sunday Market; Soleil Roth, The Riveter; Erin Adams, Executive Director, Seattle Made. Seattle Made is an initiative to grow and support our urban manufacturing and producer economy.
 - ii. August: Happy Hour at Mischief
 - iii. September: Etienne Patout, CED Theo's Chocolate at tbd
 - iv. October: Fremont Social Good, Nalanda West
 - v. November: tbd at Adobe
 - vi. December: Holiday Party at Roxy's

D. Events – Phil

- a. Fremont Fair (see also Phil's emailed notes at bottom):
 - i. Fun fact: economic engines. Chamber gets money from Vendors: 260 of them. Same as year before. Within that mix, probably about 40%+ are brand new. Some legacy vendors have been there for 20 years. 3rd generation face painter.
 - ii. The food vendors. Beer gardens were about the same. The competition from the surrounding community is significant. But biggest competition is the weather. 72 degrees is ideal. Year 6 of not going above 72 degrees.
 - iii. Site plan realization: Moving the bathrooms deeper into the event. Number of toilets on Evanston. The deeper the better. The ones on Burke Gilman Trail are a hazard to speeding bicyclists.
 - iv. This year SPD brought officers down on Friday night, which worked well. Fremont & 34th street. 4-hour load in, turns traffic around. Google has enormous bus traffic. Evanston & Phinney used to be load in approach, but now pushed out to 1st & 36th.
 - v. Mischief had a great event. Need to learn who else did well. How did PCC, Theo's, Asko, etc., do? We got Turner to re-open the alley for the weekend which really helped Asko.
 - vi. FAC Relations: Great relations. Mac Davis/FAC gave BHP a radio to listen to their communications, so BHP could know what is going on and keep track of where the Parade was.
 - vii. Music was stellar on both stages. Dog parade had 60 dogs registered. Rotary had great success with the bouncy house.
 - viii. Engaging the businesses on 36th. Talking to Kurt about how to deal. The alley turned into a giant urinal. Those businesses need to be responsible. BHP rents

fencing, tall tables & urinals. Pete: The fact that Red Door had 2 porta-potties was fine. It's GOOD for your business & neighborhood. Red Door gets a 1,000lb freezer dropped in in advance. Awesome! Bar House needed it—not a member. Pete's working on it. Consider sharing these logistical items.

- ix. We love the parade, the bicycles went through once, vs circling—that was great. On the other hand, the circling helped keep the parade route engaged in years past. There were hour-long gaps in the parade.
 - x. Membership: low hanging fruit equals businesses who got help from the Fair—reach out to them: Add-a-ball, Bar House, Stampede, Frelard Pizza—all on the list...
 - xi. Television Show: Familee, Sandra Lee. She came down. The Seattle Film Folks. Biggest challenge: FAC signed waiver that they could be on the fair grounds. Fremont Fair & Solstice Weekend. It's a great thing for the neighborhood. Not a huge money maker for the Chamber, but it's such a good deal for branding the neighborhood. Hashtags on social media. Pineapples all over, frames for picture taking. Guerilla marketing along the parade route with signs for where the toilets are. Seamless, professional--the two things are cohesive.
 - xii. Terrific job, Phil! Clean-up is amazing! On Monday, looks like it never happened! Pee in alleys, tagging, etc. Phil will pass along these kudos to the 45 people who produce the Fair—it's a 90-hour weekend for them.
 - xiii. Suzie spreads the message of how clean it is the next day. Applause for Phil!
 - xiv. Police were really positive about it.
 - xv. Hatchet throwing booth was busy the whole time.
 - xvi. Would love to see us activate our social media about the Fair, reinforcing it, it helps reinforce that it is a Chamber sponsored event. Consider this for Oktoberfest. Whitney is up for this.
 - xvii. Art Cars 20th anniversary. Their Saturday beer disappeared. Kelly has delegated some of the tasks to others, so she's less stressed.
- b. Oktoberfest planning going well.
- i. Need to figure out Saturday night volunteer shift. Other 900 volunteer shifts are filled, but no one wants to volunteer on Saturday night. Working with Tableau—they are hosting a registration site. Board members aren't stepping up, so working with corporations to get these spots filled. Volunteer registration is open. Will also work with Google & Adobe.
- E. Transportation--Suzie
- a. Stone & 34th & Northlake issues. Kevin/Blue Rooster & neighbor to East/Talon have voiced their concerns. Problems:
 - i. Bike lanes on 34th: They are keeping them on both sides of the street, but the bikers don't like the poles in lanes.
 - ii. The big intersection is really a control valve for N Northlake Way. Taking out turn lanes:
 - 1. From the north, a left turn lane and a straight through lane, and a right turn lane. Making right turn lane a MUST turn lane.
 - 2. From the south—have to keep the full width of those lanes for trucks. Will skinny a little bit on one side. But need a 25' opening to get into the

parking lot behind Solsticio. Needs to be big enough for garbage trucks. Big loss besides the parking, is street width and losing a lane. How far back the street parking goes.

3. From east: want to take out the left turn lane into N Northlake Way. This will put pressure on the Adobe ramp that it was not designed to take.

This is what we have to fight for!

- iii. Timeline is unknown, but funds go away at the end of the year. Next plan revision done by end of August. Unlikely to happen this year, but we have to fight it.
 - iv. Talking about permanent barricades that would mess with John's Market. These are being put in along 34th Street. Need to get Sam Zimbabwe down to see this.
 - v. **Proposal:** Ask for a community meeting with SDOT at Solsticio or The Riveter to put on calendar. Invite Brooks, Transfer Station, Solsticio, Kevin Conroy, etc. We should use July 17th at 10am after the Riveter mtg. Ken will draft the email.
- b. Getting a light at 1st & 36th.

New Business

- A. Request from Thomas Whittemore/Department of Neighborhoods to understand where we want to put some garbage cans out. Ken suggested we ask for the moon. Ken Snipes is on this. We need to tell them WHERE. Put one near MOD Pizza and MOD Pizza may be willing to dump it.
- B. Near Roxies. Need to be on south side of 36th street--need garbage truck access. 36th, beginning of 35th, Fremont Ave, 34th. By Custom Smoothies. Suzie sent Ken a list. Blast about our success with this, but don't ask for ideas. One at first and 36th. Email came to Pete through the City. Send Suzie the concerned citizen's letter & Pete's email—DONE.
- C. **AWARDS** for June:
 - a. For Ken Sr/Jr & U-Park for their awesome service to Fremont, allowing use of their lots for events, etc. They help with public safety, eyes & ears all over. Parking for 4th of July, which then means folks come and stay and spend money.
 - b. Sarah Scherer at Maritime Academy for her great work on Picnic on the Dock.

Adjourned: Motion to adjourn by Suzie, seconded by Ken. So moved at 10:11 am.

Minutes submitted by **Caroline Sherman**

2019 FREMONT FAIR RECAP

Beer Gardens

- Sales were relatively the same compared to 2018
- Reconfigured beer gardens to create better guest atmosphere

Site Plan Realizations for 2020:

- Focus on consolidating bathrooms deeper into the event
- Move bathrooms on Evanston (Red Door) and the Burke-Gilman internally to drive guests inward (like how milk is always in the back of a grocery store to drive customers through the whole store)
- Engage Fremont businesses along 36th to pitch in for cost of adding bathrooms and post event cleaning in the alley to manage their guest needs

In-Neighborhood Marketing:

- Expanded advertising along the Fremont Solstice parade route
- Goal is to attract parade watchers to visit the Fair after the Parade
- Two high-visibility banners along 36th increased to 6 high-visibility banners in 2019

Amazing support from Fremont Rotary w/ Kids Area again!

60 Dogs in Sunday Dog Parade:

- Registration was down slightly with cooler weather
- Great support from COLA and Neon Brass Party band leading the parade

Music:

- Worked with Andy Palmer from Nectar Lounge to book an amazing Main Stage lineup
- Daylight Masons booked a really fun Center Stage lineup featuring up and coming bands

Neighborhood relations:

- No issues or complaints reported
- Worked closely with Theo's during load-in of the festival to make sure their large trucks could still come and go
- Worked with Mischief and Katrina Eileen to make sure guests had clear access to both businesses.
- Fremont Foundry held weddings on Friday and Saturday nights. Our music stages went quiet during the Saturday ceremony at the request of the Foundry in advance
- Clean up on Monday was limited to a few tags on Google building

Parade Relations

- Smoothest interaction with Fremont Arts Council in years
- Good, open communication