



Board Meeting Minutes
March 31, 2021
Teleconference via BlueJeans

Attending: Brandi Gaines, Phil Megenhardt, Paul Robinson, Suzie Burke, Ken Saunderson, Sean Erhardt, Michael Wanaka

Absent: Carrie Bauer, Jessi Brookman, Sarah Kennedy, Amina Leighton, Nate Mouttet

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 – If you get a chance to get vaccinated, and so choose, go for it! I found it to be a big relief!

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

Open Business and New Business – Brandi

- A. Stop Hate AAPI Statement
 - a. In speaking with others at Adobe and in Fremont, there is a discussion about Asian hate where people are getting harassed for just walking down the street. They are getting harassed for mistakenly being seen for causing the virus. Brandi will put out a short statement and provide resources.
 - b. Suzie: very good Asian Chamber of Commerce. Might touch base with them to see what they would want us to state. They may be able to help us with a good tone. Ken Philips of U-Park Parking has lots down there.
 - c. Whitney attends the Racial ...meeting once a month. Monica at ?? Emily Cantrell will be our guest speaker about how can we compassionately respond to hate crimes? How do we have a commitment and talk about our values.
 - d. Suzie, because I carry the Burke name, my grandfather spoke with great oratory speaking for the Chinese immigrant workers who were being expelled. Vancouver and SF both voted to expel, but Seattle didn’t.
 - e. Anquida encourages the board to create a DEI committee, as desired at the Retreat. Phil will help and Brandi will participate. Anquida will Chair. (She does not have to be a board member to lead this committee.)

Financial Report – Phil

- A. 2021 Budget—For Approval
 - a. Wants to get approval for this. Decisions were made on various income streams and expenses, as well as whether we will have to dip into reserves. The reserve fund is just under \$70k. We would end the year with this budget over \$42k in the red.
 - b. Ken: prudent to be as prudent as possible going forward. Moved to approve, Suzie seconded.
 - c. Suzie looks at Oktoberfest to refill reserves. In the meantime, we know we are running off reserves.
 - d. Motion Passed!**
- B. February Highlights—We’re in the green zone so far. Ended February \$2k in the red.

Fremont Events – Phil

- A. Arts Council & Bold Hat have met a couple of times. Came up with a plan for a socially distanced Fremont Art Walk/Solstice. Traction on floats. We’ll be using the current WG as a template, create electronic map, QR codes. Use all retailers with art in their windows. Strong social presence, see art cars, FAC Floats—looking for \$1k/float, dressing up statues like interurban, etc.
- B. Brandi: Sponsorship of floats—are they open for that?
- C. Phil: Fundraising will go through Fremont Fair. Funds will go through FAC.
- D. Whitney: Are they doing themes?
- E. Phil: That’s too structured for them. They will pull it together.
- F. Whitney: Will FAC provide content for social media/fundraising on this?
- G. Phil: Will have meeting to discuss. Requested closing street permit. If there are vendors, they will be spread out.
- H. Suzie: Are they still planning on being in Leary/36th?
- I. Phil: Exhibits/Art Cars parked on 35th/stationary. For health & safety on 35th & Phinney.
- J. Suzie: It’s a much more spread-out thing. Art Cars has more experience in being spread out.
- K. Phil: Socially Distanced Art Walk—April to put it all together. Fremont Studios donated their old movie theater wall for a mural for that weekend, which could be fun. Neighborhood relations: not reaching out until he has a solid playbook around the first of May. Registers will ring at retail & restaurants; neighborhood will be engaged. Everyone knows it’s a Transition Year--first large city event—it’s gutsy! We’ll do it well. Phil is on the state committee for health & safety stuff. Fremont Oktoberfest. Not thinking about it until May. Phil is on Governor’s task force for ?? Guidelines are good, starting conservatively.
- L. Suzie: RE: Fair, by May 1 we need to send something out to the folks in that area where everything will be parked. What they can do to be open and accessible, so they think about it, come outside their building, we feed in between them. Encourage them to be part of it. Small businesses like ArtFX. What will we do with the parking lots?
- M. Phil: Right now, the streets are open. Peninsula parking lot will remain open. A success story for businesses that isn’t open could decorate to celebrate the event.
- N. Suzie: Reach out to Theo, etc. They should figure out if they can program tours, rather than shut down.

- O. Phil: This is a week-long/5-day celebration, a good template for next year. A parade is always a great culmination.
- P. Suzie: Used to be 4 days! Used to start at BF Day School and ended at Fair concourse. Theo's got a new triangle of space to program. They could sell chocolate.
- Q. Relying on King County for CDC signs. County is gearing up. Not clear what City will be doing? Ingress/Egress is the biggest thing, health checkpoints. Max capacity of 600 people within a given block.
- R. Working Title: **Fremont Socially Distanced Solstice Art Walk**

Open Business and New Business – Brandi

- B. Draft 2021 Action Plan
 - a. Phil: Section II, Task 1 needs a deadline and task items.
 - b. Brandi: We did work on this last year. If we want to tackle further, it's a lower priority. Suzie agrees.
 - c. Suzie: Mischief—do we need a new way to frame Fremont? She has a fire in her belly about that. The job is Get Back! Everyone thinks Fremont is doing better than they are.
 - d. Brandi: Fremont Market--people everywhere despite the rain!
 - e. Phil: Section II, Task 6 is DONE! Section II, Task 4--# 1 can stay.
 - f. Suzie, moved to approve, Brandi seconded. Approved.

Office Reports—see handouts

- A. Board B2B Outreach – Caroline
 - a. Anquida: Consider Member Ambassador Group of members who do outreach to non-members. Anquida could help with this. Link to Happy Neighborhood Project in Chat.
 - b. Phil: we've had forms of this before. Would be good to revisit/re-energize this concept.
 - c. Suzie: Name the tunnel the Fremonster.
 - d. Suzie: re: Bridge Lights: will work on this.
 - e. Suzie: Wallingford Chamber. The whole way the Fremont Chamber got started. North Central Chamber was fremont Wallingford & Green Lake. Too many noxious meetings! So, Jim Daly& Suzie started the fremont Chamber. Now you can take the North Central & make it the Wallingford Chamber & Green Lake tried—doesn't have the size.
- B. Membership & Office Management – Caroline
 - a. See report.
 - b. Termination efforts: Be sure terminations get touched again in 6 to 9 months to re-join.
- C. Marketing, Membership & Programs – Whitney
 - a. See report.
 - i. Attending various meetings. Learning about how different organizations do retention.
 - ii. May: Kent/Fremont meeting
 - iii. SRW—already have 11. SM & outreach that they can participate.
 - b. Review of Marketing Materials
 - c. Support Fremont Businesses is well visited. Upgrading popup monthly. We are reaching new viewers. Our SM is making an impact.
 - d. Biz Card leave behind.
- D. Programs – Whitney

- a. See report.
 - i. Please review program list.
- b. Approvals requested: We've talked about 36 events a year. Is this something we want to try to pull that off? Jessica Vets handles 12 of those and Ken is leading the big one.
- c. Brandi is fine with it, as long as it doesn't require much more of Whitney's time.
- d. Next year is our 40th Anniversary!
- e. Suzie taking road trip to Fremont Nebraska in Early April. We are named after Fremont, Nebraska.
- f. Programming: Fremont Chamber on top of the hill or over the hill next year.
- g. Suzie: Queen Anne back in the day: we know Fremont claims to be the C of the Universe, but we know they are just over the hill.
- h. Social media posts increased thanks to CC aggregating things, followers increased. Facebook: on the day we posted the Chamber Award photo album, we got a huge bump of visits to the website. On the 18th & 23rd. Fun & Funky on social yields visits to the website.

Announcements – Brandi

- A. Announcements
 - a. Ribbon Cutting with George & Dragon and Rasai was fun! Met Ziggy the pup. They opened last weekend. Rasai, they were dressed to the nines! So excited and proud of their new incarnation.
 - b. Paul: The appetizers were delicious, and the new décor is amazing! John Savage designed it.
 - c. Phil: can we get the clock at the old Key Bank to be the right time?
 - d. Suzie: It was on the bus line, but not anymore. Who manages that building? Mark Grey.
 - e. Phil: Motion to have Anquida join the board of the Fremont chamber of Commerce. Michael seconded, all in favor. APPROVED! Welcome Anquida!
 - f. Anquida—good at looking at systems & finding holes.
 - g. Phil is system crazy—will work together.
- B. Calendar of Awesomeness ideas from March – what and why?
 - a. Suzie: Call them the Courageous: the ones that are opening and reopening.
- C. Award Ideas from March – who and why.
 - a. Suzie: Call them the Courageous: the Businesses that are opening and reopening. And Phil trying to reinvent the Solstice event.

Adjourn—Brandi

Meeting ended at 10:02am

Minutes submitted by Caroline Sherman