



**Board Meeting Minutes
September 30, 2020
Teleconference via BlueJeans**

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

Staff: Whitney Moore, Caroline Sherman

Call to Order – Brandi

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

- A. Introductions
- B. Mission Statement was read out loud.
- C. President Message: Great to Fremont Sunday Market open. Lots of busy businesses, foot traffic, Art Cars, etc.

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

Financial Report – Phil

- A. August Highlights
 - a. Looking at our data. Our monthly expenditures are as low as we can, at about \$6k/month. Our income ranges up from \$2k. Membership engine is only income, plus King County Grants, and potential new members who deduct \$160 out of their grant. With our reserves where they are, we could operate for 11 months without income. We are getting income, so that gives us time to get members to renew, and how we can increase revenue engines. Fremont Oktoberfest next year could put money back in the coffers. Suzie noted an overdraft fee. Paul will take care of it. Stephen's been great handling the transfer of the Relief Fund monies as we award them. Internal COVID Budget vs Actual has been migrated to QuickBooks, so we are all working off the same budget and can start thinking about 2021.

Open Business from Last Meeting

- A. Grants—Brandi
 - a. FC Relief Fund—shared Tracking spreadsheet.
 - b. King County Grants—received first \$5k. Second grant reimbursement is pending.
 - c. New CARES grant—we should hear about this on Oct 6th.
- B. Fremont Sunday Market—It's going great!
 - a. Sarah: Fremont Vintage Mall has been really busy. Have to pay attention to volume of people in the store for safety. Setting up back door as exit, front door at

entrance. Staying within 30%/43 people is tricky! If folks are related to each other, they can be in together. Consider maximum capacity/face masks required signage. It's a good problem to have!

- b. Jessi: seeing an uptick at PCC, especially when the fair is over. Have to also be quick to monitor crowds. But the flow is fast, so they haven't had to control the flow. It's nice to see more people. Good morale boost for staff to head over to the market for a break.
- c. Suzie: Consider an award for Ryan Reiter to get it open. It may not make financial sense for him to open, but it's clearly helping the community.

C. Fremont Events – Phil

- a. Special Events Committee pushed permits out to Jan 1st. They review every 30 days. Opening guidelines from the State for outdoor runs/fun runs/bike tours/non-motorized events are out. These will be able to happen in waves of 10 people every 2 minutes & no more than 300 people 3 times in one day = 900 people total. Phase 3 = 2600 people. You can't operate at 20%. It's good news. It will do a lot for one baby step back to normalcy.
- b. We can wait until Feb 1st to bring back the team and launch the Fremont Fair. That is the 90-day window for getting permits. Registration, etc. for 2021 could be turned on tomorrow. They gave the Fair a complete top down make-over. A lot of sponsors have rolled their monies into 2021 and/or 2022. Sponsorship will be a challenge. Getting a site design takes into account fewer vendors returning. Phinney to Fremont/1st NW with a lot of space between booths.
- c. Ken: What is effect on smaller events like Trick or Treat and Festivus? Phil: With non-essential travel, can't promote it as a gathering. With KC grant monies, we can give \$1,500 for "Holiday Lighting", and eliminate words like Lenin. Suzie: Advertise we are turning on lights in Fremont for the first Friday of Dec. Join us at the 'square'. Property owner appreciates "Merry Christmas" on the statue.
- d. Suzie: Trick or Treat is volunteer action on a business by business basis. The list goes out on normal media as an opportunity. It's on a Saturday, some businesses won't be open. It's not a gathering.
- e. Ken: His understanding is that we should be fine for both events but need to be very careful about the wording. Messaging is critical.
- f. Street Scramble—Phil: very fun. Everyone should participate! Virtual Street Scramble on website. The joy of it is: it's easy to sign up, it's free/\$10. Past: 1k folks doing it. Breweries created a video supporting Fremont Oktoberfest and here's a special beer. Starting "Find the Mini-Mug". This is all the way through October-November. Also doing a Holiday one, as well. Fremont is hilly! It's a workout.
- g. Suzie: The folks in Upper Fremont loves it when we bring folks up there. BF Day is handing out lunches. They need brown paper bags. Boys & Girls Club helps kids do their homework online and also walks the kids over to BF Day to get lunches. Brandi: If they have an Amazon wish list, we/Adobe can help with that.

D. Diversity Statement & Code of Ethics – Brandi –tabled until next meeting

- a.

Office Reports—see handouts

A. Membership & Office Management – Caroline

- a. See report.
- b. Sarah: Flying Apron may be retaining bakery with pre-orders.
- c. Phil: normally we'd be doing WG around this time of year. Not doing that this year. We can look at who hasn't renewed and target those businesses that are doing well. Reach out strategically: real estate, mortgage brokers, then be sensitive to retailers that might not be able to renew, but it's a nice way to come back or renew, etc. End the year knowing we did our best to get members to renew.
- d. Suzie: new revenue engine—five office spaces open. Margie Freeman/Fremont Boat has two. Our little offices are gone. Folks that could use an office, we'll give our first month's rent to the Relief Fund. It is important to get those small offices activated. Caroline: Consider advertising in the Blast.
- e. Phil: Chamber should be promoting office space available in Fremont.

B. Marketing & Membership – Whitney

- a. See report.
- b. Ongoing membership marketing & membership activities standard. Outreach to members, virtual programming, creating Fremont Blast, graphics, etc. Quotes for Good program with State Farm. 1/month Race & Social Justice meeting—look at ways to encourage diversity in neighborhoods & on boards. Had a great vacation in Montana. Grand Openings/Ribbon Cuttings: Talarisco's & State Farm, Hashtag, The Uncommon Cottage, Pel'meni, Local Tide, etc.
- c. Suzie: The Uncommon Cottage has health issues.
- d. Suzie: Stampede/Dreamland is a single owner with two businesses. So we should make Dreamland an owner.
- e. Conversation about having single owner/multiple businesses at Solar System level for both businesses at the one price: Les Amis/Essenza, Ripe Catering/Pel'meni

C. Programs – Whitney

- a. See report.
- b. Ask A Banker program went well. Shared recording after the event. October event will be a one-off Diversity/Equity/Inclusion 101 program. Be prepared to share the link the day of the meeting. Promote to Queen Anne, Magnolia, Ballard, etc. Lots of cross promotion happening. November: Shameless Self Promotion, Dec: membership meeting.
- c. Jessica Vets: industry specific meet ups on the last Monday of the month. She'll facilitate and asks us to promote. YES!
 - i. Suzie: NSIA meets last Tuesday—consider coordinating.
- d. Seattle Restaurant Week—for \$500 we could add our general list of restaurants.
- e. Google Analytics: Troll continues to be at the top. Third was Lenin.
- f. Phil: on Troll page, add link to Street Scramble.
 - i. Consider adding stuff to webpage from Culture Foundry and get Grant to pay for it into Jan/Feb. Coordinate offline.
- g. Phil: What would trigger an in-person Chamber meeting? Suzie: would need to be a hybrid format. Shameless programs are so much better in person.
- h. Who can host? Who has the technology? Consider Talariscos.

- i. Phil--Guidelines: venue distinctions: hotel vs restaurant. Promoting a gathering is Phase 3 with a meeting venue. Not likely to get to Phase 3 in the new year. We can talk to our members with meeting venues to see if they are willing to do this.
- i. Fremont Studios has been doing incredible events online very successfully. Fremont Abbey Arts is eager to promote their event space.

Announcements and New Business—Brandi

- A. Public Safety – Community Police Team diverted to patrol
 - a. Suzie: they are running really skinny out of the north precinct. Parking enforcement was able to go on Suzie’s private property on Sunday night to ticket one of her tenants. SPD can’t wait to move Parking Enforcement to SDOT.
 - b. Phil: Received card from City of Seattle that small biz fees will go up.
 - c. Sarah: We had a shop lifting incident and SPD came faster than they’ve ever responded. Same day to get report. Suzie: consider sending a Thank You.
- B. PPE donation to family Works
 - a. Consider gathering and donating to Family Works.
 - b. Phil: Be sure to promote it again in Blast and hold some in reserve for the Chamber.
 - c. Decision: leave things as is.
 - d. Suzie: Mischief has new bourbon and it’s selling fast!
- C. VAM Studios repainting HM // consider donated membership
 - a. Suzie: Great idea. Weren’t allowed to perform at charity events/volunteer/outside.
- D. Calendar of Awesomeness ideas from August?
 - a. All the work done to get the Market open.
 - b. Brown Bear Car Wash had a big birthday recently. Vic Odermat will be getting an award for 50 years Family Business. GM Nameplate will get Industrial Business Award.
- E. Award Ideas from August – who and why
 - a. Suzie: Consider an award for Ryan Reiter to get it open. It may not make financial sense for him to open, but it’s clearly helping the community.
 - b. Suzie: Consider Jeff Kalvalage for an award with his Quotes for Good program and being an all-around good guy.
 - c. Fremont Rotary & Ballard Rotary put in a scholarship for the SPU business school.
- F. Sarah: Approach Local Tide for membership. They are doing really well, sharing social media, etc. Featured in Evening Magazine.
- G. Other
 - a. Nate: SPU is in full swing. Thankful: had 2 COVID cases, but they were able to isolate. Out of 1k students on campus, that’s manageable. They have met their enrollment goals PRIOR to COVID. They are an anomaly. Massive tuition restructuring, 25% off, scholarships and caps. They are very pleased.
 - b. Suzie: 95% of the SPU kids get some help with tuition. Amazing! Commitment to be online and in-school is phenomenal. Commit to getting the kids to Fremont!
 - c. BF Day: things are going pretty well. Down a teacher and a half, but classes get to stay the same. Lost out on some conference time. Lost a music teacher. Lunch program is going really well (185 people every day). Thank you for advertising.

Shamelessly promoting Carrie's brother in law Rick Carter doing art. Kids coming to get kits/ipads. Super fun to see the kids. All in masks but still recognize them. Going pretty well. She's good on brown paper bags through January. Carrie does have an Amazon wish list. They did a GoFundMe for art stuff and got about a third of what they need.

d. Great to see Lorelei at the meeting!

Adjourn—Brandi

Meeting ended at 10:00am.

Minutes submitted by Caroline Sherman