



Board Meeting Minutes
August 28, 2019
309 N 36th St, 2nd Floor Conference Room

Attending: Pete Hanning, Brandi Gaines, Sean Erhardt, Michael Wanaka (40-year anniversary this year), Paul Robinson, Tim Tackett, Amina Kapusuzoglu, Suzie Burke, Phil Megenhardt, Ken Saunderson

Staff: Whitney Moore (Caroline is on vacation)

Guests: Adrian Laney, Paul Riordan, Nate Mouttet (Seattle Pacific University) & Nate P. (SPU)?

The meeting was called to order by Pete.

Introductions

Mission Statement

2019 Action Agenda (did not review)

Guests:

Paul Riordan, Missing Pieces (advertising for Allied Bank project.)

It's an App-led, augmented reality game. Roaming around, taking photos.

- Still looking for a 6th location (they anticipate 250 unique people per day to visit these pieces). Suzie suggested using the Dinosaurs where the Starbucks bench used to be (instead of using Gasworks Park) and is near Theo Chocolate. Suzie says to deal with Fremont Dock instead of parks/city.
- Solstice Plaza, Paul had trouble with them recently—Brandi Gaines is going to email (and CC Suzie B. and Sean E.) on behalf of Adobe to the other tenants to see if they can get Steven Gray and Associates.

Ken offered up the Chamber social media services.

Adrian Laney, Fremont's Christmas celebration—it kicks off the shopping season in Fremont

- Friday, December 8th, lighting of Lenin. Starts at 5PM (a whole bunch of activities and prizes), lighting @ 6PM
- How are they promoting? Fremocentrist, posters, Adrian going around to all of the Fremont businesses.
- Phil discussion: media coverage, television stations, Seattle Times, turn the heat on the earned media. We are an event sponsor for this event (coming in at \$2000). Give them our banners to have at the event.
- **MOTION:** Suzie moved, and Ken seconded that we sponsor the Lighting of Lenin again this year for \$2000. Motion carried.

- SPU is wrapping up their finals that same day and they have an event at the same time. They can go to the music festival the next night at Mischief Distillery (Saturday.)
- Check the Fremont Chamber ad on the Fremocentrist to see if we need to update this ad on their website.

Completed:

- Introductions
- Mission Statement
- 2019 Action Agenda (did not review)

Review/Approval of July Minutes:

- Suzie moved and Ken seconded the approval of the July minutes. Motion Carried.
- July Minutes (Pete was not here, the Family Works section has him seconding something)
- Family Works—Ken suggests a Bite of Seattle type event for the future
- Ken recommends that individuals get table at the October 27th event.

Financial Report: *(I did not print the budget actuals)*

- Phil reviewed, we need to have 5 more people at events to break even for our monthly programs (invite everyone to our events, get the word out and the board members need to attend the events, as well).
- We are spending more monthly on our accounting, because we're asking more questions and there's some ramping up time.
- We made membership, and we're in the green.
- Nate, SPU, invited a ton of people to our next event. Has about 30 people who want to go.

Open Business from Last meeting:

- Rocket:** Paul is going to check with the Rocket refurbishment low bid to see if they can update their quote with the items they left off the quote—like renting machinery.
- Garbage can update:** Suzie has seen only one garbage can pop up. Kenny Snipes is still in charge of the trash cans.
- Seattle Made collaboration:** our responsibility is to do social media. We will be raising our visibility in the manufacturing industry. We've supplied Seattle Made with our manufacturing members so they can do a manufacturing tour in Fremont.

Office Reports:

- Office Management, reviewed. Pete wants a follow up, a second membership meeting, to come up with the top 20 list (like the top 4 in certain sectors). Let's do it right after Caroline returns September 12th and focus on the big fish first and that will be more motivating to the smaller guys. Phil—we really need to keep demonstrating our value.
- "300 would sound so good" -Suzie Burke (Pete- it's our stretch goal but let's not beat ourselves up)
- Membership—possibly invest in a Facebook or targeting, (\$100 spend in Facebook and Instagram ads) from now until November 1st. If I have any problem, talk to John Thorburn, make sure we get to the right person in the business).

Committee Reports

A. Programs report: Ken

- Mischief Happy Hour- recap
- Coffee with Etienne Patout
- September @ Brouwer's
- October @ Nalanda West
- November @ Adobe
- Wednesday December 11, holiday party at Roxy's
- January @ Tableau
- February, shameless at Shawn O'Donnell's

B. Event Updates: Phil

- Oktoberfest- the sales are currently far ahead of last year's benchmark
- Brandi asked when Adobe will get their special pricing poster to post in Adobe
- Help advertise! Promote Oktoberfest, talk about it, share social media, put up your poster. Spread the word about Saturday night shift that needs volunteers
- September 19th, Thursday: Red Door, Chamber is invited (5pm-7pm). Heidi Wills will be tapping the keg, kicking off Oktoberfest just like they do in Munich. The ceremonial start to Oktoberfest.

C. Fremont Block Party: Brandi

- Huge success, cleaned up by 6pm and it was really well attended!
- 500 scavenger hunt participants
- 700 attended the block party
- Great awareness for businesses (i.e. Olympic had 60 scavenger hunt visitors and people came back and bought things!)
- DJ hands of C89.5 connected with Phil and they took all but 1 DJ spot at Oktoberfest

Board Membership Drive Telethon – no updates discussed during board meeting

Announcements and New Business:

A. Intern Project—Ken, about the UW Internship program

- They may take projects like Whitney's mailing list project, setting up sales calls, etc. to provide support to the Chamber. We have not yet promised this to UW or sent them our information. Ken wanted to check with the board first.
- MOTION: Ken moved we move ahead, and Suzie seconded that we move ahead with the Sale Internship and UW partnership, then explore a partnership with SP University. Motion carried.
- Then Caroline and Whitney will debrief how the process went.

B. Bike lane update—no update

C. Transportation update—Suzie

- Suzie is working with SDOT on the 34th Street, she's fighting the removability of the left-hand turn lane on Northlake that is potentially being removed to put in a bike path.

- Next, we need to get them to analyze widening 34th Street (one-way street) because we're having too many traffic jams
- The spikes that SDOT wants to insert in the Fremont Sunday Market space doesn't fit the weekly event there. The Google connector buses are messing up the flow of lanes for truckers on the Google campus, etc.
- We're getting the new light soon at 1st NW and 36th Street

D. Hysterical Markers—no update

- Not the priority right now
- Ken talked to Etienne Patout about getting a hysterical marker at his location

E. Award Ideas: Turner Construction, Brouwer's Café, Fremocentrist, Asko Processing

Adjourned at 10:05AM

Minutes submitted by Whitney Moore