



**2021 Board Retreat Meeting Minutes
Session #1, February 9, 2021
Virtual via Blue Jeans**

Attending: Brandi Gaines, Paul Robinson, Phil Megenhardt, Jessi Brookman, Suzie Burke, Sean Erhardt, Sarah Kennedy, Nate Mouttet, Ken Saunderson, Michael Wanaka

Not Attending: Amina Leighton, Carrie Bauer

Staff: Whitney Moore, Caroline Sherman

The meeting was called to order at 9:35am

Welcome – Brandi

We have weathered the storm. The community is thriving. Most businesses are still open and pivoting to online, to marketplaces, like Barrel Thief, from indoor to outdoor dining, like El Camino. It's great to see the passion and everyone supporting each other.

The Chamber has had some great moments like the Relief Fund and getting grants to keep us going. Excellent marketing programs. Getting folks to come and do take out or meet virtually. Lots of wins in spite of the mess that it was. Can only see us growing this year. That is the theme: Fremont Strong! How will we navigate in this new world, safely, profitably, and with energy and enthusiasm?

Brandi read the Mission Statement: *The Fremont Chamber of Commerce strengthens the business climate and Improves the quality of life in the Fremont community.*

Agenda & Housekeeping – Paul

- No swearing. He's keeping a swear jar!
- All ideas are good ideas.
- No surprises—if you have data or information, you share it when you have it. Don't hold back. Communicate with our members. Show integrity and trust. We are not here to one up one another. Everyone is free to speak out.
- Who's leaving early?
 - Michael.
 - Carrie can't attend, but will pop in if she can.
- Everyone should have a copy of the agenda to review and follow.

Successes & Opportunities – Brandi

- Review of 2020 Action Plan before the shit (swear jar!) hit the fan.
- We did a good job with member retention through the Relief Fund & pausing dues collection.
- Moved to the Microsoft Teams & organized files online
- Saved money without a physical office
- Updated website to provide COVID info and open businesses

- Updated welcome packet for onboarding & code of conduct
- Grants we received kept us from going down the hole and allowed us to maintain our 1-year reserve.
- Not a lot of tourism, but we still got people to show up and participate: VAM studios First Friday Walk, Lenin Lighting. Kudos to Whitney for awesome SM and to Phil for Street Scramble & Holiday Marketing.
- We couldn't meet in person, but we are here to set the new action plan for 2021.
- The way the Action Plan is set up is with 5 main topics that the board can actually do in a year. With a volunteer board we only have so much capacity. It is set up intentionally. If we get outside these areas, then we may want to put on the brakes or double-check a new idea and ask "do we have the capacity for it?"

Establish 2021 Key Priorities & Opportunities: Identify Key Tasks and Initiatives

Budget, Management & Operations – Phil

Review 2020

- (Brandi forwarded the working budget to everyone.)
- Working with Stephen was a win for this year.
- Our goals went out the window, so we focused on Membership. Our goals were embedded in the worst-case budget scenario. In the end, membership revenue was almost at our normal, pre-COVID goal!
- Normally, our Chamber has revenues from Oktoberfest and membership, which allows us to maintain things with two independent contractors. But we had no big event revenue last year.
- After seeing that this year's membership didn't fall off a cliff, and predicting that we won't have event income, we worked on reducing operating expenses, but no matter how hard we try, we can't get them below \$96k. So we kept expenses there.
- We can't assume we'll get any grants, so we have to rethink how to replace the big event revenue.
- Walking Guides are about \$12,000 to create and print. We probably can't sell any ads, so we're going to look at sponsorship to cover entire costs: \$12k.
 - We have enough WGs to get through this year. We could also reprint last year's and distribute. If we do not get a sponsor, we do not have to print it. We can pivot here. Can think about this up to September. If we can't get it paid for, we won't do it.
 - Nate seconds this idea.
 - We also need to think about going virtual, too. Reimagine the WG:
 - Virtual experience
 - Get sponsors instead of individual sales so every business is featured
- We came up with some new ideas for marketing and social media. Consider marketing sponsorship to reflect some potential revenue.
- Programs:
 - \$5 minimum to participate, or \$25 if you can. Start asking for suggested donations now.
 - Consider getting sponsorship of meetings, starting now.
 - We could explore doing different things, like a speaker of some magnitude. We should start doing that now. They are getting value for free, so for \$5 is not a stretch. It is becoming the norm to pay for these things. Author readings, star speakers.
 - What folks like the best about our meetings is the networking.

- We were able to shift Whitney’s priorities last year to more membership sales. The plan for 2021 is to move the needle a bit to programming, while keeping membership sales & marketing.
- \$46k+ in revenue
- Items in peach are expenses to highlight:
 - We reduced Lenin Lighting, since last year we paid with a grant.
 - \$600 in digital ad campaigns—boosting FB ads, more eyeballs.
 - WG expenses are matched to the revenue, with \$300+ for distribution.
 - Website: in addition to maintenance, we always have some improvements/changes to make that cost us every quarter.
 - We need to stay on top of this because everything is virtual now. For example, WG as QR code. It’s worth it. Provides big value to the community.
 - For a website it’s not really that much money. The number listed is considered quite good by other experts.
 - Office expenses are quite reasonable, as are merchant fees.
- Reserve Transfers line is a new line added for clarification purposes. It shows what we have to transfer from reserves to meet our budget.
 - The beginning of 2020 the reserve fund was (rounding up) \$114,000. YTD the reserve fund is \$69,000.
 - We used \$45,000 to support the Chamber in 2020 and as per the draft budget for 2021 we would again tap into the reserve projected at \$45,000 to \$50,000.
 - If we are unable to increase revenues for 2021, we would have reserves of \$20k - \$25k available for 2022.
 - We can use the reserves, but last year, we raised money for our community. This year, we need to make sure we add marketing and value for our community, but also raise funds for ourselves and maintain our reserves at \$70k or more.
- This information I hope will allow us to be creative in our programming and event planning for 2021.
- We need to look for grants, keep the invoices going out to members (while also cutting them some slack). New revenue ideas: Businesses sponsor businesses? New revenue streams? What can we do instead of the Fremont Fair? Gift boxes, virtual tastings, Moisture Festival events. Keep that in mind.
- Membership Revenue: Focus on Shining Star members--that’s our bread and butter. But don’t overlook the high rollers.
- Oktoberfest/Fremont Fair: we need to do something in those time frames in Fremont that reminds everyone that we’re here. Events to kick off the beginning and end of summer is key, and our businesses need it.
 - Folks appreciated lighting up Lenin.
 - Whatever the regulations will be this year, we won’t be able to draw folks with the lure of an event. We’re going to do SOMETHING during those times. Using marketing and brands to have a really strong event season. There is a lot of creativity to make something happen. We can’t lose the momentum of our two biggest gathering brands. But it’s got to be sustainable, guideline wise.
 - Wiffleball at BFDday? Sean still has the big Wiffleball trophy from last year

- **Marketing and Programs**--How to take our online programs and campaigns to the next level? What kind of programming does the board want to see this year? What is relevant to your industry?

Brainstorming:

- Sarah: Anti-shoplifting. Michael's store had an attempted break in. Essenza was broken into.
- Whitney: Things we've been doing: New member welcomes, renewal welcomes (220 posts), re-openings, COVID-19 events, Relief Fund, WG sales, etc. Biggest improvement might be to have it be more focused, have a theme each quarter. Members like to be promoted, but members' marketing isn't the best. Elevating Fremont marketing would be good. We don't need to do campaigns for each holiday. What organizations do you see online that you enjoy and why? Who should we replicate?
- Is there a speaker you want to hear who might be out of town? Fremont is a state of mind, not a geographical location. Think big!
- There might be someone down at Brooks who might want to do a program with us about how we re-constitute the Run. Are we going to wait for the Charities to do it? If we could get Jim Weber to do it, it would be awesome. Suzie will put the ask in.
 - That would be great member value and community value & ask for \$5. Cross promoting with other Chambers.
- Jessi: How can small businesses be relatable during COVID? How to survive post COVID?
- Networking.
- Caroline: Tech program to improve marketing online. Also teach how to market/promote. Taking more control of your marketing. How to use the Chamber's assets and plugin.
- Brandi: Adobe's Spark team: how to create engaging posts/content. How to sell your stuff. Take a photo. Dos and Don'ts. How to create your media kit.
- Picnic in the Park is always our June program. It's around the maritime community and the political scene. It is an election year.
- (Michael left the meeting. Will be on for the full meeting on Thursday.)
 - Brandi: Pick up your picnic basket and join the event.
 - Ken: Various organizations sponsor the event, the Chamber benefits. All those organizations help promote which brings in lots of people. Very profitable for the Chamber. We have a significant # of elections in 2021: Mayor, 2 district-wide council, 3 port commissioners. All candidates participate. Ken would be able to take the lead. We invite all of them. We could have 30 or so folks running for office. How can we manage that? Break it up over several days by candidate position.
 - Phil: We move pretty slow as an organization. If we use Picnic in the Park in a position to launch everything we have, we'd be doing pretty good. It's 150 days away. Good launch date to have all our different marketing packages ready. The focus is on us at that time, so take advantage.
 - Brandi: Charge \$25, give \$10 coupon for local businesses to provide meal.
 - Suzie: Fremont's own Sarah Nelson, from Fremont Brewing is running for City Council to represent businesses & local businesses, maritime, etc. Folks will be willing to come online. We have to have a way to ask questions.
- Ken: 4 different flavors of events, each with their own mindset on who and how much. Some can be free, and some can charge:
 - Keynote presentations, like president of Theo's, or head of Adobe, Tableau, Brooks. Charge more for that. Promote widely.
 - Brandi to get her boss—two-time participant on Survivor! Has street cred.
 - Training: social media, shop lifting, tech at \$5

- Networking: Shameless Self Promotion: people will pay for a commercial
 - Brandi: Every quarter a happy hour, or at least twice a year.
 - Community Connections: City council members. Dan Strauss, Alex Pederson, Lower Queen Anne council member. Police Department, SDOT, etc. Nominal fee for that.
 - Ken: Seattle Propeller Club: \$15-\$20 for their events. Networking, etc. They averaged good attendance even with a fee.
 - Ken: It would be cool to have a marketing meeting once a quarter with board members interested in events to brainstorm and think about costing.
 - Brandi: Keep it at board meetings to avoid screen fatigue and engage everyone.
 - Susie: Kurt is still going to North Precinct meetings. Having the police come to a meeting is still very relevant. Also, Toby Thaler works for Alex Pederson and was a past president of neighborhood council. Toby is a big supporter of Fremont. He may be able to get Alex to come to a meeting. We need to use councilmember meetings to educate them about our small business needs. Public Safety is still our number 1 issue with the City.
 - Ken: The City Council is trying to move harbor patrol under the Fire Department, meaning no guns, but waterfront crime has shot up.
- **Events and Tourism – Phil**
 - Brandi & Whitney & Phil met with FAC. Arts Council needs money. They are more fatigued than ever. The idea of not having the fundraiser they had last year is really pressing on them.
 - Fremont Fair & Solstice Weekend: no permits through May. Going into June. Submitting permits for Fremont Fair and Oktoberfest, so it stays on committee’s radar. They are going to ask for a bunch of safety plans. Leaving it blank due to rapid rate of change.
 - Been working with Governor and the Arts Commission leading guideline process, food guidelines for runs and live performances. In COVID Phase II, 200 people are allowed for live performances. The Governor is sort of providing a road map towards normalcy. Hoping for August to be time to have an event. Phil is applying for Sep and late Oct dates for Oktoberfest. This gives us flexibility.
 - Fremont Fair: turn it around and do an inverse event. Static parade floats that you walk by. 20 years ago, did pigs on parade with Pike Place Market.
 - Retail & restaurants do a Solstice themed façade and be creative. Maybe FAC can put together a \$1k art project for the businesses to buy and implement. This is how they are doing Mardi Gras. This is our crown jewel and Center of the Universe event. It’s 150 days away. Have a core walking guide to art installations, restaurants, and bars. Street of Food—drive by and pick up food. Get a permit for a stage in a parking lot for 200 people—it’s worth trying.
 - Bold Hat has lot time and energy but not a lot of money. We can go back and talk to the events community and lean on them and use the Fremont Fair as our toe in the water with live events. We are working with our suppliers to see what they can provide.
 - Soupocalypse shows that everyone in the community wants something to happen. While 200 people isn’t necessarily profitable, it could build over the remainder of the year.
 - Phil is hustling!
 - We can participate at different levels. Can sell liquor online and to go. A microbrew festival sold about 350 boxes of beer and stuff. We need to make sure we can do it well.
 - Suzie: We need to look at partnering up. Consider more than one event going on at one time. Coordinate a walking guide of its own. Not out of the question. The state allowing you

- to buy booze and walk around with it is amazing. The community can play up the fact that you can still come to Fremont and have fun.
- Reverse parade all around Fremont. Tap into the creative community. Fremont Fair, WG, etc. Can do this at a minimum but hoping to do more. These events are right around the corner. We need to get to work on these things.
 - Suzie: FAC is tired. They don't have the energy to do anything. The president doesn't. Maque is done. He doesn't think they have it. Much more interested in getting Moisture Fest up and running. But Moisture Festival got rid of their development person, so they will have no money.
 - We need to look out for ourselves.
 - Caroline: Is there any way to get Moisture Festival and FAC to collaborate? A lot of the same players in both organizations. We need to do our thing and see if they want to participate.
 - Brandi: Floats! If we can get the space to park it, we can get floats.
- Ken: Seattle Boat Show by the NW Marine Association—they did a virtual event, and it was really well produced by Peter Shrapen, a government relations guy. It wasn't successful because of the numbers of a typical boat show, but because of the qualified buyers who showed up. They might be willing to rent out their platform. It was so cool how they reimagined their event.
 - Phil: A remote piece is a possibility. Checking in with our friends in Fremont, Fremont studios, etc. to broadcast our event.
 - Suzie: It costs a lot to produce things online. Definitely check in with Fremont Studios. They want to participate! Let them offer what they want to do and let them monetize it the way they want to. Similar to Fremont Mischief. Consider a series of Fair events and a series of Oktoberfest events. Don't forget the Art Cars. They are out there and doing stuff.
 - Phil: We don't have the funds the boat show had. Creating and producing the content might be tough.
 - Brandi: Think really big as if we had all the money and resources. Then scale it down to what we do have. Interview with each business? Do a video of Fremont? Create our own content?
 - Suzie: The speaker for the Boy Scout breakfast was fascinating. General Barry McAffrey. Talked about leadership in the business community. Very engaging speaker!
 - People will pay if there is value. How can we provide value and monetize that?
 - Fremont has always had creative events. The more we can promote those events and promote the independent promoter this year, we need to ramp it up and help them out.
- Paul: Travis at Add-A-Ball. Opening Friday. It would be cool to get updates on who is opening. Mischief having Galentines event & Valentines events.
 - How do we get a few more people to know about our programs and events? No shitty (swear jar!) content. Can we "sell" a media kit online? Can we expand our reach? Cross promotion across chambers. Green Lake Chamber president wants a meeting.
 - Promoting within our own social media channels. We board members and members need to do our part, too.

Conclusion:

It's going to be a good year! Let's be creative and rally around our community, think outside the box. No doubt we can reimagine this year!

Next time: talk about diversity and inclusion and how it makes us better and more woke.

Session #1 adjourned at 11:30pm.



**2021 Board Retreat Meeting Minutes
Session #2, February 11, 2021
Virtual via Blue Jeans**

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

Not Attending: Sarah Kennedy

Staff: Whitney Moore, Caroline Sherman

The meeting was called to order at 9:35am

Welcome – Brandi

Asked for feedback on Session I. Thinks we are doing well and had a good session on Tuesday.

Brandi read the Mission Statement: *The Fremont Chamber of Commerce strengthens the business climate and Improves the quality of life in the Fremont community.*

This was a great year for all of us to shine.

- Suzie: Street of Food is a good idea that wasn't in the minutes. [It is in the Session I minutes near the bottom of Page 5.]
- Phil: Participation on Tuesday was just as good as if we were all in the room. Budget tells the story, as I always say. How would we take the \$45k from the Reserves? This used to come in one fell swoop from Oktoberfest. We're not going to make that this year, but we'll make something. How do we get to net zero this time next year? How can we be able to report that we did come up with \$45k? How will we say we recovered from the pandemic? Etc. Whatever you said Brandi, to inspire us, it worked!

Review of Roles & Responsibilities of the Board – Paul

Board Member Participation Form – Paul

As for Board participation, it's not just a matter of showing up and adding it to your resume. We have to take it seriously. (Brandi shared her screen with New Board Welcome packet that explains the roles and responsibilities.)

Board President is the Chief Volunteer with 15 responsibilities. She does everything, leads the show. Leads fundraising and makes sure we are staying on course.

Board VP steps in when President is unavailable. Reports to President, works closely with her. And also takes on tasks as assigned by President and/or Board.

Secretary, an open position, works with Office Manager (Caroline). Is sufficiently familiar with legal documents. If Office Manager is not around, Secretary should step in.

Suzie: I'm familiar with documents and I'm around.

Treasurer: Looks really difficult, but with the spreadsheet that has been set up makes it "easy". But really it's not. Reporting annual budget to Budget Committee for members' approval.

Phil is happy to stay in the position. Suzie pointed out that it helps to have someone in the position over time.

Board Members: Regularly attending at least 6 board meetings per year. Attend at least 6 membership programs, the monthly meetings we have.

- Phil: It is in the bylaws. You can be excused, but you have to reach out and communicate. As long as you communicate and are excused, you may miss more than 6. If they haven't communicated or participated, it's a simple motion and vote to remove them from the board.
- Paul: If you can't make that many, don't bother participating. Stay informed, participate, speak of the Chamber and promote it and get people interested in it. That's a big part of being a board member. Be a Champion for the Chamber. There is a Committee Chair job description, but we don't have that right now. There are Committees to join, if there is enough interest.

Brandi: Please complete and send in your form.

Suzie: While Amina can't be secretary, but she is not leaving the board.

Board Action –Elect New Secretary – Brandi

Is anyone interested in becoming Secretary. We need someone to help with document management. (No offers.)

Suzie: If worst comes to worst, I'll do it. Caroline's minutes cover things.

Brandi: We have a better cloud document management system, so that makes things easier, as well.

Key Priorities & Opportunities: Identify Key Tasks & Initiatives (con't)

Membership Development and Services – Caroline & All

Review Strategies for membership campaigns

- Nate: Seeing how difficult it is to contact people and not having valid contact info, as in December, could we get Relief Grant recipients to do a 30-second video on how the grant helped them? If we have a few examples that said "if it weren't for some of these efforts, I wouldn't be able to xyz". Having this sort of thing would go a long way to demonstrate the value. We need something to demonstrate the value.
- Brandi: If they wrote a letter, we could put that on our website, etc. Put the call out in general. How the Chamber effects them in a positive way. We could put the call out for submissions.
- Nate: I'd be willing to put the call out. We should plan ahead to have this work with other marketing initiatives.
- Brandi: Talking about the Membership Drive as a time frame, it should be all year. There is no one time to do it, it's all the time. It should be done as part of the membership role on a monthly basis. Other than us tweeting about it, it would be great to have our members talk about it, too. Nate, you'll do the first one, right?!
- Nate: Get the grant recipients to put an ad on their feed and we can share it.

- Phil: Use the maritime picnic as the beginning of the membership drive or kick off to the Reserve Fund building. Consider adding to our membership renewal form (which already has the Art Fund donation option, ADD the "reserve fund" so our members can donate to it.
- Nate (in chat): The ability to help our arts community and keep the unique culture of Fremont is what I hear Phil trying to support.
- Carrie: Slogan - "Help Us Help You <3
- Brandi: Suggested a "Save Oktoberfest, Save the Fremont Fair" campaign but Phil is opposed to this. Brandi suggested let's keep noodling and thinking about how to approach raising money.
- Phil: Is it selfish to try and raise funds for our own survival?
- Brandi: It's not selfish. It's helping us help others.

Membership Recruitment -- Caroline

Yesterday, Whitney and Caroline brainstormed ideas for boosting member recruitment (see *2021 Membership Data* document, as well as *30 60 90 as of 2021 02 10* spreadsheet):

- Update the membership one-sheet leave behind with quotes and testimonials from current Chamber members.
- Jessi (in chat): That would be really helpful! The end of the year can be chaos for retail businesses
- Suzie: Just be of a mind, for everyone on this call, but I'm having these calls every day about businesses paying their rent. So keep this in mind when you approach these business about membership.
- Brandi: As for updating the member data base, we should move the timeline to monthly. This is staff responsibility and not the Board. Brandi recommends spending 2 hours/month for staff to go through FileMaker and update the old records.
 - Ken asked Nate in the chat line if there is an opportunity to work with an intern to help with our membership sales campaign, data base development and other sales tasks?
- Brandi: If we do a new, updated sticker, let's add our QR code
 - In Chat:
 - Nate: The QR code would be a clever update to the stickers and would be a nice physical-to-digital connection.
 - Carrie: Love the brochure & sticker idea. Brochure would be so much easier.
- Brandi: Create generic business cards we can hand out.
- Carrie: Business cards with QR codes.
- Anquida: free virtual online business cards are available at Hi Hello (<https://www.hihello.me/>.)
- Ken: We should pull together our membership committee to help create the 2021 membership campaign and strategies to help tell the Chamber story. Ken, Carrie, Jessi signed on for this.

Diversity and Inclusion Training – Anquida Adams

Brandi: introduced Anquida.

Anquida wants to talk with us in a discussion format. Will be mindful of timing.

Pay attention to human side of connecting in a business setting:

- Organizational development
- Equity Inclusion and diversity
- Entrepreneurial startup

- Individual

We need to expand our personal narrative and create a space of equity for everyone. How do we do that? This flow chart creates a space for that. An individual's energetic self marks the business from the get-go. Being aware on all stages of how you impact and imprint the world around you. The upcoming exercise will help the Chamber see how it fits within this EID concept.

Equity: What this means for the Chamber Board right now. How can I connect my mind and heart together to see what is happening with someone: board member, chamber member, other humans.

- Suzie: We are here representing lots of people/roles. We also represent a very diverse business community. We need to represent the smallest of the small. Appreciate how it's going to effect the biggest folks/businesses.
- Anquida: how can the board help with people of color in Fremont.
- Paul: Treating everyone equally regardless of color or race or anything like that. As a Chamber we need to focus on bringing in more minority and women owned businesses.

Inclusion: Are you giving everyone a place to be human? How do you create a space of humanness in a pandemic, etc.

- Sean: As board & chamber would love to find more inclusion at all levels of Fremont as an organism. I've been to church, worked at different businesses here, you have an ability to bring those others who have different ideas. We are the board of the Chamber of commerce, it can be intimidating. Others might have a different perception of us. Consider staff members and others who would have good ideas.
 - In Chat:
 - Caroline: Chamber Member Staff Day!
 - Whitney: yes, fun!
 - Jessi: That sounds great!
- Anquida: Create individual membership for individuals who want to come in to learn more about different things the Chamber does. Inclusion & diversity of thought. A space where you can expand into the thoughts of the Community. If you have a restaurant or grocery store that is a member. Through their employees bring them to the event.
- Suzie: Reminder that we have the Friend level for individuals to join. Also, every employee of a member businesses.
- Anquida: Something to re-promote.
- Brandi: You don't have to be a business to join.
- Caroline: we tell new and renewing members their staff can participate, sign up for newsletter, come to events.
- Anquida: Consider a membership orientation. Maybe this could be a board activity.
- Caroline: Dealing with language barrier. Numerous restaurants and other businesses for whom English is not their first language.
- Anquida: Use SPU/UW and see if they might have a foreign language department that could help. Departments/Students could get a grant to do this.
- Nate: Building up internships. This could be a much more targeted way for internships. This would be great for students. Our populations is extraordinarily diverse, people of color, language skills.

Diversity: Give me a place I can start to understand you and where you come from. Give space for humanness, regardless of educational background. Talk about physical and mental abilities and be sure to include them. We have largest AI, diversity Chamber in our area.

- Phil: People think of Chambers as full of old white insurance salesmen. Our chamber is diverse in terms of disciplines. We could talk more about what businesses are showing up. The Fremont Chamber is unique in Seattle. A lot of the traditional Chambers have been absorbed by bigger organizations. You get to choose to join vs being taxed to be a part of it. Diversity of thought from diverse types of members. Color of the board is very important. The Chamber fundraiser is the Fremont Oktoberfest. It is a white anglo traditional event. We call it Oktoberfest by name only. It's a microbrew fest with other activities. This Board also has to think about making it more inclusive.
 - In Chat:
 - Caroline: Member photo book to show different faces.
 - Sean: Great idea!!
 - Carrie: visuals are great!
 - Brandi: Thank you Phil!
- Anquida: Taste of Kent festival. They bring in all the nationalities within the community. Think about the whole collective of the community. Bring in businesses of other race/ethnicity, etc. Connect with them and see how they can bring their traditions to Oktoberfest.

How EID is beneficial to the Chamber:

Space to build empathy, invest in everyone. Help everyone feel they can survive. How to use "favor". It's not good or bad, it's how you use. White privilege isn't bad, it's how you use it. Make sure the path is equal for all. Help me help you. Let's help each other. Share the funds, get enough education, trainings from big biz to small biz. Social media. Some companies can't afford to do social media. How can the ones that can pay help the ones that can't.

- Brandi: Member session on social media already in the works. Using the universities and big businesses. Kids getting workshops under their belt.

Inclusion: increases performance on various levels when folks are empowered and feel able to contribute fully and be recognized fully.

Diversity: Expands your market.

Learning Exercise

Consider having a board meeting on just EID.

- Sean: What is your expectation for board vs business owner. Consider talking to other staff members.
 - In Chat:
 - Carrie: Open communication is key. Listening to potential members and members super important.
- Brandi: We have a new code of conduct & ethics.
- Anquida: Create EID Committee and invite others to join. How do we tackle these things? Putting this together will help you deal with board issues as well as EID issues. Subcommittees could help. Time you'd like to put into this per week & per month. It's a long-term thing, not a onetime thing like reading a book. Awareness & putting in the hard work.
- Phil: This is such a timely request. That is something we can do, and we need to do. How we keep things alive in this volunteer organization and does volunteer committee work. We can add to it. How do we keep it alive? That authentic commitment to EID, to our board, to our community. We need to make sure it doesn't go away.

- Anquida: It's not just a trend. New norms. How to show up before different individuals come in. How are we showing up now? Are there behaviors that would be taken the wrong way? Use the questions. While you are formulating the EID leg, set these things in place before you bring new different folks in.

Identify your personal story. Answer the questions together at a board meeting!

Conclusion:

- Jessi: It's been hard to get to know people joining the board during COVID, but the retreat has been really helpful getting to know everyone.
- Phil: for 2021 at the committee level is where a lot of the work will be done. Consider June Maritime mtg to have all these ideas implemented and have a kickoff. 130 days away!
- Brandi: As a board we only meet once a month, so it's not that far away at all.
- Phil: we move very slowly. Garbage in/garbage out. Who lives here is an ongoing challenge.
- Brandi: Having a more frequent cadence of meetings will help. Thank you to members for joining membership committee. Thank you for your participation, discussion, open mindedness, etc. Thanks to Caroline for the notes. Please read and digest. We have the program next week with Councilmember Dan Strauss. Please send in your questions and invite your friends, neighbors, and colleagues to come!

Session #2 adjourned at 11:30am.

Minutes submitted by Caroline Sherman