



Board Meeting Minutes
November 27, 2019
309 N 36th St, 2nd Floor Conference Room

Attending: Pete Hanning, Suzie Burke, Brandi Gaines, Phil Megenhardt, Paul Robinson, Timothy Tackett, Sean Erhardt, Amina Leighton, Nate Mouttet, Michael Wanaka

Staff: Whitney Moore, Caroline Sherman

Guests: Scott Plusquellec, Nightlife Business Advocate, City of Seattle

The meeting was called to order at 8:32 AM by Pete.

Introductions
Mission Statement

Guests: Scott Plusquellec, Nightlife Business Advocate, City of Seattle;

Approval of October Minutes: Suzie moved to approve, Amina seconded. **Approved**

Guest Speaker: Scott Plusquellec. Promoting night life in Seattle within and beyond Seattle. Opportunity in February: Responsible Hospitality Institute end of Feb/beginning of March. Works with Cities to create best practices for night life. Conference around cities around the country. Back in Seattle for last time in 10 years. Brings folks from around the globe interested in this topic. Attendees are primarily city managers, but also public safety experts, academics, city employees, and folks working on night life in their area.

Two focuses: Academy for folks just looking at night life for the first time; Saturday. Conference: Sun-Tue. At the end of the Academy, they've been providing tools: what to look for, holes in areas, what is good. In order to give them ability to do best practices. This year, RHI asked for rep from each area of town to give a 5-10 min overview, what the offer is, what they would expect to see in Fremont, what the flavor is. Fremont, Ballard, Pioneer Square, Capitol Hill, Belltown. Gives attendees a choice.

Basic request: could someone come from the Fremont Chamber to give this presentation?

Go to RHI website (<https://rhiweb.org/summit.html>) for detailed information. Handout [attached] is overview of host city's responsibility. Also looking for sponsorship: hosting reception & lunch. If interested and would like to tap in in some way. Volunteer opportunities. Great opportunity to show off Seattle.

Who attends: City managers, public safety officers, planning & construction departments. Numerous cities attending from around the country & globe. Bar owners, promoters, night managers, academics (Sound Diplomacy from London), wide range of folks who have an interest or stake in managing night life.

Pete: McGinn brought RHI here a long time ago. Switched City Attorneys—it was a contentious time. Pete, Phil and Suzie will likely attend.

Suzie: Community events are part of night life.

Scott: What is life at night? Office workers, cleaners, Uber/Lyft drivers, EMTs, folks who are not 9-5.

Suzie/Pete: Uber/Lyft/Taxi drop off points.

Scott: Capitol Hill Geo-zone with dedicated pickup spots with a geo-fence—90-day pilot program. If it works, will be expanded on Capitol Hill and beyond.

Pete: Cost to attend? Roughly around ~~\$200/\$250~~ \$665-\$775 for the full event. Scott will share the website link. [<https://rhiweb.org/summit.html>]

Phil: Tour at night? Would that be helpful?

Scott: Had a discussion around that, but tabled it, because there are so many people involved. If we are willing, Scott could bring it back up. Could be an ad hoc thing.

Phil: Yes, the Chamber agrees to do something at the conference!

Pete: RHI findings around safety and drinking when started Hospitality Society: the longer lights are on, the safer the community. If you let folks leave when they want, less over-drinking. Refer to Hospitality Group. Scott would like to learn more about this from Pete.

Alex Pederson & Toby Thaler an advocate on this topic.

Open Business from Last Meeting

A. Holiday Marketing Campaign—John Thorburn

Last meeting discussed how to create a mini-tourism campaign to drive business to Fremont. Chamber renewed interest. John & Maddy got together to come up with a plan. Looked at all the different businesses and how they capture the different feel of the neighborhood. Create graphics that support Bold Hat's work on this, can be used by Whitney, and can be used by businesses themselves. One of the things they looked at was how Pioneer Square is doing it. Key words and icons and images. Maddy & John came up with an idea for Fremont: "Creator Culture". Important to be "non-denominational", incorporated Fremont Chamber logo font. Graphically tried to come up with a good icon. There's the Troll, of course. But there are challenges to capture that graphically. Got approval for Fremont Tour, but for this campaign, it involved a lot of work. Also

discussed the Rocket, the Dinosaurs, the Statues, etc. But came back to the way-finder sign, the Guidepost. Would see this overlaid with images of the Troll, or the dinosaurs, the statues, people shopping in Portage Bay, or dining at the Red Door. Find a collective across the neighborhood.

Suzie: Consider using Lenin.

Phil: Find Creator Culture. We have an enormous amount of branding we are not using to our advantage. It gives us a theme.

Suzie: It pulls in industrial! Consider Lenin for the Holidays—he's the center of Festivus.

Pete: Did you talk about why to use the Center of the Universe? Creating a new moniker, but we already have a good one: Center of the Universe! If we keep on layering our investment in this community and having something that can go beyond one season, Center of the Universe has worked.

Phil: Center of Universe has a story, Republic of Fremont, etc. To tell that story is involved. It will always be what Fremont is. Adding this, "come find the creator culture" isn't bad. It's layered.

Brandi: Find the Creator Culture in the Center of the Universe.

John: It's very simple to add "CoU" across the bottom. We wanted to find the Call to Action.

Pete: Creator Culture doesn't do as much for him. It's one piece of everything available. OK to build it in to Center of the Universe, but don't lose what we've invested a lot of time/effort into.

Paul: Doesn't really know what "creator" is.

Pete: Doesn't really get it.

Sean: Wholistic 24-hour message. It points to the center: drops a pin into center of the center of the universe.

John: Work is focused on social media. Whitney's role is to focus on Chamber Members. Bold Hat is about bringing everyone to Fremont. For the next month and a half, it's never going to be a stand-alone. It will be with photos and a caption.

Brandi: It's very busy. Need to make all the info stand out.

John: Have versions that are more horizontal. Find dining & drinks. Find shopping.

Brandi: Can you share a portfolio of all the different images?

Phil: Yes: will share with Chamber Members and others. Will move ahead with it now, as tomorrow is Thanksgiving. Will continue to fine-tune it.

Suzie: Highlight Festivus and Shop Small.

Phil: Report last year recapping what the holiday program was and it was really strong. This year it's going to be awesome. Maddy is Bold Hat's voice on social media.

Financial Report – Phil

Stephen Fickenschier is great, very nice man. Able to provide very clear info. He just did the taxes and it was easiest ever.

In the transition from budget planning and transferring the spreadsheet over to Stephen, we missed a few things, and correct a few things. Last month reported we were going over on the contractors. Stephen found it and corrected it, so we are back on track with Staffing. So, we are right on!

Revenue engines: Walking Guide for October & November (not final). Can see a snapshot of where we are. WG is doing great. Meeting income is in the red. All this means is that we overestimated for the budget last year. In 2020, we'll be able to budget differently.

Sponsorship has been good. Membership income is OK. Oktoberfest was a success. Membership numbers still coming in. Expense side, net revenue we're at 126% in November. So we are on track to have a good year.

Suzie: Nominates Stephen for an Award.

Chamber Staff Reports—see handouts

- A. Membership and Office Management - Caroline Sherman
 - a. Send Nate a hot sheet about WG & key selling points
 - b. Telethon: Phil—if you know someone at the businesses listed, like the person who signs the check, let the office know.
- B. Marketing and Walking Guide – Whitney Moore
 - a. Open rates are really good.
 - b. Phil loves the improved announcements of upcoming events.
 - c. Pete: Twitter tags work well.
 - d. Whitney proposed tag line: “When you ask for the World, give them Fremont—Center of the Universe!”

Caroline: Chatbox is gone. No more texting to the landline after the end of the year.

Committee Reports

- A. Programs – See handout
- B. North Precinct Advisory Council – Kurt Kapusuzoglu
 - a. Suzie: will be scooping up the lunch there. Tutta Bella will be catering.
 - b. We got our light in at 1st & 36th. We take all the credit, but SPU (Seattle Public Utilities came through.) SPU doing their 5-year strategic plan. Ask them to give us the lowest water rates possible, as small businesses use lots of water.

- c. Suzie with SDOT talking about parking. Everyone who has a thought that something on the edge of the street will make it better, let her know. She'll be looking at a large map. No parking metered zones. The ones we have are under-utilized except for key times in the day.
 - d. Phil sent parking flyer to Mike Kelly, Asko Processing. He runs 3 shifts, and that the street doesn't get filled up with vans overnight. He was helpful in years past.
 - e. Suzie: We have a lot of no limit spots that the vans go to. Suzie will ask for 4-hour parking signs, but will go to 2-hour, if she has to. The businesses have figured it out. We cannot have overnight campers. If this helps us, we will use it. This will come up with Canal Street. Where we have limitations, it works, but where we don't vans incur.
- C. Pete: We had a bunch of board members at our last Program meeting. Thank you! How did you like it? First time doing that. Positive responses. Paul brought a guest, and he was very excited. Speakers did a great job! Not too dry, was personal, and engaging. Great Q&A. We are just starting to be a program-oriented chamber and it's working. Explored panels this year, and they work! Social Good meeting was really strong.
- a. Pete: Ken has done a great job and would like to nominate Ken for an Award!
 - b. Phil: the fact that we haven't broken even is part of the cost of doing business and being a Chamber and providing services.
 - i. For 2020, we need to look at the budget in terms of what value we provide and we provide great Value!
 - c. Phil: part of the value: gifted Walking Guide listings—sharing resources. Appropriate to have a meeting around politics, but very important to have civility & balanced dialog. What's important for small businesses politically?
 - d. Brandi: would love to have City Council attend a meeting. Mini-town-hall.
 - e. Pete: Alex Pederson, Tom Strauss, Jeannie Kohl-Welles.
 - f. Phil: We are a volunteer organization, not a BIA/district... what we put together is done with sweat equity!
 - g. Suzie: It's the only way we'll get outreach. BIA does not have a voice, because they are all tied to the City. Industrial-type businesses that Fremont Chamber doesn't come up.
 - h. Pete: We want to make place for them.
 - i. Suzie: NSIA & others want a voice.
 - j. Brandi: Port Commissioner, Ryan Calkins.

New Business

- A. Elections—terms & nominations—Caroline
 - a. New Board members:
 - Nate Mouttet
 - Eva Otto, if she agrees.
 - b. Up for Re-election:
 - Carrie Bauer
 - Paul Robinson
 - Sean Erhardt
 - Suzie Burke
 - c. Elections for Officers are held at the January Retreat

- d. Board Retreat: at Fremont Studios again?
 - e. Phil: 5-key areas to review. Can share the 5 areas and the action items (aka Strategic Plan). So new board members understand the why and wherefore of what we do. This helps us not to get fractured and stay on course. Our work is very slow moving (only meet 11 x /yr.)
 - f. Send out 5-year plan to Board.
- B. Holiday Party & Annual Meeting—Pete
- C. 2019 Annual Chamber Awards for January meeting—Ken
- D. Award Ideas from October—who and why?
- a. New Car Wash Enterprises event: back in December. They doubled in size. It's a huge commitment to stay here. They were thinking they were not going to due to vandalism by transient population. It's really bad there.
 - b. Suzie: SPU for the light—something over the top for the help in getting the light. And thank SDOT/Sam Zimbabwe. Suzie has heard from several people that they never get thanked for lights. There's never been a ceremony for a new light. They loved it! If we give them an award, we may get the head of SPU.
 - i. Christy Carner Salon has noticed an uptick on not having cancellations.
 - c. Consider Our Beginning for an award for helping get the light for the good of the kids in the neighborhood. Crosswalk Award.
 - d. Suzie: Still need crosswalks at 35th & Evanston & 35th & Phinney.
 - e. John nominated Sean for filling the table at the Family Works event.
 - f. Pete nominated Sean for VP and others concurred.
 - g. Stephen Fickenscher & Ken Saunderson
- E. Other
- a. Chamber baby shower? Amina is expecting!

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

Minutes submitted by Caroline Sherman