



**Board Meeting Minutes  
January 27, 2021  
Teleconference via BlueJeans**

**Attending:** Brandi Gaines, Phil Megenhardt, Ken Saunderson, Suzie Burke, Sean Erhardt, Jessi Brookman, Paul Robinson

**Absent:** Nate Mouttet, Carrie Bauer, Amina Leighton, Sarah Kennedy, Michael Wanaka

**Staff:** Whitney Moore, Caroline Sherman (at just after 9am.)

**Guest:** Anquida Adams, A.L.A Consulting Firm

[Whitney's notes from here to Fremont Events.]

Suzie spoke about the NSIA and recruiting from the NSIA for Chamber membership, Brandi shared the link to their members: NSIA members: [northseattleindustrialassociation.org/members](http://northseattleindustrialassociation.org/members)

**Call to Order – Brandi**

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

- A. Mission Statement was read out loud.
- B. Introductions- Anquida Adams, CEO/Founder of A.L.A. Consulting Firm. Brief overview of her business and interest in becoming a board member.
- C. President's remarks- Brandi spoke about vaccines, hope on the horizon, reopening businesses, stay positive, support our local community as much as we can, and we can get through this. Be kind, lovely and compassionate. Adobe will be getting back to their office tentatively in August.

**Approval of November Minutes:** Suzie submitted changes and moved to approve with her changes. Ken seconded. A vote was held, and the November minutes, as amended were APPROVED.

**Financial Report – Phil** (he explained his role to Anquida and the documents that were sent to her in the email ahead of the board meeting)

- A. Year End Highlights: Phil did an overview of the 3 budgets that were created since the outset of COVID-19. We dipped into the worst-case budget. We hit our membership number for the non-COVID year which is a huge win.
- B. Phil will cover the story of the grants we were awarded in 2020 and how we used them in support of the neighborhood and our businesses. He will deliver a big recap on that during the retreat (the \$29,999 in grants). We'll be applying for new grants as they become available.

- C. 2021 Budget—this process has been started but not yet completed. Next meeting is tomorrow, 1/27. \$69,000 (about) still in the reserve fund.
  - a. Suzie: wanted to highlight that we were smart to plan in previous years to create a reserve fund to see us through these times.

### **Fremont Events – Phil**

- A. Holiday Shopping Ad Campaign / Holiday Street Scramble – Phil explained Winterfest in Chelan. Phil spoke with Mac from FAC and has another meeting coming up with FAC and discussing how we could pull off a simple fun, artistic Fremont Fair – possibly a stationary art display that the FAC puts on. Promote our restaurants, promote the Walking Guide. Phil would like to use that weekend as a way to promote the neighborhood. Governor has released new event guidelines. He thinks we should talk more about this in May since we will know more about it after the vaccine rollout progresses.
- B. [Caroline’s notes going forward.]
- C. Ken discussed the Seattle Propeller Club’s events, and that they’ve now started to charge \$15 for “Pay to Play”. All will be virtual. Boat show starts tomorrow. They’ve got a virtual show floor to see the boats, virtual test drive. Different tiers of participation. \$85 to attend all, \$5 one. It’s interesting to see how they are monetizing and offering events. Pay to play. Modest at \$15 for 1-hour virtual event, still had 40 people participate. If the quality is there, people will pay to play. An important thing we need to consider is how to monetize things. Reimagine and think creatively.
- D. One idea on Fremont Fair—Nectar has been doing livestream events over 50 shows. Lots of creativity so we can create something. Never a fund raiser, just an open sign for Fremont. Oktoberfest will be another thing altogether—not sure how to monetize that.
- E. Suzie: When talking with Art Council, don’t forget about the Art Cars. It’s easy, no challenges, attractive. People can come and enjoy safely and then shop. Need to focus on getting people here. Virtual only goes so far.
- F. Brandi: Make sure we are partnering with the Arts Council. Stationary floats with Art Cars? Some version of Sunday or Makers Market. Get a free Q&A/behind the scenes tour, etc.
- G. Jessi: Take pictures and tag events.
- H. Susie: Soupocalypse. Mischief’s chefs started this.
- I. Phil: Georgetown Bites, same thing. Fine line between promoting and not promoting an event to avoid crowds.
- J. Jessi: Having the time be fluid helps avoid big crowds.

### **Board Retreat**

- A. Save the Date – February 9th and 11th
- B. Discuss the time slot: 8am -10am or 9am -11am? Lunch: 11am – 1pm?
  - a. 9:30-11:30 on both days is the chosen time slot to allow members to open their businesses.
- C. Retreat Agenda
  - a. 2020 agenda:
    - i. The Value of Fremont
    - ii. 2019 Year in Review
    - iii. Establish priorities and opportunities: Identify Key Tasks, Initiatives and Priorities

- iv. Board Action – elections for Secretary
- v. Please send ideas to Brandi for ideas.

**Office Reports—see handouts**

- A. Membership & Office Management – Caroline
  - a. See report.
  - b. Kudos to Whitney for her personal touch.
  - c. Ken: We have a great story to tell. It’s been very challenging. Could you put a summary under Brandi’s signature in the Blast. Looking forward to partnering with you in 2021.
  - d. Suzie: We’ve been working hard for our folks and blowing our own horn.
- B. Marketing, Membership & Programs – Whitney
  - a. See report.
  - b. Shared “An Unprecedented Year in the Center of the Universe” and requested feedback and if she missed anything.
  - c. Shared Relief Fund graphics. Ken appreciated it and asked it to be shared with all Donors.
  - d. Why choose Fremont for your business? Social graphic? Video? Article?
- C. Programs – Whitney
  - a. See report.
  - b. Wills & Trusts
  - c. Coffee with Council member & Chamber of Commerce Awards!
  - d. Waste Management in March
  - e. Google stats.
  - f. Suzie: Two years of Fremont Focus on business. Did it on the ground, showing people why they should open a store in Fremont. Put SBA in various ones doing topics. By the time we did a third one, there wasn’t an empty space to do it in.
  - g. Phil: Ballard BIA & their video. They have a steadier income and a different structure. Ballard doesn’t have the strong big tech businesses. And we have an arterial running down the street. It’s going to be fun.
  - h. Anquida: visit Kent Chamber—they do a lot of stuff promoting their businesses and are successful.
  - i. Brandi: Props to SLU Chamber for letting us use their Relief Fund idea.
  - j. Whitney: Google analytics: lots more traffic. Open rates are normal. Posting frequencies are normal, but January is slower. Instagram is growing consistently: 384 to 1,338! Seattle Restaurant Week ended in November. Got a lot of exposure. Facebook followers went up during that time.
  - k. Ken: would love to see your ideas on how to increase SM presence and open rates. Typically, a chamber is 18-22% open rate. How can we support you to do that?
  - l. Brandi—good retreat topic!

**Announcements and New Business—Brandi**

- A. Announcements & New Business
  - Chamber of Commerce Awards

- a. Finalize Awardees. Gotten it down to a couple. Contending over the Rodman Award for Creativity: Dreamland or Canlis.
- b. Suzie: I vote for Dreamland. Doesn't want it to go to Canlis. Could also give them a certificate. The award is supposed to be about Art. That's why Dreamland, as they have upgraded it and it's artsy and fun.
- c. Paul: Dreamland fed all the restaurant employees.
- d. Suzie wants it to stay in Fremont.
- e. Whitney: suggests giving it to Canlis, it will look great for the Chamber from a marketing standpoint.
- f. Brandi: Give Canlis a certificate.
- g. Suzie: If there is a way to get a picture of Rodman with the award, that would be great. "Brilliance under Fire" certificate.
- h. Ken: Center of the Universe certificate.
- i. Suzie: Giving it to the Watershed Project. Hammering Man—keep it local. She'll take responsibility for the award.
- j. Brandi will send out the final list later today.

#### Public Safety

- k. Jessi: Security concerns. Large uptick on shop lifting, cables stolen from our loading dock. Someone with a can of gasoline & firewood. It has gotten more severe.
  - l. Suzie: Fairly major crime going on under the cover of homelessness. Lots of theft on the water side of our businesses that takes planning and work. Always report, and any community policing we can get. Dan Strauss talked about they may be bringing back community policing with civilians doing it. The reporting has to go in. The reason the FC started with the first & foremost issue being security. Talk as much as possible among your neighbors.
  - m. Whitney: Are you on Fremont Public Safety group on Facebook?
  - n. Jessi: yes
  - o. Suzie: Civilian who worked on this when FC started. So, it's been done before. Very short of policing. 200 officers retiring this year. If they went to hire today, they couldn't possibly replace them. City Council cutting policing budget even more. Need to work together, talk, share
  - p. Anquida: focus on the homeless community more. Get to the core of what is going on and getting them to the correct support system. Human to Human reach out, consider developing pods to do this. How can we connect with you and figure out what you need? It's about theft but also the root of why they are stealing.
  - q. Brandi: Compassion stories. And there are actual criminals stealing under the guise of being homeless. But there are lots of homeless who are not criminals.
- B. Calendar of Awesomeness ideas from January?
- a. VAM's events
  - b. Soupacopalypse
  - c. Our Beginning—kids in the neighborhood and keeping things up.
  - d. Suzie: Fremont Rotary & group of neighbors "Compassionate Fremont". They cleaned up at the Triangle. Socks for the homeless.
- C. Award Ideas from December/January – who and why.

- a. VAM Studios re-lit up Art Walk and it was fantastic.
    - i. Suzie: They are using empty spaces' windows and artists.
    - ii. Brandi: it was great to see things lit up, and dancers in the windows at Esters and VAM, and they've kept the HM clean. It's so nice!
  - b. Ken: The Chef at Mischief for the Soupocalypse.
    - i. Suzie: Made hand sanitizer out of beer. They gave gallons of it to police force here and in Tacoma. Actively working in a lot of directions.
  - c. Ken: Arts Council—ask Maque DaVis. The Powerhouse—they are renovating it. Might be worthy of an award.
  - d. Suzie: Fremont Baptist Church open the whole time, only church open in Fremont, older than Fremont, gathering food for the poor.
- D. Other
- a. Brandi will get CoC list out
  - b. Brandi will get Retreat topics out and requests input

**Adjourn—Brandi**

Meeting ended at 10:03am

Minutes submitted by Whitney Moore & Caroline Sherman