



**Board Meeting Minutes
November 25, 2020
Teleconference via BlueJeans**

Attending: Brandi Gaines, Carrie Bauer, Phil Megenhardt, Ken Saunderson, Suzie Burke, Amina Leighton, Nate Mouttet

Absent: Sean Erhardt, Jessi Brookman, Sarah Kennedy, Paul Robinson, Michael Wanaka

Staff: Whitney Moore, Caroline Sherman

Guests: Billy Thompson, C-89.5 Radio

Call to Order – Brandi

The meeting was called to order at 8:41AM by Brandi.

- A. Mission Statement was read out loud.
- B. Introductions
 - i. Billy Thompson, C-89.5 Radio. Underwriting department. Joined the station this year. Working to re-align focus of the station besides dance music. Comes from public, commercial radio and marketing. Looking to reposition C-89.5 in the market. Appreciates FC membership. First ever Chamber of Commerce partner. Full of energy and ideas for 2021 and beyond to utilize reach and resources to strengthen FC's mission and support commercial and non-profit scene in Fremont. Leverage all possible benefits with our relationship. C89.5 is one-of-kind radio station. Operated out of Nathan Hale HS. Students on air all day long. Part of radio broadcast platform. Upon graduation they are ready to plug into professional radio jobs. Alumni in leadership roles across the country. Over 100k listeners. Flexible, malleable, fresh and current. 50 years in business. Let's make trackable impact in community. Focus on recovery efforts. Want to be a part of that conversation. Would love to work with FC in that capacity. Caroline introduced Billy to Ian Goodhew at Google. Billy & Ian are looking at 2021 and ways Google can support this type of program throughout the year. Also hope to work with Chamber with Google underwriting. Billy will keep us updated. Let's support small businesses and non-profits.
 - ii. Brandi: Adobe used C89.5 DJs at Adobe Summer Block Party. Phil hired several DJs for Oktoberfest.
- C. President Message
 - a. Be safe, have a good holiday, have that extra scoop of ice cream, or pie or cookie!

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

Financial Report – Phil

- A. October Highlights—Stephen doing a great job. All about maximizing revenue and decreasing expenses. Majority of expenses is Caroline & Whitney, essential. Also, QuickBooks, Microsoft 365, insurance and \$500 for unforeseen expenses. Income budget is set very low, and we've been exceeding those numbers. We have some reserves, so we don't have to make kneejerk decisions. Reserves were at 90k and are now at 70k. With no income, we will deplete our reserves in nine months. Phil predicts live events will not happen in 2021. He thinks the appetite for the events may be low, especially the Fair, as an ungated event. Oktoberfest falls later and is gated, so may be more successful. We have two amazing contractors promoting and doing it all beautifully.
- B. Membership Drive: The board has each been given 11 phone numbers to call asking businesses join or renew their membership. Do the membership drive! Very important! If we get them all, we'll have some good income going into 2021.
 - a. Brandi: Support our contractors.
 - b. Suzie: These folks [on the membership drive list] need to be contacted anyway! We need to touch base with them and hear their stories.
 - c. Phil: Let them know we are still cooking along and ask, how can we help them?
- C. Events Update
 - a. Phil: Fremont Arts Council is in dire straits. They have to think about how they are going to move forward. They've lost a lot of board members. The Fair is symbiotic with the Solstice Parade. The City is working on new police budgets. Hard to tell how the police will interact with events going forward. Looking to the future about City permitting, etc, we're on it. Fremont Fair will be challenging. Oktoberfest, I'm hopeful.
 - b. Suzie: Stay in touch with Jon Hegeman & Ryan Reiter // Fremont Sunday Market—they will close on Dec 21 & reopen in the spring. Art Cars got some grants and they are going to put out info about 13 drive-bys to 15 different senior citizen places. Everywhere they go they mention Fremont. We need to work with the folks who are out there on the sidewalk, like Art Cars and food trucks, and doing things for Fremont—it helps the rest of our businesses.
 - c. Phil: Not much to say about this year's Oktoberfest. We are monitoring social media around that. One thing we've been working with annually is the holiday campaign & working with Whitney on the Oktoberfest and Holiday Campaigns. Santa Street Scramble is an outdoor activity the Chamber will push this year. Keeping the awareness going and highlighting what's going on in the neighborhood.
 - d. Suzie: Holiday promotions includes Lenin Lighting. Not a gathering, just that it's going to happen. Fremont Dock will clean up the statue again.
 - e. Ken: Thank you for cleaning up the statue!
 - f. Caroline: They got the red paint off the hand!
 - g. Suzie: There is a protective coating that could be put on, if we get more funds in the Arts Fund.
 - h. Caroline: We received a legitimate interest in buying Lenin from a guy in Sweden who has a Lenin statue collection.
 - i. Suzie: If Lenin goes, the landowner would get to choose what comes next, since we pushed the Lenin statue on him.

- j. Suzie: Fremont Triangle (Leary Way NW, 9th Ave NW & NW 48th) will be a location for indestructible industrial art. Ballard/Frelard/ Fremont: home to a real criminal element. City owns the triangle in the name of SDOT. SDOT would like to see something there that doesn't gather pedestrians, but gathers interest, eyesight and discourages encampment. We're working on that. Will be exposed to interesting art. If Lenin went, Suzie's sure something else could be put there that the landowner would be happy with.
- k. Phil: Look at success of the dinosaurs. Big old art pieces—we could fill that park!
- l. Suzie: SDOT wants someone other than themselves to fill it. Putting together a plan, want pictures of indestructible art we could use.
- m. Carrie: is fence at History House still available? That's beautiful.
- n. Suzie: It's scattered around, and folks may not want to give it back. Will use some to close in KeyOne parking lot under Dreamland with a door.

Open Business from Last Meeting

- A. Approval of Code of Ethics—Brandi synthesized it down to one page.
 - a. Suzie moves to approve, Ken seconds. All in favor! Passed. Will be attached to Bylaws.
 - b. Suzie: Bylaws can be changed. Board can *attach* it to the Bylaws. Not a change, and addition. We can do that. If we want to change the Bylaws, then we need a board meeting. So, we will attach it to the Bylaws.
 - c. We can let membership know about that for the Annual Meeting.
- B. Board Elections
 - a. Brandi: No movement on board members. All current members staying on.
 - b. Suzie: It's always good to get new people. If there are any positions open, we should fill the holes.

Office Reports—see handouts

- A. Membership & Office Management – Caroline
 - a. See report.
 - b. Use remaining RF funds to help folks renew their memberships. Stretch it out as long as possible.
 - c. Phil: Keep it open. More \$\$ might come in.
 - d. Suzie: thank the folks that gave the money and indicate how well it did.
 - e. Brandi: Refueling the Rocket. Let's look out for 2021.
 - f. Whitney: infographics for RF. Will update with latest. That will be rolled out when we are thanking people.
- B. Marketing, Membership & Programs – Whitney
 - a. See report.
 - b. Ongoing activities the same. Holiday Campaign with content calendar. Street Scramble promotions. 12 Fremont in Wallingford promotions. SRW is over.
 - c. Getting higher click throughs on events, but emails are down. FB went up by 212 over last month! Not clear why. 100 fewer Google searches. Troll is best page! Talking to Alan Alabastro to take photos out and about. Street Scramble Nov 27, Small Biz Sat Nov 29, Giving Tue, Dec 1.

- d. Register now for Holiday Event:
<http://events.constantcontact.com/register/event?llr=4u9ywacab&oeidk=a07ekehrdf09d3bd>
- e. Suzie: Dec 9 is a very busy day. She has 5 events scheduled that day!

Announcements and New Business—Brandi

- A. Upcoming Meetings: December & January Retreat
 - a. December: won't be doing board meeting at last Wed of the month. Annual Mtg on Dec 9th.
 - b. January Board Retreat: will look different. Consider doing it over 2-3 days, 1.5 hrs/day. Doing a lot of extra work off-line prep work would be helpful. Have that ready and bring it with us for a more efficient use of time. What do we want to talk about? What topics do we want to cover? What do you all think?
 - c. Suzie: backs up on this broken-up approach. Ken might want to give a capsule of the speakers we had yesterday.
 - d. Brandi: Look at first week of February. Think about the cadence.
- B. NSIA November Mtg: Seattle Times involved in the Project Homeless Efforts. We had their public engagement editor & overall editor. Good opportunity for community to share good bad ugly on homeless situation. Over 6-9 months response times have gone down. Responses are not happening. City is not dealing. Great opportunity for business community to share, retail orgs, brewery district, western towboat. Challenge for waterside community, there's a lot of crime that happens on the water. Robbing the maritime academy. Eugene Wasserman pointed out that City has said it's OK to bring the homeless problem to industrial areas. A real problem trying to figure out how to deal with it. Now they can call key people at Western Tow Boat, etc.
 - a. Suzie: Lasted an hour. 4 parts of the Seattle Times that are being sponsored & paid for by various entities in the region. Interesting piece that newspapers have become.
 - b. Brandi: think about having this topic as one of our programs instead of our retreat.
 - c. Ken: People will show up if it's a topic of value. We shouldn't shy away from creating strong programs going forward. Keep it short & sweet with great speakers, people will engage.
 - d. Suzie: strength of yesterday was that people attending spoke, rather than the Seattle Times reps talking--they wanted to listen.
- C. Board Diversity Training with Anquida Adams
 - a. Consider having a half hour with her at our Retreat? We need to pull the agenda together, maybe take some polls, work it offline.
- D. Public Safety Conversation at Fremont Neighborhood Council
 - a. Suzie: 2 people from office of Dan Strauss. More about people saying what's happening in their backyard. Write up from Alex Pederson on the budget is worth reading. He points out that they are under-funding with more excise tax the work on our bridges. We fixed the Fremont Bridge when we could. University, Ballard, Magnolia, West Seattle bridges are next. They have underfunded. We have a retaining wall we want fixed from the same fund. Easier to fix the retaining wall than assess the bridges.

- b. Caroline forwarded notes from Malik Davis in response to Q by FNC board.
- E. Calendar of Awesomeness ideas from October/November?
 - a. Suzie: The Fremont Sunday Market opened under very difficult circumstances. We need to make a big deal out that.
 - b. Suzie: Sounds of Christmas concert: usually limited in attendance in a physical venue, but now it's virtual. Check it out. Add to Calendar of Awesomeness.
 - i. Nate: Sacred-Sounds. Used a production company and professional musician alums who contributed to the event. <https://spu.edu/about-spu/events/sacred-sounds>
- F. Award Ideas from October/November – who and why.
 - a. Project that is building the tunnel under Leary Way. No closed streets! They are working on the biggest infrastructure project in Seattle! Keith Ward, Drainage Tunnel Magnificent!
 - b. Phil: Paul Shanrock, Dreamland, opening his kitchen for meals for industry members. It's great to know that community hustle and make it work. Too bad we don't have the street layout with businesses making things work in the community.
 - c. Suzie: Paul has a big deck he can't use because it's so breezy. Restaurant community trying to help one another out. He's taking donations for his plan.

Closing Comments

- A. Ken: Nate—how's SPU doing with online learning.
 - a. Nate: Wrapped up today. Quarter system like UW & SU. Wrap this thing up by Thanksgiving. Students heading home for finals. On target for enrollment. Half of density on campus. Just under 4k students in classes throughout the quarter. It was a slog to ask students to police themselves. If you can control it, you can keep going. Only had 7 cases of COVID. Last week, 7 more cases came up for a total of 14 out of 1k students. Credit to lots on campus: health services, etc. Quarantine: meals delivered, laundry service. Had up to 50-100 students in quarantine.
- B. Billy: Thanks! Been great to see the inner workings. Open invitation to everyone as a Chamber or individually to hit Billy up. We will help you out however we can. We are shifting and really want to support Fremont's mission! Advertising rates will adjust.

Adjourn—Brandi

Meeting ended at 10:00am

Minutes submitted by Caroline Sherman

Online Chat Notes:

Talking points:

Mouffet, Nate 9:04 AM

Phil and all - when it comes time for the Membership drive can you help me improve this pitch ... This Chamber is vital to Fremont's success, we've raised funds to give small business grants, we are actively focused on finding ways to bring business back to Fremont (walking guides, virtual and live events, etc.). Re-up to keep Fremont healthy, funky and fun ... (what about this as a quick pitch).

Brandi Gaines 9:10 AM

good pitch Nate!

Mouffet, Nate 9:23 AM

Whitney Where will those infographics be online? Could we link to that in our pitch for the membership drive?

Whitney Moore 9:24 AM

That's a great idea, I can add them to the website and send over the link when it's ready! I was going to post on our social media and in our newsletter.

Mouffet, Nate 9:26 AM

Great on both counts. Thx

Whitney Moore 9:31 AM

<http://events.constantcontact.com/register/event?llr=4u9ywacab&oeidk=a07ehevrea9d3bd>

Mouffet, Nate 9:42 AM

Ken is breaking up on audio.

Mouffet, Nate 9:55 AM

<https://spu.edu/about-spu/events/sacred-sounds>

Mouffet, Nate 10:00 AM

Thanks all!