



Board Meeting Minutes
October 30, 2019
309 N 36th St, 2nd Floor Conference Room

Attending: Pete Hanning, Brandi Gaines, Sean Erhardt, Sarah Kennedy, Paul Robinson, Timothy Tackett, Michael Wanaka

Staff: Whitney Moore, Caroline Sherman

Guests: David Leon, Cystic Fibrosis Foundation; David Inman, David Inman Photography

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

Introductions

Mission Statement

2019 Action Agenda--tabled

Approval of September Minutes: Tim moved to approve the September board meeting minutes and Sean seconded. All in favor. **Motion carried.** September minutes approved.

Guests: David Leon, Troll Stroll in April

19th year. Many bars and restaurants participate, \$40k raised. Cups & T-shirts. Wants to grow the event. In the past had 1200 people attending. David wants to learn more about what's happening in the business community per the Chamber. Growth brings participation. More than half the people that attend don't know it's for Cystic Fibrosis Fndn. Lots of new research & meds. Want to incorporate informing folks of all this. Promotion—the Chamber could help a lot, getting the word out, getting the Fremont Community involved. Would also like more venues participating. Considering doing something prior—fitness, then a drink. If we change things logistically, it would be great to get the Chamber's help. Will definitely be joining the Chamber in December. Have a few events this fall. April 25, 2020 is tentative date for next Troll Stroll.

- a) Pete: John & Phil run Bold Hat and Oktoberfest, Fremont Fair. They have great planning experience looking across time. Year to year participation, same people? How are you partnering with the bars? Insurance info?
- b) David: Changing the structure to make it better for bars. Selling tickets so we are a partner of the bar. Getting liquor liability. Having overall ticket sales, and then get discounted drink if they have t-shirt, or wrist band. Special occasion licenses. National organization & insurance. Or purchasing drinks & thereby tipping more? Selling wrist band with higher prices as event gets closer. We sell ours at \$50, or sell at \$20 with cups?
- c) Pete: Bring cup? Then we have to wash the cup? Showing menu leads to more work on bars' end. Some places will be swamped. Why not post up in the bar for the whole time? Sign up at the door. Working out the logistics so it's an advantage to the bar, and guests

come back year after year. Consider rotating it, because some bars get burnt out. Having too many bars, then it's too much alcohol @ 9oz pour.

- d) Sean: How many bars committed?
- e) David: Hasn't started yet. Has the chance to change the event any way he wants. Please connect him up to folks who have attended and have feedback.
- f) Pete: Thanks for coming and doing the leg work early!

Financial Report – Phil

Phil out of town. Sent financial report earlier this morning. Please review. Whitney & Caroline close to maxing out on their hours. Do we need to adjust? To be discussed at November meeting. At Board retreat in January, we will explore how to support staff most effectively.

Open Business from Last Meeting

- A. Seattle Maker Tour. Whitney presented Andrea Porter's report. It was great to bring awareness to the event. Sponsor report, with impressions of Fremont Chamber logo. 56k subscribers—great reach!
 - a. Brandi: John Pletsch from Electric Pen went on the tour and had a great time.
 - b. Paul: Can we get an attendance report?
 - c. Pete: Maybe it was low, but if we get lots of social media impressions, that's very helpful. Like Heidi Wills' tapping the keg event was not really well attended, but the social media really helped. Getting a tour of the back rooms of our businesses would be really cool, and would help folks know how things work!
- B. Family Works—Paul. We had a full table thanks to Sean & Kurt. Great event at a new venue: The Mountaineers Club near Sand Point. Went really well. Thank you for doing that. Food was awesome! Tom Douglas & Molly Moon ice cream. Brandi also attended.
 - a. Pete: going to those events is a great experience. Family Works is one we have supported for a long time.
 - b. Tim: PCC is partnering for next 2 years.
 - c. Sean: Lots of inspirational stories. Joey was really thankful with all the support and love.
 - d. Tim: Their energy is infectious.
 - e. Brandi: volunteers every 3rd Tuesday doing food sorting
 - f. Pete: Red Door takes their food there.
- C. Fremont Monopoly Event: There is a piece out front of the Red Door (with a car parked over it!) Any feedback?
 - a. Brandi: her office won a lot of money! \$100s of dollars. Adobe had a great time!
 - b. Sean: Do we know total value? Any idea of engagement?
 - c. Pete: We should reach out to Paul Riordan for a follow-up report. We have a lot of walking tours. Could we do something with the Troll, the Lenin, the Dinosaurs and you get a virtual prize?
 - d. Kurt: Capes and Powers was working on a Fremont wifi network. You enter a store, log into the wifi and get discounts. It would need to be continuous. Log in once and when you enter various stores, it registers.
- D. Fremont Oktoberfest & Holiday Marketing Campaign—John Thorburn

- a. See handout. This year's event was fantastic! Saturday best day with 12.5k people. Even with the rain (on the dog day), it was a good crowd for the weather, and there was a Seahawks game.
 - b. All positives from the public. There's always negative, but the biggest was that the bathroom at Fremont Studios had a really long line. May close that one in the future.
 - c. More feedback from the neighborhood about how much of an inconvenience it is. Timing, location, etc. Street closures. Continuing to monitor that and adjust as we can. Fremont is a changing neighborhood. This event has been happening for 20 years, so it's not a surprise. Location has changed over time, as buildings have taken up open space. Continuing to see where it is going and how to make it work best for maximum income for Chamber and adapting to neighborhood.
 - d. Feedback is from both businesses and residents. Negative feedback is based mostly on location. Katrina Eileen Airbnb is a challenge. Mischief's location makes event a challenge for them, Fremont Studios could rent out their space for more money. Closing off streets/loading in/out. Biggest noise from that area.
 - e. Slide was great! Event overall was great. Most issues we, as an event producer have to worry about were taken care of. We had enough volunteers, thanks to Sean--he was a big champion for us!
 - f. Sean's gym promotions worked for him, too. He's getting new business. Staff went for a birthday function and they were proud to be part of something. It was a good fit! Similar demographic.
 - g. Legal standpoint/LCB: no issues! LCB was very active all weekend. They recognize our professionalism and we take that responsibility seriously, so we've earned trust with them.
 - h. John has numbers on who came to volunteer (like Adobe) and their guests.
 - i. Fun activities: Worked with Spin (ping pong bar downtown)—they had professional players do demos and play with guests. One guest was cocky and the pro put down his paddle and played him with his cell phone!
 - j. Great ticket sales until just before the event due to weather, and then weather was great, so trend continued up.
 - k. Pete: It's our number one juice to the budget. So getting that community feedback that they don't really get the connection to the what the Chamber is able to do for the community is important.
 - l. Kurt: will talk to Suzie about working with Mischief would be good. A few of the board members can build a better/stronger relationship.
 - m. Pete: need to show value to Fremont of these events (Oktoberfest, Fremont Fair, Sunday Mkt): Cool stuff happens, \$\$ help us keep Fremont in great shape.
- E. Holiday Marketing Campaign Proposal:
Worked on own or assisted Chamber staff using Social Media to create a Holiday Campaign to dine and shop in Fremont. Decided last year to extend through New Year's. Bold Hat enjoys the work and wants to continue. Having Whitney on board is great, because she is very talented using Social Media and we can leverage her skills. Creating a brand for Fremont that is Holiday focused. Bold Hat wants to create that Holiday Brand, a la Pioneer Square. Bold Hat & Whitney would use this brand through our social media channels. Whole neighborhood could

use it. Whitney would focus in and highlight member businesses, and Bold Hat would pull out and promote across the neighborhood.

The two different campaign fees are very similar to last year. One adds more money to do more targeted/retargeting work.

- a. Pete: Would love to run this by Ken, as an independent marketing expert.
- b. Brandi: Consider a game thing (next year). Cohesiveness and branding really helps.
- c. John: If the Chamber can give out these assets to members, it's one more benefit. And it shows we are supporting members.
- d. Whitney: The retail community has tried to do this. They wanted it, but have not been able to pull it off. This could be a test case for this.
- e. Pete: Bold Hat does a really good job of the data. And if we have the funds, another chunk of money would help to boost the small businesses.
 - i. Brandi: Check in and get a prize.
 - ii. Whitney: Similar request from Flow Fitness (Nift) and Schilling Cider (drinking passport like in Ballard).
- f. Paul: How will it be promoted?
 - i. John: On social media.
 - ii. Sarah: 2-3 posts/week isn't much.
 - iii. Brandi: Businesses can then further promote them to build the reach.
- g. Whitney: It would be great to get metrics from Bold Hat.
- h. Pete: Overall campaign is Fremont, Fremont, Fremont. Even if not targeted to retail or hospitality. Exciting things we could do. This month passed a million bike riders over the bridge this year. It's getting earlier and earlier. Campaign on # of bike riders crossing the bridge.
 - i. John: Where to get that data? SDOT!
- i. Whitney: Trivia component.
- j. Pete: Funkier location. We have enough people to vote. Pete thinks that Phil/Bold Hat wouldn't put \$4k as the amount, if he didn't think the Chamber could afford it.
- k. **MOTION:** Sarah moved to approve \$4k Holiday Marketing Plan proposal. Michael seconded. No one opposed. **Motion APPROVED.**
- l. Paul: What about folks who are not on Social Media?
 - i. Whitney: Check LinkedIn!
 - ii. Pete: SM only goes so far, but mailers for campaigns are successful. For trick or treat, Red Door did a half page promotion. Consider flyers. Tech promotion is saturated. Consider the tactile aspect. Consider holiday signage. Consider new Pole Banners.
 - iii. John: Very strict rules about banners on cranes. Too small for anyone to see.
- m. Brandi: Are we creating brand assets we can use all year? Like a passport stamp concept.
- n. Pete: Yes, please keep that as part of the campaign that is not seasonality-based.

Chamber Staff Reports—see handouts

A. Marketing and Walking Guide – Whitney Moore

- a. See handout.

B. Membership and Office Management - Caroline Sherman

- a. See handout. Not getting a lot of traction with our landlord membership package. More paper collateral might help—give them flyers to post about our events.
- b. Tim: Landlord of Epi Building working with fire marshal about fire escapes and people sleeping on them. Fremont Dock owns the land. Landlord wouldn't be able to do much with the board, but should become a member. Tim has also talked to Emelia at Starbucks.

Committee Reports

- A. Programs – Ken—tabled
- B. Membership Meeting – Ken—tabled
- C. Event Updates – Phil—tabled

New Business

- A. Elections:
 - a. Terms: Paul, Sean, and Carrie's terms end this year. They all are interested in continuing on the board. Nate Mouttet is a candidate for a full 2-year term. Ken nominated Eva Otto, as well.
 - b. Officers: 3-year terms. Brandi is in line and interested in running for president
- B. Kurt: North Precinct Advisory Council
 - a. Brought minutes from the last board mtg. Basically guest speakers: District 5, Ann Davidson. Councilman Juarez. Good dialog around upcoming election. Police emphasis: 85th & 145th on Aurora due to increase in violence, for the next month or so. Over the summer emphasis here & Ballard. Cpt Sano was not present, so Lt Osborne ran the meeting. Should Kurt attend these Chamber Board meetings more often? Yes.
- C. Award Ideas for September—Who and Why?
 - a. Ken for his awesome programs and participation
- D. New businesses coming into Fremont:
 - a. Business going in to old Caravan Carpets place is D'Ambrosio gelato.
 - b. Steepology in old Float space.
 - c. Who's moving into Custom Smoothie spot? No one yet.

Adjourned: Motion to adjourn by Brandi, seconded by Sarah. So moved at 10:04 am.

Minutes submitted by Caroline Sherman