



Board Meeting Minutes
April 28, 2021
Teleconference via BlueJeans

Attending: Brandi Gaines, Phil Megenhardt, Anquida Adams, Carrie Bauer, Suzie Burke, Amina Leighton, Sean Erhardt, Sarah Kennedy, Nate Mouttet, Michael Wanaka, Paul Robinson

Absent: Ken Saunderson, Jessi Brookman

Staff: Whitney Moore, Caroline Sherman

Guests: Ross Palmer, PCC; Sherry Robinson, Verity Credit Union

Call to Order – Brandi

The meeting was called to order at 8:36AM by Brandi.

- A. Mission Statement was read out loud.
- B. Introductions—Sherry Robinson, Community Branch Manager. Been with Verity about 1.5 years. Finally settled in. Looking forward to connecting.
 - a. Suzie plugged the Rotary Club.
- C. President’s remarks – Hope everyone is doing well. [Showed her “vaccination” mug.] Suzie got tested for immunity and is immune!
- D. Sean is engaged! Congratulations!

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

Financial Report – Phil

- A. March Highlights
 - a. Revenue engines: membership & meeting income. March membership income is healthy. Meeting income is above expected. Expenses are thin and in line with the budget. Nothing unexpected. The nice thing about the membership numbers is that we’ve met our goal for the quarter. Financial statements, P&L are looking good.
 - b. Suzie: our budget this year is based on working on reserves. We can do this because we put them aside before. Not something we want to do regularly. Membership is extremely important to us. That’s why we have reserves and why we’ll apply for every grant we can.
 - c. Whitney: There’s a simple grant process specifically for Chambers. Sent to Whitney from Association of Washington Business.
 - d.

Fremont Events – Phil

A. Fremont Socially Distanced Art Walk Week

- a. Fremont Fair: BH applied for a street closure for the Fremont Socially Distanced Solstice Art Walk. Working with City, Fremont Sunday Market & FAC: 1) if not get the permit due to lack of police, gives access to conversation. But we did get the permit working with Officer Osborne—long relationship. Not the Fremont Fair/Solstice Parade. It's a tour of our permanent art structures & FAC decorating up to 4 floats installed in the neighborhood. Talking to Ryan/Sunday Market moving to two days. Collaborate to make it easy to use existing assets in the neighborhood. WG, Art Cars, etc. Plan in place in the next two weeks. FAC has new board. It's good. Working with Matt, mainly. Not a relationship that has not happened in the past. Trying to make something fun and interesting over Solstice Weekend. Smart, healthy and supporting local businesses to maintain healthy business. Hired artists to do poster. Funding coming from sponsors that sponsored the event last year who want the \$\$ used this year. Small sponsorship campaign to cover our & FAC artists expenses, marketing, not many collateral materials. Do art walk maps, social media around art walk. Bold Hat's team is small, building up to Oktoberfest. Have street closures. Now get to choose whether or not to use them.
- b. Suzie: FAC doesn't handle the Art Walk. Check in with Kirby & make sure the three people still managing that are aligned. Also talk to U-Park.
- c. Phil: The normal Art Walk is the normal Art Walk. This event is the Socially Distanced Solstice Art Walk.
- d. Suzie: Good to talk to Art Walk folks.
- e. Brandi: FAC can only do 4 floats?
- f. Phil: Can do more, but FAC only has capacity for 4 floats.
- g. Suzie: If they can get volunteers for more, they'd be very happy.
- h. Brandi: Adobe art group may be able to help.
- i. Phil: Trying to be very clear on what they have the capacity for. Can we do more? Maybe not!
- j. Suzie: Does that stop somebody else from doing a float?
- k. Phil: No, but it will be challenging for FAC, BH, the Chamber, etc.
- l. Brandi: Maybe the Pride floats could come down? They are fabulous!
- m. Phil: 5-day event, each day themed. Large Sculpture Wednesday for example. Call out the art of each day. Call out art that is inside retailers. Businesses encouraged to decorate their facades.
- n. Brandi: What do you need from the Chamber?
- o. Phil: Good question: please participate as you can!
- p. Brandi: If asking the Market to extend to two days, we, the board, should support them by volunteering.
- q. Phil: Health checkpoints need volunteers. We'll let you know.
- r. Brandi: That is where the board can provide person power.

Open Business and New Business – Brandi

- A. Whitney's leaving. We're hiring.

- a. Whitney is the new Executive Director of the West Seattle Chamber. She will give us 2 hours/week until we have a new hire. The EB is reviewing resumes. Will be interviewing this week or next week. Knowledge share.
 - b. Suzie: Whitney has set a very high bar, with technology. This is a contract job, and the person may have another job on the side. It's job a person might have a lot of fun doing. It might be a person you haven't thought about.
 - c. Whitney: The Chamber was her first client and a great learning experience. It is fun. They have to enjoy working with the technology and people. Will still be around answering emails and doing social media.
 - d. Brandi: Be kind. Caroline taking up the slack under the same hours. Your work has elevated our chamber and celebrated the quirk that is Fremont. Congratulations on the step up and more local job! Remember us when you become Governor!
- B. Garbage collection in Fremont needs improvement—Carrie
- a. Came up by the Ship Canal by Google. Garbage cans were overflowing! There was only one garbage can by Frame Up Studios. The HM were being used as garbage cans. Fremont is picking up with more visitors. We need more garbage cans.
 - b. Suzie: The property management at Google is responsible for what's on the plaza. That's a private road there. If it was on that middle street, those are property management, it's unusual. The problem with the City is that they've removed most of our cans. It's good on Burke Gilman. We have fought for and kept the cans along the path. Dog walkers and others are good about using those. 34th & 36th St we have a list in of what we want. It was the Murray administration that didn't want to pick up garbage. Two folks since then and the current person not in the office. Head of SPU is great and managing the construction project well, but not the garbage. Use Find It Fix It. If you find a kiosk that needs a garbage can, use Find It Fix It to let them know a can is need there.
 - c. Brandi: the Google plaza is very crowded most of the time.
 - d. Suzie: Brandi, you can complain to the private property owner. Share the list and ask for a garbage can individually.
 - e. Whitney: Geocaching has Troll Ave. and ...another place.
 - f. Suzie: Fremont Rotary does a similar thing near the Dinos. Blue shirts go out every two weeks on a Saturday. Get contact info from Kirby.
 - g. Adobe has behind Fremont Brewing.
- C. EID Committee—Anquida
- a. Follow up on our meetings. We meet 2 times and talked about what we want to do as a committee. Start out small until we have a foundation. Look inward and outward: Inward who we are serving. Outward: amplifying the voices we have. Starting out small and getting resource before our next meeting: 2-6 resources on the website. On Tuesdays at 1pm have meetings and have resources completed and on the website by then. Starting out small but be impactful. If you have any questions or want to join the committee, that would be awesome!
 - b. Brandi: We started the Equity Inclusion and Diversity committee. Provide ample resources for our community and be more aware. Education is power. Part of our grant funding. Providing resources, adding links to expert info for our other communities. If you want to know how to learn more about to stop Asian Hate, support Black Businesses, etc. Adding these to our website. Not create content but share from experts.

Keep it valuable and specific. Tailored to business community. Started with culture statements & code of conduct. Anquida will work with us and it is part of the Action Plan. Would love to have more people on the committee.

D. Route 40 Transit Plan—Brandi

- a. Ken shared info from NSIA meeting about this.
- b. Suzie: This isn't just a bus route, it's an everything route. It's about how everyone gets in. That's the concern that NSIA has. We have to move everybody. What metro and the city don't care about: the streets north of the ship canal are narrower. It was platted that way; it's always been that way. It isn't even two full lanes wide. Leary always seems so wide until you have lanes that only do one thing. Consider allowing trucks to use transit lanes. It's not about safety, it's about speeding up transit. No matter what you do, you won't speed it up through Fremont, as it gets down to one lane. We do not think the right people are making the decision, as it's being managed by a transit-only group.
- c. Brandi: They are shutting down a lane for transit during the day. If deliveries can't get in that means, we don't get goods.
- d. Suzie: we are a bridge head community. There is no way to widen that. Bikes have been looking for their own lane on the bridge. We don't have it to give, we have it to share. We worked on the Fremont Circulation plan before working on the Fremont Bridge. Good thing we got that work done. But the big thing is the S-turn through Fremont: 36th comes down and becomes 36th/35th, makes the S-turn to go over the bridge and also go to 34th. It is a truck route. Doesn't look like one, but it is one. As well as cars and buses, etc. Everything gets delivered in a truck. Need to keep everything open and safe, but it has to operate. Have been asking Metro to improve for a long time: the bus stop that is in front of Starbucks on 34th & Fremont, which messes up traffic like crazy belongs out on the bridge approach. It used to be there. Can accommodate 3 buses. They never put it back. There's room for garbage cans, and a bus shelter. The one thing they could do on Route 40 that would help is do that.
- e. Brandi: We want to do a presentation here for our Chamber members, so we want to do a workshop here the week of May 10th. Suzie will be available. Eugene Wasserman is getting a letter out. We would use that as a guide after our own meeting to send to the City to explain our needs and what is needed and what won't work.
 - i. Personal Opinion: It's all about Amazon wanting to get folks to work faster.
- f. Suzie: We are Theo, Asko Processing, PCC, Fremont Brewing—light industry, maritime focus. It's affected by what happens at the bridge. We don't have to feel bad about asking for our equity.
- g. Brandi: Would morning, lunch time, afternoon for a 90-minute program be best. We'll work on it. Please consider what time would work best for you? The more folks who can attend the better. Ken, Brandi, Phil & Caroline will work on it.

Office Reports—see handouts

A. Membership & Office Management – Caroline

- a. See report.
- b. Brandi: use the demographics to help support our different businesses.
- c. Anquida: Will use the demographics to make sure their voice is being heard.

B. Marketing, Membership & Programs – Whitney

- a. See report.
- b. Updated her report. Ongoing activities. Last month started doing handover documentation, rote tasks. Delivered Social Marketing 101. Was a lot of fun! It was what she wished she'd known. Met with ?? with Phil. Fulfilling member requests. Last week of Seattle RW. Google analytics. Updated leave behind business card. Referral networking event 12 & 23 registrants. Most folks showed up in months. Prospective dates: Do we want to keep doing this or that event. Next Event: Anti-Shoplifting event. Free referral networking event. See list. What are the dates we want to have earmarked? We don't have anything happening in June. 12-20% opening rates. Added subject lines to give more context to this analysis. 20%: Welcome our newest members. HomeStreet celebrating 100 years. April: Up on all social media, posts & follows. Included instructions for next person on what we report on. Organic search is great. We have really good SEO. Job Board hit the rankings!
- c. See business card. QR Code goes to the About page. Email goes right to the Chamber. Print only.
- d. Anquida: Hi Hello—virtual business cards.
- e. Brandi: order through Vista print. Get 1,000. Distribute to Board members & Leo
- f. Phil: These reports will be missed! Thank you for your awesome service.
- g. Brandi: How to make Troll page work for us?

Announcements – Brandi

A. Announcements

- a. Suzie: June is Fremont month. But first May is Brandi (May 2nd) & Suzie & Whitney (May 15th), month.

B. Calendar of Awesomeness ideas from April – what and why?

- a. Mudhoney is the name for the boring machine boring the tunnel for SPU.
- b. 2nd year in a row we sponsored SRW for our restaurants.

C. Award Ideas from April – who and why.

- a. Suzie: Re-opening of Sunday Market being a major feat & how it brought folks back to Fremont. Anything we can do to celebrate this!
- b. Suzie: VAM Studios have single handedly revitalized Art Walk by having dance in the street.
- c. Caroline: They haven't rejoined, but we have to wait until they can have classes again.

Adjourn—Brandi

Suzie moved to adjourn, and Brandi seconded. Meeting ended at 9:55pm.

Minutes submitted by Caroline Sherman