



**Board Meeting Minutes
February 26, 2020
Adobe, 801 N 34th St**

Attending: Brandi Gaines, Phil Megenhardt, Carrie Bauer, Sarah Kennedy, Ken Saunderson,

Staff: Whitney Moore, Caroline Sherman

Guests: Jamey Wallace, Bastyr Center for Natural Health; Officer Nicholas Boys, Seattle Police Department

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

Introductions

Approval of November, December and January Minutes:

- Phil moved to approve December & January retreat minutes; Brandi & Ken seconded. **All Approved.**
- November minutes were approved in January.

Mission Statement was read out loud.

Guests:

- Officer Nic Boys took over from Joe Bender. He helps streamline with the department any issues we have with encampments, chronic offenders, etc. Email is best way to connect, as he is in the field frequently. Spends 2 days down in Pike & Pine corridor. Captain Sano is a great manager.
- Sarah: glad to have hosted the anti-shoplifting event last year. Now she knows what to look for, and the chronic shoplifters steer clear. They are identified on Fremont Community website. Sarah would be happy to host another shoplifting event.
- Ken: We may want to offer that as a freebie, because some folks resented having to pay.
- Sarah: Morning event worked. They open at 11.
- Ken: chair rental & coffee costs.
- Brandi: Get Starbucks to donate.
- Nic: happy to set that up.
- Jamey: Has there ever been a program on Safety? He knows someone who has done safety trainings in the past.
- Carrie: The School District has not offered safety training, but she took one when she lived in Alaska.
- Nic: SPD does offer some several times a year, taught by women for women. Free of charge.

- Caroline: mental health first aid class: Nate/SPU is working on setting that up.
- Carrie: Appreciates help on RVs. Have cleaned up the street around them. They just move, but at least the area is cleaned up. Use Find It Fix It to report the issues.
- Nic: Feel free to email him, as it helps him follow up on RV issues, etc. 2am-5am enforcement has been approved.
- Carrie: They dump toxic waste and human waste.
- Nic: Auto thefts is the big trend: Fremont/Wallingford/U-District. Might be higher because Lincoln Towing is based in this area. 1999 or older gets a free club. Hondas and Subaru's top the list for most stolen in the area.
- Phil: do people dump their cars close to 99?
- Nic: More commercial and industrial areas, where they can slink away and hide.
- Whitney: We promoted this in the Blast and can do it on SM.
- Brandi: Could host a safety event here at Adobe.
- Caroline: Can I forward email from landlord of small encampment.
- Nic: Single tents can be handled without bringing in the Navigation Team. Can forward the email to him, but need to also report on Find It Fix It.
- Brandi: No camping signs—we need these!
- Phil: Anti-shoplifting class—if you can't attend, get the Pro Tips.
- Nic: Code of Ethics. Starbucks did a Code of Ethics thing after the big issue in Philly. Posted in a couple different spots. Be courteous to others, don't throw garbage on the floor. Helps support decision making about boundaries, etc.
- Sarah: How to deal with nuisance customers?
- Phil: Codes of Conduct for special events.
- Caroline: Walking the line between informing about issues, but also not suggesting that Fremont isn't safe.
- Carrie: start with the good news. Inform.
- Phil: Focus on Thrive. Fremont is Thriving. We are investing in our neighborhood, which is why it is safe and doing well.
- Sarah: Sharing pics on the Fremont Community page.
- Carrie: NextDoor Fremont has lots of pictures on there.
- Ken: Being proactive is what the Chamber is all about. Take pictures.
- Whitney: Wouldn't post pics on behalf of the Chamber, because that wouldn't be helpful; sharing relevant info from the Community page.
- Brandi: Having links to pro-tips, safety ideas/classes, Find It Fix It on our website under Community Resources. Make sure they don't get lost.
- Flesh out Community Resources page on our website on these issues.

Jamey Wallace, Bastyr Center for Natural Health

Been at Bastyr for 30 years. The clinic used to be on Latona. Moved to current location 15 years ago. Naturopathic, Acupuncture, whole foods, psychology. Whole-ism, wholistic health. Second careers. More folks coming out college. He had a career in high tech. Eclectic crew. Open 6 days a week. Program for folks over 62. Bill Medicaid. Sliding scale. Accepts commercial insurance, private practice, clinics. Licensed to practice in state, just like Kaiser, labs, regular checkups, etc.

Looking to get to know some of the businesses here to help folks, staff, employees, etc. Be a good neighbor/resource. At first neighbors weren't happy, but the area has changed so much. 4 multiplexes. Experiencing the busy-ness. A few RVs near evo and the transfer station. Alcoves have campers. Not many needles but lots of debris. Custodial folks not eager to make the rounds. Working on Codes of Conduct. Patients with behavioral issues, but only some aggressive folks (no violence so far.) Security locks on patient areas, classroom areas that are badge access only. Campus in St. Edwards Park with old growth, etc. Love what I do, loves this area. Lived here the longest. Lives on Queen Anne. Loves this town!

Ken: thanks for coming. Hope to get you ramped up.

Phil: You are in our area. Stone all the way up to 50th. It's all Fremont. Stone is thriving. The more we can let those folks know they have business representation. It would be nice to have representation up there.

Brandi: Have a natural health program with Bastyr & other local health care practitioners. Take care of yourself and your health. Health & Wellness event.

Ken: Celebrate & showcase health & wellness.

Jamey: We have big rooms for events or meetings. Possible space for all sorts of things.

Financial Report – Phil

- Statement of Activity—normal for January. Statement of Financial Position: note Arts Fund balance at bottom.
- 2020 Budget: Working on this over the past few weeks with Ken, Caroline & Whitney. Revenue Engines & expenses. Holiday Ad campaign is a holdover. We'd get Chamber members to buy into our Ad campaign, because we no longer do print ads. Bold Hat in charge of marketing, as well as Whitney's position. Whitney keeps monthly dialog open. Lenin Lighting is an expense of \$2k. We could have a lot of conversation about it. Trying to get eyeballs and shoppers to Fremont.
- Highlighted area: WG--Kept it the same as it was. 2 years ago, it was at \$8k. It's a marketing campaign and membership drive. We're going to sustain at 11k. For WG Sponsorship, we went up from \$1k to \$2k. There's proven value in that.
- Meeting Income: Phil adjusted it down from Ken's figure. Number of people coming is increasing, so we have momentum there. Sponsorship: right now, it's \$200, so we could bump it up/add additional sponsors.
- Ken: Should we be charging folks who show up at the door a little extra?
- Phil: Our mission is to get new members. Let's add getting sponsorships.
- Ken: Picnic at the Dock would be a great place to get this.
- Phil: Kept sponsorship low, but it's an area we could focus on and improve.
- Ken: Adobe underwrote the breakfast; Fremont Dock subsidized the catering from next event.
- Phil: Membership. 2018 was \$49k. We originally came up with \$45k for membership but felt we could do better. We upsold a number of businesses/landlords. But the core is the

Shining Star level. So work on maintaining that and keep it going. Our theme for 2020 is to concentrate on the \$160/\$300 members. Not to say we won't talk to the bigger ones, but just do more on the Shining Star.

- Ken: Have we updated our rates in the last 5 years? Is there price sensitivity at that level between \$160 vs \$175? Or \$300 vs \$350.
- Whitney: Value: if we know they are a sponsor: 4 Blasts, 8 SM, 4 LinkedIn, etc.
- Brandi: Let's keep it at this price and do the research.
- Carrie/Brandi: \$175 sounds fine, but \$350 sounds big. How about \$325. Do the analytics, do the math.
- Phil: Make it a campaign. If you are in for 2020, we are going to increase our rates in 2021. Meeting expenses is too high. Drop it to \$6,750. So, we still have a negative net balance. We do a really efficient job of keeping our expenses low. Our biggest investment is our people. As a board, need to look at that. Goal is between now and March have a meeting to talk about staffing levels and go back and be ready to approve the budget. Two things:
 - Arts Fund gets to \$10k before we touch it. It's probably in the General Fund. We could break it out, but then it wouldn't earn as much.
 - WG, Rocket—these need to come out of our reserves, not our annual budget.
- WG got 4 new listings and shifted the map to the West to help activate FreLard & Nickerson.
- ACTION: have budget to be approved in March.
- Executive Board meetings every other month.

2020 Action Plan – Ken

Compiled from Retreat notes. Modeled after Strategic Plan from 5 years ago. Please review. Look at monthly and see how we are doing on our goals.

Phil: Get board members to weigh in on action items, even if not attending. (Boost board participation.)

Brandi: For example: Michael, we discussed this, please come with ideas to present.

Paul: Review and be ready to discuss and approve at the next board meeting.

Ken: Look at board calendar. Invite LCB to board meeting (Phil has done this.) Get FAC to a meeting (coming in March). Get Eric Peale from Fremont Neighborhood Council.

Open Business from Last Meeting

A. Mission Statement

Office Reports—see handouts

A. Membership & Office Management – Caroline

- a. Phil got Paul Shanrock/Stampede Cocktail Club will connect with RHI and we will have representation from Fremont.

B. Marketing & Membership -- Whitney

- a. Focusing on Milky Way folks, giving them special touch.
- b. Outreach & Engagement takes a lot of time.
- c. Board: Please review Networkers Guide
- d. Email marketing—beating general metrics.

- e. Lots of FAC promotion on Facebook to promote & support them.
 - f. Actively updates Google My Business; passively: Yelp & NextDoor
 - g. Mission Statement Survey Results.
- C. Carrie could add links from Fremont Chamber website/newsletter.
 - D. Everybody on the board: update your LinkedIn with your Chamber participation.
 - E. Ken: Can you track referring sites. Requires a premium feature of Google Analytics
 - F. Caroline: Networkers Guide; also an Advertisers Guide

Committee Reports

- A. Programs Reports – Ken
- B. 50 people at our Feb mtg. Best turn out of board members in a year. Great to see that participation. Net income \$836.50. Awards program has been great. Last few years ago the awards were bad. Glad this is improving. We are seeing folks we don't often see.

Announcements & New Business

- A. Award Ideas from January—who and why?
 - a. We should do something for Pete & Red Door.
 - b. Phil: Closure & Pete's participation. Give him a Personal Membership?
- B. Other

Adjourned: Motion to adjourn by Sarah, seconded by Carrie. So moved at 10:00 am.

Brandi: To discuss how to reduce paper at board meetings.

Minutes submitted by Caroline Sherman