



Board Meeting Minutes
May 27, 2020
Teleconference via BlueJeans

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

Staff: Whitney Moore, Caroline Sherman

Guests: none

Call to Order – Brandi

The meeting was called to order at 8:38AM by Brandi.

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

Approval of April Minutes: Suzie moved to approve. Phil seconded. A vote was held and the April minutes were APPROVED.

Financial Report – Phil

A. April Highlights

- a. Gross profits, we made 15% of our budget
- b. Expenses that are controllable are 3 things
 - i. Consultants, time & energy
 - ii. Operating expenses crept up to 115%. Occupancy is slightly over 100% due to a small (\$20.13) rent increase.
 - iii. Expenses \$20k. Revenue very thin. \$82k in reserves, if we can manage our expenses really well, we should end up with \$60k remaining at the end of the year.
- c. Suzie: What is Barter account? And what is PayPal fund?
- d. Caroline: the Barter account is an attempt to monetize our trade memberships. The PayPal fund is our PayPal expenses/fees.
- e. Phil: We will be able to maintain our open sign and our value to the community. The more we look at ways to look at revenue sources.
- f. Suzie: We are lucky to have our staff and work with them. Almost everyone is changing their executive director and it's not going to work well for them.
- g. Phil: The way we set things up is a joy. We rely heavily on our volunteer board. It works very well for us. We made business decisions that allow us to remain in business.
- h. Brandi: It's been a lot of work and without our staff, we wouldn't be where we are.

- i. Suzie: And what various members of the Chamber are doing. We are still alive out here.
 - j. Brandi: Co-sponsorship with Queen Anne Chamber. A good event! We can do it again and rotate around. We are really organized compared to others.
 - k. Suzie: Fremont Rotary at the Dinosaurs picking up trash, then to Hales's to meet and chat socially distanced. Folks out in Fremont on Saturday, socially distanced. The Blue Shirts were out there yesterday. Mostly on 36th and down into Fremont. All Volunteers. None are being supported by the City. So they have to find their own garbage bags and pickup sticks. Kirby knows how to find them.
 - l. Brandi: We should send them a thank you note.
 - m. Suzie: City is picking up garbage cans, but we need more. Parks Department is getting heavy use along the Canal. And Fremont Lake Union Center. We also have security folks down there.
 - n. Brandi: Adobe security staff still on full time. Had dinner from Café Turko.
 - o. Suzie: Andrew at Milstead is keeping it open.
 - p. Brandi: follow up with him on membership.
- B. 2020 Budget Scenarios
- a. Phil: If we can stay under \$20k expenses for the year. We need to be thoughtful about expenses.
 - b. Major events: have to be in Phase 4 to have events
 - c. Fremont Oktoberfest—have it in sessions, within our footprint and have “healthy capacity”. Fun capacity is 10k people; healthy capacity is about 1,500 on site at any one time, which is like Sunday afternoon. We’ve looked at different scenarios/budgets. It could make some money. A lot rides on selling 9,000 tickets and number of sessions: 2 Friday, 3 Saturday, 1 Sunday. Can’t use volunteers to pour beer, so staffing expenses go up. We’ll see if we can ask for volunteers.
 - d. Brandi: I volunteered at Page Ahead, and they were staffed, but other volunteers were there.
 - e. Phil: FOkt. Will wait another month to see where we are. Mostly likely not going to happen.
 - f. Suzie: Send out an email to your volunteers and see what they say before you make your decision. I think the bubble is going to break. I know kids will be back to school.
 - g. Phil: Bold Hat is at the Tip of the Spear. Getting on Governor’s Task Force on opening large events. Preparing a guide on how to open large events. We’re hoping it becomes standard policy on how to do it. Guest journey, staff journey, etc. How we would be cleaning, distancing, etc. So this would put us ahead of Dep’t of Health, licensing, etc.
 - h. Suzie: That’s the point, the government agencies don’t know what they’re doing. So you have to give them the tools. The things that have opened so far are the ones that have provided the Governor with a program that will work. You have to have the model in there, and then go from there.
 - i. Phil: Office of Film Works is leading the effort and I’m working with them. We & Fremont will be the first to open up.
 - j. Brandi: Wait until after the 4th of July and see where we are.

- C. PPP Application—Phil
 - a. Not going to do anything. We don't have an executive director/employee. If we need to, we'll have a fundraiser.
 - b. Paul: PPP program is to retain employees. Grant Program: We should work on this.
- D. Update on signing authority on our financial accounts—Caroline will address offline.

Office Reports—see handouts

- A. Membership & Office Management – Caroline
 - A. See attached report & spreadsheet
 - B. Walking Guide Distribution—when should we do this?
 - A. Suzie: yes.
 - B. Phil: Don't want them to go into a hole.
 - C. Suzie: Hotels won't do it if they have surplus
 - D. Confirm that they get posted, and the old ones get removed.
 - E. Ferry Dock? How to get them in there? Suzie will check in with Ivars.
 - C. Grand openings: yes, do these.
 - D. Job Board? Suzie: only place is when our businesses are looking for people. We've done it in the past. Don't see us as a general employment.
 - E. Sounds good, but needs to be monitored for scam postings. Could we lock it down to members only?
 - F. Suzie will call Sonja at ABC Enterprises. They have sold their property and are reinventing themselves.
 - G. Follow up with Andrew at Milstead about membership.
 - H. Phil: Let Mark Grey know about Landlord opportunity.
- B. Marketing & Membership – Whitney
 - A. See attached report
 - B. Organizational Chamber: Seattle Metro & GSBA are the only ones doing anything.
 - A. Suzie: Seattle Metro's events are not allowing participation from attendees. We are doing more than most, and we have to do it. Folks are depending on us to make a noise and vibe. If we can announce Sunday Market is opening, that will be the signal to the retail side that we are open for business. Different vibe for the bigger folks. The little guys need us.
 - B. Brandi: The dual happy hour went well. Everyone talked about their business and then just chatting.
 - C. Suzie: Rotary is doing the same thing. Outreach that lets the rest of the community know we are open. Whitney is doing a much better job than Seattle Metro.
 - D. Whitney: we are killing it on social media responsiveness.
 - E. Brandi: SLU and ?? are also doing it.
 - C. May Promotions: Artist in Residence at the Bridge—we've been promoting that, as well.
 - D. Email opening rates. Our listing of members' business is before their listing in web searches. Trying to get members to pay attention to that.
 - E. How many emails/week? Should we drop down to one/week.

- A. Phil: We should only do one, and focus on Fremont Sunday Market, Google Grant.
- B. Suzie: One is what you do with great info. The second is new info/very special. I really want us to concentrate on back to business and FUN!! Folks are so anxious to go where real people are.
- C. Amina: Social media plus one Blast.
- D. Brandi: Include what's going on.
- E. Caroline: only what is in Fremont
- F. WG Distribution to Fremont locally
- G. Fremont Chamber Relief Fund:
 - A. What are the action items?

Suzie & Whitney share a birthday!

Welcome to Jessie!

Suzie: Would you like to participate in handing out Walking Guides? You've done it in the past off and on. Right now, because we are trying to get folks moving around Fremont.

Jessie: We have removed those things. Let me try and get permission to do that.

Suzie: It's a colorful piece and it encourages folks to get around the neighborhood.

Committee Reports

- A. Programs Report – Ken
 - A. Ken not present.
 - B. Brandi: Let's try to do another Happy Hour to help folks know we are around.
 - C. Consider the online maps on our website. Whitney has been promoting them, but not in a big way with the Stay at Home order.
 - D. Suzie: The restaurant folks would love to get rid of the no-alcohol-in-public law. Whitney, if you ever want to do a specialty map of just parking lots, U-Park would love that. U-Park has been trashed, so they will love the support.

Announcements and New Business—Brandi

- A. Google Fremont Grant Fund Process—Ken
 - a. Brandi making this a priority. It's in her hands. Will work with Whitney on graphics. Do we want to do it the way SLU is doing it? Or wait until the money comes in? Trying to figure out the timing and the process. With Google, Adobe and Fremont Dock's donations, we could get started now.
 - b. Suzie: Yes, let's start now.
 - c. Phil: Are we still sticking with the Solstice Date to replace that with this? In 3 weeks from now, everyone's business will be at a place where they know what they can do next.
 - d. Suzie: To hand it out in 3 weeks you have to know what they need now.
 - e. Brandi: Having the process reviewed by her peers. Staff should go ahead and set it up.
 - f. Whitney: Terms & Conditions?
 - g. Brandi: Yes, link to see full terms, etc.
 - h. Whitney: Will there be a public call for funds and a public call to apply? Yes.

- i. Phil: How long do we run the call to donate?
 - j. Brandi: At least a month.
 - k. Phil: Is the process simultaneous?
 - l. Brandi: Yes. If we have the money, we'll start dispensing.
 - m. Phil: Keep it in a separate account.
 - n. Paul: Put it in a new money market account. You can write as many checks as we want on that.
 - o. Brandi: We should take 5% as an administrative fee for managing the grant.
 - p. Phil: What is the standard fee for this sort of thing?
 - q. Suzie: Typical financial fees are 5%, otherwise it's 15%. We have to consider it's donated money with a specific purpose. Let's keep it as close to that specific purpose as possible.
 - r. Phil: We're not to make any money, but cover our costs.
 - s. Brandi: Will cover costs for our staff.
- B. Fremont Sunday Market—as soon as we know anything, start blasting that info.
- a. Suzie: will have Ryan call us to let us know what's happening.
- C. Award Ideas from May – who and why?
- a. Suzie: The Watershed Building isn't open yet, but the Watershed Project that is re-routing the water off the bridge through the swales. Mark Grey manages the new building that pays for the Project. Mark will be making an announcement about who's moving into the building soon. State & City & Seattle Public Utilities are bragging about it. They are very happy it's happening.
 - b. Brandi: Find out about their opening and do a big write up about it.
- D. Virtual Solstice Parade
- a. Whitney talks to FAC weekly. She shares all their content. Their only requests are to be included in SM & Blasts. We promote their murals, COW mtgs, etc. There have been no requests out of the ordinary.
 - b. Phil: Support them via SM is sufficient.
 - c. Suzie: You are not the only one who has trouble communicating with them. Everyone does.

Adjourn—Brandi

Phil moves we adjourn. All in favor. Meeting adjourned. Call ended at 10:02am

Minutes submitted by Caroline Sherman