



**Board Meeting Minutes
July 31, 2019
Brown Paper Tickets Conference Room**

Attending: Brandi Gaines, Tim Tackett, Phil Megenhardt, Ken Saunderson, Carrie Bauer, Sean Erhardt, Paul Robinson

Staff: Whitney Moore, Caroline Sherman

Guests: Tommy Aarts, Kidder Matthews; Stephen Fickenscher, ASF Insurance & Financial Svcs, Jake Weber, Family Works; Don Lonam, Real Estate Broker (new member)

The meeting was called to order at 8:31 AM by Brandi.

Introductions

Mission Statement

2019 Action Agenda

Guest: Jake Weber, Family Works sponsorship

Our food bank serves 2,800 households in the north Seattle area. We have had an Annual Supper fundraiser the last 15 years at a Tom Douglas restaurant. This year we are expanding to the Mountaineers Club. Funds raised will go to the Wallingford and Greenwood foodbanks, and the home delivery and backpack programs. We have a great resource center with parenting classes, free supplies and more. **Please Save the Date: Sunday, Oct 27, 5-8pm** (see card.)

We would love to have sponsorship by the Chamber starting at \$3,000, or purchase a table/10 tickets for \$1,500. We would also love to have folks come to the event. We are having a silent auction (but not a live one), and great food by Tom Douglas. You will get to be with folks who align with the community and want to strengthen it. Donations to the Silent Auction also welcome. Businesses who donate will be highlighted on Facebook and in the program.

The board thanked Jake for the information.

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

Finance Report – Phil

Introduced Stephen Fickenscher. Dove into the Budget vs Actuals/6-month report. Budgets tell a story. On track for June. Some areas a little behind. Membership is catching up from normally weak few months prior. Income is over 40% at this half-way mark, so we are in good shape. We start our membership drive soon, which typically brings in a higher percentage of membership

income for the second half of the year. Office expenses is at 110%--need to watch that. [May be due to the one-time \$420 Rocket permit bill we paid the City.] Net revenue is small, but we have Oktoberfest coming up which brings in a substantial amount for closing out the year.

Phil asked Stephen: Looking at the Fremont Chamber's finances, how does FCC compare to other non-profits you've worked with? Stephen: FC is better organized and has a treasurer who is paying attention. (Phil duly blushed!)

A little bit about Stephen: I've been doing taxes for 25 years. I have an office in Suzie's building. I volunteer with the Fire Buff Organization to support fire fighters. This program started a long time ago, initially on the East Coast and attracts all sorts of folks interested in supporting fire fighters and the work of fighting fires. Some are interested in photography, which helps with arson fires. I was at a convention in Montreal last week for the 75th Anniversary of their Fire Buff organization. There was a parade, etc. Very fun!

Open Business from Last Meeting

A. Rocket Maintenance update – Paul

We've gotten two bids, one much lower than the other. Need to break the 2nd one down and see what the actual bid will come to, once the missing pieces are factored in (lift, permit, etc.).

Phil: Consider budgeting this for 2020. Don't have the funds for this year.

We have to decide if it is worth getting a 20-year job done on it. Will the building even be around? Phil Seuten owns the Rocket and the building to which it is attached. Phil M says that Phil S has little interest in making any changes to his buildings, so the likelihood is that the building the rocket is on will be there for a long time to come. Brandi pointed out that, in any case, we can always move the rocket, if need be. For example, we could strap it to Lenin's back. Haha!

B. Rodman Miller Lifetime Membership Award delivered – Suzie

It was delivered and Rodman was pleasantly surprised. Photos were taken and shared in the Blast and on social media.

C. Garbage cans update – Suzie. Staff got info to Suzie. Phil: This effort came out of the City's Tour, which has also resulted in tree trimming and greater presence of police. Yay for the Enhancement Zone. It also came from the letter we received a year ago from a concerned citizen.

Caroline will be adding the City Tour info to Calendar of Awesomeness. Phil suggested also adding that list to the Exec Board meetings.

Ken added that, along those lines, consider inviting the two final District 6 candidates to our meeting August board meeting and emphasize the need for this ongoing maintenance.

Chamber Staff Reports—see handouts

A. Membership and Office Management - Caroline Sherman

Telethon List: All attendees who are not members have been imported into our FileMaker database for tracking outreach. Ken pointed out that of the many maritime folks who attended Picnic on the Dock, 50% really don't have a connection to Fremont. So, we will work on editing the list down to the top 20-30 that we should focus on.

Reviewed pricing for new payment option for Membership plugin on our website. It was down to Stripe or Square, and Square is looking like the winner. They don't yet offer a non-profit rate for 501c6 organizations, but are working on it. Will also look into Square for Event Registrations through Constant Contact.

B. Marketing and Programs – Whitney Moore

- Providing blurbs to Google & Adobe, thereby expanding our reach.
- Featuring member benefits in the Blast and it is having results.
- Whitney will be pouring beer at FOkt & attending the Troll's Knoll Block Party.

BOARD ACTION ITEMS:

- We are signed up for a table at the Google Block Party this Friday from 4-5. Phil & Ken will stop by. **Who else?!**
- She claimed Yelp & Google My Business pages. Please use your own account and **leave a Google or Yelp review** to beef up those platforms.
- **Send your photos to Whitney** that help tell the FCC story! Brandi will send Adobe's street clean!
- Please **follow us on Instagram**. We're nearly at 500 followers. Linked in does well, but Twitter, not so much.
- Board: have you noticed any new businesses in the neighborhood? **Let the staff know!**

Whitney needs to be prepared to run the board meeting in Caroline's absence. Should she work more hours to make up for this? Phil: simply focus on Membership Drive. Use the board for dry runs on value proposition/focus group concept. Brandi, consider giving Whitney a few extra hours to handle Caroline's duties.

Committee Reports

A. Programs – Ken

Incredible meeting this month with focus on Fremont Makers & Maker Spaces. Great turnout and speakers. Jesse of Conduit Coffee also spoke about Pelington Village. Western Towboat, Riveter and others were also speakers. 35 people attended. Port of Seattle sponsored, so \$500 net income. 5 meetings to go to meet our budget for the year. We have a goal of having 40 attendees at every meeting; currently are averaging 53 attendees. August Summer Happy Hour with Ripe Catering. 10th Anniversary of Mischief & Fremont Brewing. Fundraiser for ALS with Mischief & Deadliest Catch.

- August: Summer Networking Happy Hour celebrating the 10th Anniversary of Mischief & Fremont Brewing. Ripe Catering is doing the food.
- September: Breakfast Meeting with speaker—Etienne Patout, CEO of Theo Chocolate at LTD Bar & Grill.
- October: Breakfast meeting on Social Good – Connecting Fremont businesses with non-profits. Meeting at Nalanda West.
- November: at Adobe? Need to see if meeting space is available due to Adobe’s construction.
- December: Holiday party at the Back Door at Roxy’s.

Learned about Partnerships. Seattle Made was a speaker at last event. New relationship with them. They have 500 members highlighting the industrial center of Seattle. We have a lot of industrial businesses, so this is a great opportunity to expand our reach into this sector.

B. Membership Meeting – Ken

Great meeting on where we are and where we are going. Walking Guide is the lynchpin for pulling folks in. We reach out to new members/thank existing members. Would like to see if we can’t do a more quarterly emphasis on that. Reviewed collateral materials. Massaged the messages. Whitney is updating the Blast list, looking for ways to connect to real people vs info@... role email addresses. Roughly 300 people have a generic inbox.

Talked about taking Caroline’s telethon list and boiling it down to the top 25-50 that we want to target.

Opportunities: activating the property owners to join at a higher level and invite their tenants to participate. Kevin Conroy is actively reaching out to his fellow landlords to promote this.

Potentially repositioning the Chamber to include more businesses along the Ship Canal, so there is an opportunity to approach these businesses and bring them in. Ken & Pete meeting with Western Towboat.

Ken & Suzie talking to SPU about this. Talking to their marketing director to partner on programs. Have a BF Day-type rep at our board meetings, someone who can participate on a regular basis and help develop programs to get more activity in that area.

C. Event Updates – Phil

Follow up on Fremont Fair: Financial Report. What FCC made revenue in 3 areas: Vendors, Donations, Beer Garden (3rd year in a row that we have not hit the budgeted goal. Not a fundraising event, but an event to put us on the map. Total: \$3,332.99. See handout.

Don: Consider reducing the sizes of the beers served. Some folks don’t want a full pint.
Phil: There are 16oz & 12oz cans.

Fremont Oktoberfest (FOkt), the Chamber's primary fundraiser. Tickets are on sale with incentives for early purchases. People are buying tickets. First day on sale, sold 26 tickets... IN JULY!! Show's interest! Marketing banners going up next week (Obliteride banners come down.) Stories and marketing will be coming up on social media. Can create a coupon for FCC's coupon page. Saturday night volunteers: challenging time: can't drink before or during your shift and it's late at night and people get rowdy. So this year have repackaged it: Fun name, offering Friday & Sunday admission, unlimited Giant Slides, shift drink, t-shirt. Met with Tableau Foundation and they came up with 26 volunteers who have signed up. Need 108 people to operate at 100%. Need 800 volunteers to operate the FOkt--big endeavor. We will use the Friday Block Party to promote that you can volunteer on Saturday night. We don't have challenges getting volunteers for other shifts. Tickets start at \$25 on up. Two price increases: one soon and the other the day before the event.

Adobe providing 400 volunteers for Friday shifts.

New Business

A. Bike lane update –

Caroline is on the Ballard Greenways email list. There are a number of thoughtful folks participating in openhouses about designs and working with SDOT. They are involved in the 34th St/Stone Way/Northlake W intersection design.

In other news, a new intersection design is being imported from Europe that accommodates all cars, trucks, bikes and pedestrians, per Dongho at SDOT. The question is where it will be installed.

B. Seattle Made Week – Ken

How can we partner on this? They promote manufacturing & locally made products. Do a tour of Fremont! On a Saturday, Pelington Village, Western Towboat, etc. open to the public. Get sponsorship. We are a non-profit, but the opportunity is for us to give a small donation and promote Fremont for its retail and industrial members. Some sort of partnership would be a good thing to do. Different levels: \$500 gets us logo & SM & eNewsletters. They have strong partnerships with Seattle Magazine. No work for staff. Identify potential locations and they would take the lead to build them into the tour. Ken recommends coming in at a \$500 or \$1,000 level—it would be a solid investment on our part.

Asko has been a great member for a long time. The pressure for industrial lands to convert to commercial is huge! If SPU expands north, it may make it hard for Foss to continue, for example. Ellstrom got booted out of Seattle for this reason.

A lot of these things aren't scheduled or planned for. Could tap the Arts Fund or Reserves for this sort of donation. Go back to Seattle Maker & put some value on our outreach. Connect Suzie with them. If we connect them to folks who put some \$\$ up, then that is value for them, like Asko, etc. Deadline is August. Ken will go around & follow up on this and reach out.

- C. Phil: Fremont Oktoberfest has been squatting in the basement of this building with its gear. Fremont Dock wants to clean up the basement and address plumbing issues. They've been letting Phil know that he has to move the Oktoberfest stuff out! Needs an 8x20 space. Tommy Aarts said he could help.
- D. Seafair is this weekend. Phil is a guest of HomeStreet Bank! HomeStreet has the fastest hydro on the lake.
- E. Award Ideas for July—Who and Why?
 - a. Ken suggested Eva Otto, as she has done a lot of work moderating two events this year. Would love to get her more involved with the board.
 - b. Phil suggested Stephen Grey for building 3 LEEDS buildings in the community, thoughtfully and mindfully. Have we ever acknowledged their work? They clean up the water going into the lake.
 - Their new building going up at the corner of 36th & Phinney will open in the latter part of August/early September. We should talk to Mark Grey about a Grand Opening. Aslan Brewing is going in, likely before Oktober Fest, etc. Is Revel moving back in?
- F. Phil asked Carrie: How is BF Day doing? Ready for new school year? Carrie: Have way more kindergartners than we should have and 4 vs 5 teachers. They may move them in Oct, but that's not good for the kids. Pre-K will be huge. May have to take over the music room. Rooms are big, but still doing a little bit of remodeling to handle the extra children. The kids' growth was great over the summer. Having adult volunteers makes a really big difference. Consider volunteering.
- G. Art Fair is this weekend. 99 Tunnel will be closed Friday to Sunday.
- H. Don't forget to Vote!

Adjourned: Motion to adjourn by Brandi, seconded by Carrie. So moved at 9:57 am.

Minutes submitted by Caroline Sherman