



**Board Meeting Minutes
February 24, 2021
Teleconference via BlueJeans**

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

Absent: Ken Saunderson, Nate Mouttet, Michael Wanaka

Staff: Whitney Moore, Caroline Sherman

Guest: Anquida Adams, A.L.A Consulting Firm & Leonitis

Call to Order – Brandi

The meeting was called to order at 8:35AM by Brandi.

- A. Mission Statement was read out loud.
- B. Introductions—skipped.
- C. President’s remarks – beautiful day makes for a beautiful business climate. Hopes everyone survived snowpocalypse. Some business tents collapsed.

Approval of January Minutes: Suzie moved to approve; Phil seconded. A vote was held, and the January minutes were APPROVED. Retreat Minutes: Suzie moved to approve; Paul seconded. A vote was held, and the Retreat Minutes were APPROVED!

Financial Report – Phil

- A. January Highlights—We’re in the green zone so far.
- B. 2021 Budget—For Approval
 - a. Preparing for 2021. Review the proposed budget. We’ll refine it and send it out to give everyone a chance to review it and vote on it next meeting. We’re projecting a lower membership, conservatively. We increased Whitney’s hourly rate and her hours. We were able to do this because she took over for Ken last year, so we can shift the funds. The budget is very conservative and based on what we did 3rd and 4th quarter for 2020. Revenue engines and expenses: Revenue engine right now is membership, so we need to get going on that. We have enough reserves for 2021 and a bit of 2022. Recognition for board volunteer time. Need to look at what the staff and board does for member recruitment.
 - b. Budget tells a story and that story is really reflected in the budget vs actuals.
 - c. Suzie: Is there a specific membership revenue number we are shooting for?
 - d. Phil: \$35k, although we did \$46 last year.
 - e. Suzie: Member retention and maybe businesses not renewing at the same rate.

- f. Phil: We're always at about 220-250 members. Our core of 80% members are at the Shining Star/\$160 level. And they are the ones in trouble. Need to see how we can be in service to them.

Fremont Events – Phil

City of Seattle is issuing permits for May, Phase II, which allows a maximum of 200 people. We shall see. There's talk of Phase III. Great to see Carrie at the vaccination clinic during the snow storm. It was a difficult with a 2-hour delay. Seniors have trouble with last minute changes.

Open Business from Last Meeting

- A. Draft 2021 Action Plan
 - a. Suzie suggests everyone marking it up and sending comments to Caroline. Exec Board will finalize and send out.
 - b. Phil: some tasks don't have a who or when. The "when" piece is important to capture. Used to bring to every meeting. Figure out how to keep this document alive and use as our compass.
 - c. Brandi: Add it to Page 2 of the Agenda for every board meeting and add Review Action Plan on the agenda for every meeting.
 - d. Please have edits in by the end of this week.
- B. Public Safety: Got an Anti-shoplifting program. Do we want to do this more regularly? This topic will be covered in Whitney's report.

Office Reports—see handouts

- A. Membership & Office Management – Caroline
 - a. See report.
 - b. Arts Fund: Suzie: Consider using for refurbishment of the North Northlake Way kiosk along with Walking Guide Hysterical Markers. OED small grants? The donations reflect community support. Mural artist from downtown—hand-off to business owners. Artists own murals. Gets complicated.
 - c. Brandi: use arts fund to support artists to maintain the art.
 - d. Phil: one artist moved and then demanded that it be painted over.
 - e. Suzie: Kirby has list of art in Fremont.
 - f. Brandi: tab on our website: funky art in Fremont!
 - g. Carrie: Add Pokeman pieces and everyone will be there!
- B. Marketing, Membership & Programs – Whitney
 - a. See report.
 - b. Ongoing activities the same. Met with GSBA contact—great connection. Designing CoC award certificates. Google analytics & SRW sponsorship sheet. Troll most popular webpage. SRW in April. Sponsorship request has been boosted. We will be grandfathered in at \$500 with same visibility & benefits. **Do we want to spend this?**
 - c. Brandi: value add for our members.
 - d. Suzie: what does it do for participating restaurants?
 - e. Whitney: Restaurants don't have to pay anything.
 - f. Phil: We don't have that in our budget. April 1-30 & maybe in the fall. April will be valuable.
 - g. Suzie: It's valuable, if 5 restaurants participate.

- h. Phil: We had 12 restaurants.
- i. Whitney: They are signing up restaurants, please participate. We're a partner, so it's free to you.
- j. Phil: To add value, it makes a sense to reach out to every restaurant. Leo could go around, the Chamber is a sponsor, consider joining the Chamber. Use it to get 20 restaurants and "own" the website.
- k. Suzie: the more you have, folks will come because they have choices. Doesn't have to be "white tablecloth". April is very valuable for all restaurants. If the Treasurer is too worried, Suzie could write a support check.
- l. Brandi: We will make this happen.
- m. Whitney: Quarterly marketing themes. Should she create graphics for these? Winter—Live Local, health & wellness, Spring—Eat Local, Summer—Play Local, Fall—Shop Local.
- n. Approved: Whitney will make graphics.**

C. Programs – Whitney

- a. See report.
- b. Brandi: Ask for donations for March 17th. Start charging in April. After April can move things around: Quarterly Happy Hours—when? Ken introduced the idea of Fremont Together: crime prevention workshops on a quarterly basis?
- c. Brandi: let's think about it. Hosting all these gets to be time consuming.
- d. Whitney: free networking at Jessica Vets' meetups.
- e. Brandi: Tips for Tech—let's move this to Sep, as folks may be returning to Adobe, Google, etc.
- f. Whitney: Small biz training—Whitney put herself down for that. A lot of great opportunities!
- g. Email open rates got 70% open rate! Got great feedback on that. SM frequencies are up. Constant Contact added LinkedIn to their SM platform making it easier to do it all in one place
- h. B: Great increase over last year.
- i. We don't have spammy followers—we have good quality followers.
- j. Whitney: Hysterical Marker adopters took advantage of promotional opportunities.

Announcements and New Business—Brandi

A. Announcements & New Business

- a. Brandi: New business are opening. Jayson Cottam joined us! The George & Dragon will live on.
- b. Jayson: We're super excited to re-open The George and Dragon. Reached out to John & Cindy in September. Just signed papers. Projected opening date: March 16th, the day we all had to shut down last year. Try to have a positive anniversary of what happened last year. Background: We were already to sign papers in early Nov. Found out it had been broken into, broke walls, took copper piping, made food, destroyed the place, needles everywhere. Getting a new roof, redoing the whole thing, Still will be The George & Dragon, just shiny and new. Oldest bar in Fremont. Step up the food program. Jessi (partner & girlfriend) & Dan Haggard, (trivia at Norms). Fremont roots! Keep Fremont alive! Do old funky things we used to do. Outdoor movies in the summer. West of Lenin kids—Shakespeare in the Lot. Super excited to still be in Fremont.

- c. Jayson has moved away from Norm's et all. Peter Glick has new folks, Dana at Norms. Roxy's will reopen at 50%. Norms & Backdoor are still going.
 - d. Whitney: Joining is \$160. Fremont will sponsor Restaurant Week.
 - e. Jayson: Soft opening on the 10th, industry, local Fremont one in there, too. Will send that info on to us, so we can get the community involved.
 - f. Brandi: With The George & Dragon, there are four new businesses in Fremont: Qazi rebranding, Kamakura, Boba tea & waffle place. We should look at dates and reaching out, congratulating them & send membership packet, SRW, Ribbon cuttings, etc.
 - g. Discover Magnolia campaign: sandwich boards, each business had Discover Magnolia with QR code in window in a heart. Besides SM, could we redo our Members Stickers with a QR code. Or a piece of paper to put in your window. Having links, by type: restaurants, clothing, architects, realty, etc. What kind of campaign could we do to promote that? Members might post something in their windows. Let's compete!
 - h. Phil: Enjoying competing. Apples to Apples on what we've done in Fremont over the last 6 months. Is there more of a concentrated laser beam effort in our store fronts that we can do? We can get promotion from the City (back to our roots.) Between now and June, we can do a lot of marketing to get things going.
 - i. B: Build excitement for something coming. Update our website. Add value and be welcoming, especially since we don't have big events. Revenue opportunities: Swag! Sales with our partners? Getting discounts for our members?
 - j. Phil: Who is already doing Fremont promotion with swag? Fremont Fair merch booth. There are businesses already doing stuff like that. We could ask Electric Pen to do something like that. We have posters, art. We could take orders for shirts and set up a store. Get a revenue share with viaduct??
 - k. Phil: have them join at a higher membership than get revenue share.
 - l. B: we promote them and drive traffic to their sites. Adobe graphic designers for free. Lots of opportunities.
 - m. Phil: How do we incorporate this into action?
 - n. B: Let's have a marketing meeting. Whitney to set up. 23,000 WG left. Opportunity for Leo to distribute. Keep in mind that we have those.
 - o. Carrie: 400 strong, new kid once a week. 2 new staff members and fully staffed. Budget covered.
 - p. Phil: Where are Bunny Ears? Carrie has the left-over ears for the Waiting for the Interurban.
- B. Calendar of Awesomeness ideas from February?
- C. Award Ideas from February – who and why.
- a. No nominations.

Adjourn—Brandi

Meeting ended at 10:01am

Minutes submitted by Caroline Sherman