



Board Meeting Minutes
October 28, 2020
Teleconference via BlueJeans

Attending: Brandi Gaines, Paul Robinson, Carrie Bauer, Phil Megenhardt, Sarah Kennedy, Sean Erhardt, Michael Wanaka

Absent: Jessi Brookman, Ken Saunderson, Nate Mouttet, Suzie Burke, Amina Leighton

Staff: Whitney Moore, Caroline Sherman

Guests: Clea Hersperger

Call to Order – Brandi

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

- A. Mission Statement was read out loud.
- B. Introductions
 - i. Clea Hersperger, Crimson Haze Event Lighting. Happy to connect with the Chamber!
- C. President Message:
 - a. Take care of yourselves! Life feels like a layer of heavy dental x-ray vests. A lot going on in the world. Next week will be a doozy. Rest and drink your smoothies.
 - b. Adobe’s conference is over, so I’m able to breathe a little bit more.

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

Financial Report – Phil

- A. September Highlights
 - a. Introduction to the budget for Clea. Review of Budget vs Actuals. We are getting grant monies and our membership income for September was very high due to two Center of the Universe renewals. Expenses are on or under budget.
 - b. Membership Drive is very important. 225 members. 35 members from summer who have not renewed—we’ll thoughtfully check in with them.
 - c. 2021 budgeting will start in mid-November.
 - d. Revenue engines on the event side of things will likely not be realized in 2021.
- B. Events Update
 - a. Phase II/Phase III Miscellaneous Venues. Lots of difference between indoor/outdoor/fireworks shows, etc. can’t all be managed the same way. The City has moved the ban on live events to the end of February. Runs/Walks/Rides etc. are approved for 300 people every hour. In Phase III those numbers will go up. That is not a lot of numbers and runs are expensive to run. They have set a nice tone for us

to use as a reference for what the Governor may approve. By next year at this time, we may be at Phase IV. Maybe 1,000 people on site at a time; sessions models. We'll know in the next week or so what our world will look like. So, we may be able to bring runs back to Fremont.

- b. Oktoberfest Street Scramble. ~150 people signed up. Will do another one for the Holidays. Holiday Street Scramble.
- c. Oktoberfest Mini-Mug event is doing what it is supposed to do. Never an expectation of large numbers. These are awareness campaigns that help diversify our social media campaigns. These will roll into the holidays.
- d. Oktoberfest is in the 4th Quarter. Planning starts now for 2021. We can be nimble and faster. We won't be considering cancelling Fremont Fair until February. Has viewed some virtual events.
- e. Consider re-imagining events for next year as a Plan B. Getting 200 people in a room for an event designed for 5,000 people is not a fiscally sound plan.
- f. Clea: weddings are adjusting, masked & smaller. Hybrid events. We're all dealing with COVID fatigue and trying to adapt. Does it make financial sense? Do we want to push for more people, or fall back on safety?

Open Business from Last Meeting

- A. PPE donation to Family Works—need to follow up on whether the kits were donated/stored.
 - a. Bought 2 hand-sanitizing stations for future in-person meetings. Paid for by grant monies.
 - b. VAM membership donation in exchange for cleaning. Spring cleaning on HM?
- B. Public Safety
- C. Diversity Statement & Code of Ethics
 - a. Table Code of Ethics until next meeting. Please review for approval.
 - b. Diversity Statement comments. Looks great. Display prominently. All in Favor Approved!

Office Reports—see handouts

- A. Membership & Office Management – Caroline
 - a. See report.
 - b. Relief Fund: Keep perpetual? Donor fatigue? What's the possibility we can raise more money? Ask for donations in membership drive, or offer a grant: If you renew, you can get a grant. But we have run out of funds.
 - c. Who can we tap for more funds? Ask Cosmos members and above if they would be willing to pay more and have extra go to Relief Fund.
 - d. Develop some graphics: # of businesses helped, # of donors, amount raised, amount to the goal.
- B. Marketing & Membership – Whitney
 - a. See report. Ongoing Membership/Mktg/Pgm/Outreach/SM/Virtual Pgming/Weekly newsletter/Mkt RF. Marketing workshop. Biggest event: Holiday Shopping predicted to start sooner, shipping, online vs in-person. Big shift to e-commerce. This will be focus for our neighborhood. Shopping Local/Small continues to be the

thing. 43% of The Stranger advertisers during COVID are using more social media more, which informs where retailers will be advertising.

- b. Facilitated Race & Social Justice BIA Neighborhood Organization Mtg. They have dedicated person to recruit landlords to help.
- c. Hysterical Markers are all adopted, in theory. Nola Salon near Burke Gilman. Sarah volunteered to refill, also. Nola is near Fremont Brewing.

C. Programs – Whitney

- a. Had a program Navigating Diversity & Inclusion. Did not go as proposed or planned. Facilitator offered to do a 1-hour with the Chamber, but we are going to pass on that. We did get more website traffic. Ads in The Stranger. Linked to Fremont.com—bump in traffic. Did \$50 FB ads. Chamber has gotten publicity.
- b. Brandi’s friend really liked it.
- c. Phil thought it was really cool. Impressed with young and passionate the presenter was. Could we edit it down to get to that 20-minute essence? It made him think.
- d. Brandi—do we want the 1-hour session for the board?
- e. Phil: have the 1-hour and do a repeat in January.
- f. Brandi will work with Whitney to communicate again with the facilitator.
- g. Health & Wellness coming up on the 9th. Jessica Vets is moderating. Setting it up, graphics, set up registration, etc. Takes a long time. See program planning.
- h. More people are discovering us online!

Announcements and New Business—Brandi

- A. Public Safety—Kvichak, Bahia in Motion: uptick in criminal activity, tires punctured, need for increased security. Forward these emails to Peter at Dan’s office.
- B. Board Election Nominations—Stephanie Hara, Show Pony; Christine Olson, Sfingiday; Sara Nelson, Fremont Brewing?
- C. Calendar of Awesomeness ideas from September/October?
- D. Award Ideas from September/October – who and why.
 - a. HomeStreet Bank for Family Works Dinner. No virtual auction, cook-along with Tom Douglas. It was a well-done virtual event!
 - b. Canlis Community College is really cool, though they are out of our neighborhood.
 - c. Kvichack

Adjourn—Brandi

Meeting ended at 10:02am.

Minutes submitted by Caroline Sherman