



Board Meeting Minutes
April 29, 2020
Teleconference via BlueJeans

Attending: Brandi Gaines, Paul Robinson, Phil Megenhardt, Amina Leighton, Jessi Brookman, Carrie Bauer, Suzie Burke, Sean Erhardt, Nate Mouttet, Ken Saunderson, Michael Wanaka

Staff: Whitney Moore, Caroline Sherman

Guests: Fremont Arts Council: Bridget LeGarde and Lymarie Perez

Call to Order – Brandi

The meeting was called to order at approximately 8:37AM by Brandi. Packed schedule.

- A. Introductions
- B. Mission Statement was read out loud.

Approval of March Minutes: Suzie moved to approve. A vote was held, and the March minutes were APPROVED.

Guest Speakers--Fremont Arts Council (FAC)

Will attempt a virtual event. Will do a broadcast of past and present footage of ensembles.

Working out early details with TPN. Broadcast with Nash. NW Arts Streaming Hub, a startup that is like Netflix for artists focused on artists here in the NW. will be reaching out to some sponsors and try and do some package deals. Get a package and watch on your computers. Lymarie has a mural project.

Suzie: What date for the virtual: June 20th

Phil: Re: intention and end result, what do you hope to see?

Brigette: whole point is express joy and celebrate. Looking for funds not for floats, but for artists who want to perform in a park in yard, flash mob style, maybe parading a single ensemble through a block viewed from porches and windows. We still figure out how to celebrate and express ourselves.

Suzie: Are you aware that the art cars are doing this once a week? It could be filmed.

Brigette: Spoke to Kelly Lyles to see if they'd like to be part of it. Only time they could actually be part of it as non-human powered vehicles.

Brandi: Great way to celebrate. Also saw the call to muralists. Would love to see more of this in Fremont.

Lymarie: Virtual event—make as much effort to continue to cultivate and remind our community about our culture and our efforts. Driving reason to hold the virtual event to the best of our ability. Mural Project: network of 19 mural artists ready to work. Submitted 3 proposals for Frelard Tamales. Whitney was able to refer 3 more businesses. It's exciting and artists are excited to make a little bit of money. Great effort to bring

Brandi: bringing interest to the community, folks are photographing them, as well. Art Walk through our community and highlight businesses that are participating. Do you know when they will start going up?

Lymarie: Case by case. Thursday for Frelard Tamales. Some take longer than others. As soon as we get that going, I'll get some short feeds going on the progress.

Ken: If a business or property owner is interested, should they contact Lymarie?

Lymarie: Yes, contact her (outreach@fremontartscouncil.org) directly. Due to high demand, she's putting together a form which she will post on the website.

Brandi: Do you have an ask from the Chamber?

Brigette: Reporting back. In the next 10 days we'll have a better idea of what we're looking for as far as resources. TPN is offering up their assistance. Will need volunteers to help film the flash performances. There will be places to slot in. We have forms for ensemble and volunteer forms ready in the next day or so. Please help us get the word out.

Sean: Will there be naked bicyclists?

Brigette: Depending on the platform we put it on, depends on whether nudity is allowed. We have spoken briefly with Solstice volunteers about the cancellation. Reach out to them and they can do a small group, but some sort of clothing: pasties and a thong. Must do some sort of cover up in order to be part of the show.

Suzie: That one ensemble that looked like all the British soldiers and the Queen. From a distance, you really couldn't tell it was all paint.

Brigette: The Beefeaters are the volunteers. Their problem is that you cannot safely socially distance and paint a body at the same time. They'll have to figure that out on their own. We are encouraging them to figure out how they will do their show while observing social distancing. One of the ideas we've had as well is that certain businesses that are shuttered, they have space that would possibly be available for filming and performances. We could feature their name and space and have the performance in their space. A way for closed businesses to get their name out. Fremont Chamber could help with this.

Brandi: Yes, we can help. Share details. Thank you for coming and sharing this update.

Brigette: This all sprung up about a week ago. TPN is being very generous.

Lymarie: Experimenting with a live COW meeting. A work in progress. Will let us know. A meeting to bring the community together and share ideas. This is the perfect time to mention any partnerships. Great time to mention any involvement with the virtual parade.

FAC left the meeting.

Suzie: Murals: wonderful to put murals on boarded up buildings. In Ballard, you board up, you get broken into. We should not be encouraging our folks to board up. Harden, but don't board up. If the boards are important, then get them painted.

Brandi: make the ones that are up look pretty.

Michael: Not checking his business.

Suzie: boards are a sign that you are not coming back.

Brandi: Esters is boarded up but open. Some are open but have boarded up for one reason or another.

Whitney: Board up with plexiglass, per Nic Boys. We are not promoting businesses board up.

Brandi: That's a good solution.

Suzie: Lots of signs as soon as they can think of it when they're coming back.

Brandi: signs saying temporary closure, coming back soon.

Major Events – Phil

A. Fremont Fair and Solstice Parade Cancellation

- a. The virtual parade idea ... Thank you board for the support that you've given the Bold Hat Team regarding the Fremont Fair. Brandi did a great job talking with FAC and decided to wait until May to decide cancellation/postponement. We had a meeting with City of Seattle at 10, but midnight the day before, FAC cancelled in a vacuum. We could have done it properly, notifying city before making a public announcement. Since the events are so symbiotic, we don't know if we can have a Fair without the parade. Not looking like events in general will be coming online, per the Governor. Chris Swenson, City Film Office, & ?? weekly phone call. Went from triage to planning. They are thinking that large public gatherings won't happen until there is a vaccine. Seahawks/First and Goal really pushing to come together and celebrate. Wishes cancellation had been smoother.
- b. Brandi: Thanks for being thoughtful about this. We all had to act according to our needs. And I appreciate you staying in touch with the everyone and reaching out.
- c. Suzie: Brandi and Phil did a great job with this hot potato. You both did as well as you could.
- d. Contract with Fremont Chamber & Bold Hat. Pretty straightforward. Bold Hat/risk/reward sort of thing. 170 vendors signed up when we cancelled. Return policy: kept \$25 non-refundable application fee to pay for registration software. A lot of sponsors that sent checks chose to return in 2021. Larger sponsors that committed early on financially. Those that signed contracts but didn't pay, we have to renegotiate. Don't know if they will be around next year. The Fair will be wrapped pretty quickly. No long term contracts. Toilets, tents, security able to be cancelled. No financials to report yet.
- e. Suzie: list the folks who left their money with you, we should brag on those folks on the website, etc.
- f. Phil: Good idea! Our social media & content for next year, as we get into May and June this year, we are in this weird zone. Marketing plan is to promote sponsors closer to the event timing. Marketing team is on it. Will have campaign on how to celebrate solstice. Lots going virtual to help their vendors. We're not doing that. Craft vendors can be found on the Fair website, but we're not promoting them.
- g. Suzie: Thank the sponsors now and as we get closer. Maybe should go up in other venue besides Fremont Fair website. If Chamber/Fremocentrist does it, it spreads the love to different folks. Vendor-ism is going to change. We want to be with them.
- h. Phil: doing the virtual parade sounds great, but we on the liability side are going to be very thoughtful about it. If you can't gather, we're not going to promote going out to watch.
- i. Suzie: They have groups of artists who don't mind misbehaving, but we wouldn't want to be there. Art Cars are great, but everyone is in cars. Usually doing this around nursing homes. But this could get hysterical.

- j. Phil: Fremont Fair is cancelled, no gatherings, no celebrations other than virtual. Will work with Chamber to ensure marketing goes out on all channels.
- B. Fremont Oktoberfest
- a. Phil: Situation Standby. Bold Hat has become the leader in Post-COVID Event Planning. Been working with WA Events Assoc, City of Seattle & King County on event planning. How the state is coming on board with farmers markets, etc. It's been great. Working with City & Dep't of Health to come up with alternatives. Having 10k people gather not going to happen in 2020. Likelihood is very low. Oktoberfest, planning on doing the event differently. We have to. Post-911 changed security. Post-COVID will also change things. We will be the leaders on how to do it right. They have to be done well. Have to pay attention to public health, etc. If we do it, maybe in sessions with a couple thousand people in shifts during the day. Layout, eliminating a lot of vendor spaces, creating butt space, shifting line management. Volunteer driven. How are we doing our job to ensure guests, volunteers & staff are healthy.
 - b. Suzie: Important to understand that Farmers Markets were opened because of a demand by an organization. I feel you are leading the point of the spear on that, because we have to get back there. What can we do now? Can't wait a couple of years. No COVID has ever had a successful vaccination happen. We have to figure out how to get back out on the street in some way. You have to keep pushing them.
 - c. Phil: Goal is to get on Governors task force to reopen civic events.
 - d. Suzie: Talk to Oscar Velasco-Schraitz at Dockside. He's been very successful getting on the right committees. Those folks are organized. Dockside never got shut down. Good guy, clean as a whistle. Seattle Chamber of Commerce is not helpful. Good friend Tom Rankin says the Chamber is going to close for 2 weeks. Will anyone notice?
 - e. Brandi: But they got a shout out.
 - f. Suzie: Bellevue, Joe Fain doing a great job.
 - g. Phil: If the City is managing the event, they are cancelled through August. September is still on the chopping block. City's don't have a lot to do in September.

Financial Report – Phil

- A. 2020 Budget Scenarios
- a. Looked at Budget vs Actuals, Summary Tab. WG has been delivered. Google Maps Sites Walking Tour. We're looking at the Worst Case scenario. Parade & Fair won't happen. Cash reserves at \$100k. Would leave \$30k at the end of the year with no income. A couple of opportunities: getting a PPP loan for payroll that would cover 8 weeks. We would manage those funds appropriately. The loan would be forgiven, but for 1%.
 - b. Looked at Worst Case scenario. Largest expense is Human Resources. Membership and membership maintenance. Caroline looking at cutting back a bit. Whitney's time is at 20 hours per week. To start looking at 2021 and how much it's going to cost to do that, but the biggest thing is we would need a vote to use our reserve funds to supply Chamber's expenses. That's what they are for, but the board as a whole needs to discuss and approve.

- c. Suzie: Will that happen this month that we dip into reserves?
 - d. Phil: yes, it will happen this month. WG commitments were planned for and are going out this month. Any other payments have been eliminated.
 - e. Suzie: I would move to use our reserves to use what they are there for to stay alive and visible for Fremont, a small community, as we reduce our expenses as much as possible. No one else will help us, so we do it. It's our goal, our mission. Social media is only thing that is really going.
 - f. Brandi: SM is having an impact and folks have joined. Virtual is the way to be. We need to keep fostering these resources, we should not be cutting back.
 - g. Suzie: we need the upbeat word out there.
 - h. Brandi: Yes, we need to be 110% on top of this and committed, we need to keep that vision alive....
 - i. Suzie: as cheap as possible.
 - j. Phil: how much membership meetings and zoom calls. I'm glad we waited to see how the dust is settling. The SM has been awesome. Now engaging the membership in planning, long-term planning, pro-tips. A place to get together and hear hopeful news. Any other questions? Any seconds on the motion.
 - k. Brandi seconded.
 - l. All in favor, motion passed.
- B. PPP Application—Caroline, Phil and Stephen are working on this. We'll vote on whether and how to use the funds.
- a. Brandi: how does this look viz taking \$\$ from businesses?
- C. Update on signing authority on our financial accounts

Open Business from Last Meeting

- D. COVID Resources—covered on our website.
- E. Security in Fremont
 - a. Suzie: keep things clean and tidy helps so much. The dinosaurs have never looked so kempt. Participate in keeping things looking good. Use any dumpster available.
 - b. Homelessness & wastewater dumping—Suzie. We're going to stay on this. Toby from Alex Pederson's office. SPU took one end of that looking for place for homeless folks to dump. But it's ending up in our water ways. Need to have a stick with that carrot
 - c. Water meter fees relief
 - d. Local security for closed businesses – Suzie. There has been security hired. Adobe has doubled its security. New building under Aurora Bridge has doubled its security. Under construction buildings have problems. No landlord in Fremont would ask the Chamber. It's a matter of who can. The landlords are working together.
 - e. Michael: Michael Peck & Brian Regan has hired some security guards to patrol at night. Someone tried to pry open our door but failed. This is the time to get some cheap security. Have a sign that says Smile you're on camera, 24-hour security. Smaller businesses don't think it's important until they are robbed.
 - f. Brandi: Ring camera she's not using and is happy to donate it.

- g. Suzie: Bars have their own significant problem. Their liquor has to be secured, or **they** go to jail. Biggest security is people talking to their business neighbors to help each other.
- h. Suzie: Letter by Dan Strauss—we don't want to get in the middle of this.
- i.
- F. Programming—deferred to Whitney's report
- G. Troll Support—will revisit if they ask.
- H. 2020 Action Agenda—making sure our community is well taken care of and supporting our communities 110%

Office Reports—see handouts

- A. Membership & Office Management – Caroline
 - A. See attached report & spreadsheet
 - B. Brandi thought upgrading to credit card was a good idea
- B. Marketing & Membership – Whitney
 - A. See attached report
 - B. Baby, wedding & baby gorilla got great likes
 - C. Not fatiguing people with our posts.
 - D. Posts jumped with COVID
 - E. Up on all followers
 - F. Spends a considerable amount of time managing SM. Doing a great virtual support effort.
 - G. Brandi: Great! So important and loving seeing all the gratefulness from the businesses. They are happy to see happy consumers. It's good to tag the businesses you visit. Other people sharing is what's driving our SM.

Committee Reports

- A. Programs Report – Ken
 - A. Have not had any programming scheduled going forward. Should pull the plug on Picnic on the Dock. The Propeller Club said that it is officially off. Brandi agreed. Suzie: only doing it because of, but may try something later in the year. Ken will also let all our partners know. Postpone, but not cancel. And let the speakers know. Sent suggestions to the board on virtual programs. No income, but a way for folks to stay connected. One meeting had over 500 people connect. April 2nd letter to board, happy to coordinate as a volunteer.
 - B. Suzie: these orgs, like Propeller Club need to urge our City to get back to work.
 - C. Ken: Organizations that have an active advocate, fishing, golf courses, there is not an organization in the state going to bat for small businesses. Very disappointed. Anything the Fremont Chamber can do would be very beneficial.
 - D. Suzie: need to think about this and seize opportunities.
 - E. Michael: Home Depot and Lowes getting 5k people in the doors considered OK, but 5 people in the door to a small business is not safe?
 - F. Brandi: we need to push to get businesses open. They need to get on that quicker.
- B. North Precinct Advisory Council – Kurt Kapusuzoglu (not in attendance)

Announcements and New Business—Brandi

A. Award Ideas from April – who and why?

- a. Stephanie from Show Pony. She's been walking around supporting other businesses, Fremont and being a positive influence.
- b. Suzie: nominate every single restaurant putting food out the door. Not making any money, but doing their best
- c. Brandi: Yes, to be out there keeping the lights on and people fed and hydrated.
- d. Suzie: Breweries' kegs are blowing up. Fremont Brewery got their kegs over to Mischief who distilled them into hand sanitizer, going to police, fire, etc. They've got it in all different sizes. Brewery thought of it before the beer went bad. But they are about to run out of cans. No one who thinks this economy can stay down until COVID is gone is crazy.
- e. Michael: Hear hear!
- f. Brandi: Have schools reopened?
- g. Carrie: Not until Jump Start in August
- h. Nate: We never fully closed. Have same enrollment this spring as planned for within 10 people. Challenge is housing. 325 students on campus because that is their only option. Folks with immunocompromised family members or international students can't go home. Using Whitney's list and getting a walk in.
- i. Brandi: they do deliver, tequila, too!
- j. Suzie: Let's be sure that there will be a N Seattle Town Hall with City Council & Mayor, May 7th Zoom 4:30-6. Michael, you could take appointments.
- k. Michael: has seen a lot of folks who can't work. He has a pawn license and loans quick and discretely.
- l. Ken: Trying to schedule May program at Google ... Brandi will ask him to send an email

Adjourn—Brandi

Call ended at 10:09am

Minutes submitted by Caroline Sherman