



Board Meeting Minutes
June 30, 2021
Teleconference via Microsoft Teams

Attending: Brandi Gaines, Paul Robinson, Phil Megenhardt, Anquida Adams, Jessi Brookman, Suzie Burke, Amina Leighton, Carrie Bauer, Ken Saunderson, Sean Erhardt.

Absent: Nate Mouttet, Michael Wanaka, Jamie Hoffman & Raul Lezcano

Staff: Caroline Sherman, Rachel Sparks

Guests: Dan Strauss, Kate Hoffman, Noah An, Emily Wahl, Raquel Gomez

Call to Order – Brandi

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

- A. Mission Statement was read out loud.
- B. President’s Message: Happy the heat wave has passed. It’s been difficult!

Guest: Councilmember Dan Strauss, District 6

Dan: Would like to introduce my new staff member. The Governor passed a new bill with funds. Might be good for FAC. City Light passing new strategic plan keeping rates at inflation. Religious institutions can build housing at more dense rates. Water Quality project going on. Introduced Kate Hoffman, formerly at Children Family and Youth at WA State, State Legislature, NAVOS.

Kate: Excited to join Dan’s office. Staffing homelessness, public safety & inter-gov relations. (kate.hoffman@seattle.gov, 206.677.5905) Worked for Senator Carlisle. Grew up in Queen Anne. Spent a lot of time in Fremont. Looking forward to working with you all.

Suzie: If you have a good way to get a hold of Jesús Aguirre, the Parks Superintendent, please let us know. I would like to talk to him. Calling in to the parks department is difficult. Would like an inside line to discuss something with him that he’d like to know about. Dan offered to help, but Suzie will take it up with Jesús.

Suzie: I’m on the committee for the Water Tunnel. Keith Ward is GREAT. I & some reps from Brooks Running will get a look at the next two pieces. The tunnel folks have been very forthcoming. 36th & 2nd NW messiness---handling it well. I just got reappointed to the committee.

Dan: Kate does economic development. Noah (Noah An, noah.an@seattle.gov, 206.889.0763) is taking on Fremont. See contact info in Chat. Suzie, behind Brooks Running there is a divot in the land behind there. Was there a brook there?

Suzie: it went straight down Stone Way and then over there. There are still springs in places. Stone way was Black Creek, and they built a road right over it. It eventually became the Military Road. There was a bridge across Westlake (all fill) to the foot of Stone and they bricked it all the way up to 200th. My dad watched it get built. He came in 1904, so it's a while back.

Dan: Are there any other serious issues to discuss?

Brandi: The Route 40 situation. Making sure we stop that in its tracks. We'll keep talking about that until we stop it.

Dan: Please let me know about it, as I am for transit lanes. NSIA is concerned about where the freight is going to go.

Brandi: We don't have the room for a dedicated lane just for metro. Tons of freight, commercial, employees will all get backed up. Would rather have buses backed up than the folks who come here, employees, tourists, shoppers. There needs to be a better plan. More buses? Not understanding why that's an issue. Rerouting on Nickerson? Needs a new plan. The current plan is not a good one for our neighborhood, residents, visitors, etc.

Suzie: Metro has failed to move the bus stop back to the bridge approach. The bridge tender would not raise the bridge until the buses are through, and he can see them better if they are stopped south of 34th. 3 busses can be accommodated. The streets north of the Ship Canal are narrower than south of the ship canal, just how it was platted. We need the space there. There is a lot of left-hand movement off Leary. There are no left-hands to speak of except at intersections, where it narrows down. Having a two-lane left turn is a waste of space. We've got the lights on the intersections--the turning pockets are not needed. Need to get rid of those two arrows at Phinney. We are forcing traffic to turn on 36th and go a couple of blocks. There are changes we can make, but the planners did not measure it out. It gets skinnier at 1st and 36th. Buildings have been run into. Making it bus-only for all the time the busses aren't there is a waste.

Dan: I have already advocated to allow freight and transit to use the same dedicated lane on all but peak hours on all dedicated lanes in the city. We should have a meeting with you and the Ballard Alliance and the engineers themselves. Sometimes engineers have their own ideas.

Brandi: Now that everyone can work from home, the need for a dedicated bus lane may be moot. Things have changed. Definitely let's have a separate conversation.

Suzie: All of what's driving this is not being able to keep to their time schedule. There are lots of other factors, including the bridge. The timing is different from Winter to Summer. If they want a dependable route, they have to take the Aurora bridge.

Ken: Thank you, Dan, and appreciate your time. Route 40 issue: We had a forum to discuss the issue with SDOT to discuss all these details. We still haven't heard a single word back. We had Sam Zimbabwe a month ago with the NSIA and still haven't heard back. They are near the end of their

comment period and approaching implementation. Concerned that they are just paying lip service to our input.

Dan: Brandi brought up an excellent point about the changed world with folks working from home. I'm a huge transit lane advocate, because when you do have a dedicated lane, you get the same reliability as Sound Transit.

Phil: Masks off, reopening. When will monies be available for the Chamber and how do we apply for that?

Dan: Kate will be the expert on that. Mayor signed it last week. Working with OED as to when the monies will be available.

Brandi: Kate, please send us all the Rescue Plan details or have a separate meeting.

Dan: If want a small group meeting throughout the summer, we can do that.

Kate: As soon as we have actionable info, we'll send out an update as soon as possible.

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

Financial Report – Phil

A. April and May Highlights

B. All the financial info was sent out to everyone before the meeting. Revenue engines: main one is membership. Income is budgeted to be very small for the rest of the year. Need to shift into new world. Membership was up 400% last month. Overall revenue engine, six months into the year, 57% towards our goal! Marketing group with Rachel on board, plan was to only do the Walking Guide (WG) with sponsorships. Haven't spent any time on this. Website expenses were high but had to do with Fremont Fair. Staff hours were up, due to that, as well. Monthly: getting into our reserves. Our reserves have only gone down \$32,000. Being able to sustain staff, community/membership engagement and having our reserves and still generate revenue, grants we've received, etc.—very happy about that. We're in good shape. Would like to look at membership & meeting planning.

C. Suzie: One reason to do the WG, it's out of date! Some of those businesses are no longer there. I'm not the person that sells ads, but maybe we get a grant from the Seattle Rescue plan and collect the revenue in the future. Somebody's got to look at the Seattle Rescue Plan and see if we fit.

D. Phil: Would like to see the WG and the Hysterical Markers on the grant application to get us back in place, as well as the events. There's a King County grant for special events. We'll be able to apply for those. There is a lot of money out there we have to be smart about.

E. Ken: Happy to help with the grant process.

F. Suzie: We have to sell everybody that doesn't touch the WG as much as we do that it makes it sustainable for business. We don't print the WG for the fun of it, it brings new and returning customer base and advertising for Fremont. We don't put ads up. We are our events.

- G. Brandi: Get a marketing meeting going to plan ahead for 2022. Have an in-person meeting in September or August? And where would those meetings be held? Adobe may not allow them yet.
- H. Suzie: Board meetings? Rotary is using space above LTD. We have a tenant up there, but not using all of it. But there are stairs. We usually had a standing committee meeting to help Caroline & Rachel to bounce things off of. Likes the idea of meeting with Dan Strauss. There are things the City needs to keep doing for us.
- I. Brandi: Not taking the summer off, just not having a July Board meeting.
- J. Paul: Our Phinney (HomeStreet) Branch has a pretty big conference room on 73rd & Greenwood.
- K. Carrie: B.F. Day has a conference/staff room available but no parking.
- L. Ken: Pre-pandemic we had informal August meetings, at Red Door or Mischief that were fun.
- M. Brandi: Good idea, we could do it at Dreamland.
- N. Ken: Picnic on the Dock, Sep 15, 4-5:30. Invite all your friends.

Fremont Events

- A. Summer Solstice Art Walk – Phil
 - a. Art Walk was fabulous! For an event that was cancelled as we know it, the folks that joined in collaborated in a way that I haven't seen before. Fremont Mural that was painted on the bike shop & Theo's office building looks fantastic. Theo's was very happy with the design & turnout. Marketing went pretty well had over 1,000 views. Folks walking around the neighborhood came from all over. Some folks from Bellingham. The three floats looked fabulous. The wall that was painted was paid for by Jack Daniels, distributor, and they were a stage sponsor from 2020. They wanted to get involved, wanted to use their monies and renewed sponsorship for 2022. It was nice weather. Fremont Sunday Market got 12k people! Usually, 3k. With nice weather, too bad we couldn't have had the beer gardens.
 - b. Suzie: Art Cars had visitors from Utah! They arrived friendly and happy, and we could send them to other things. It would have been very bad if it had been like Greenwood with no auto show, their only draw. Met with a tenant moving into the Depot Building on Stone running from hit & run accident. The guy got arrested. Kathy Turko (?)'s store has been there forever. It was almost as if we were having the parade and fair. The folks who were open were busy! Down at the point they had an aerial circus—4 shows and lots of visitors. They want to come back.
 - c. Jessi: Best for us—usually have to have a lot of staff. This year we were financially successful. Everyone was asking about it, and we were directing them to the stands & website. Very successful at PCC.
 - d. Phil: The biggest success was how do we keep the Week promotion going instead of just a Saturday. We'll see how the FAC (Fremont Arts Council) ends up next year. They only have the capacity to do one thing. It was a calorie burn for Bold Hat. It was really fun to do that. John and the marketing team put things together. We tried to communicate early and often. We'll start very soon to kick off next year.
- B. Oktoberfest – Phil
 - a. September 17,18 19. Has 2.5 team members, 4 events: Oktoberfest is getting a lot of focus on that. Trying to recover from whiplash from closed/open/closed. Applied for all

permits, reaching out to the neighborhood. We're thinking about doing a session model: Friday is short—one evening session, Saturday afternoon, evening and to close. Sell about 4,000 tickets per session which would still be full and fun. Sunday, one session. Reactions?

- b. Brandi: Helps with over-crowding. Hoping Adobe will allow their Friday party. I think sessions are a great idea.
 - c. Suzie: Sessions are ticketed and closed when full?
 - d. Phil: Yes, but folks would have a passport instead of taking a ticket. Not having to worry about 15 tickets—change the way we do tasting/ticketing.
 - e. Brandi: Can you go back multiple times?
 - f. Phil: Yes.
 - g. Suzie: Bring friends and trade tickets/tokens.
 - h. Phil: When it's timed, the biggest challenge is sweeping everyone out. Once you turn off the taps, the place cleans out. Make a lot of announcements, it's fair. Ken, thoughts?
 - i. Ken: Love the idea! Practice great safety protocols. Have you thought about using sponsors for each session? Is the City giving any breaks at all?
 - j. Phil: No breaks from the City. SPD has been denying events due to lack of funds from the City Council. Now the City Council has freed up some funds. This year we paid for police ourselves. SPD wants to do the same model, about a \$25k expense. Our data shows the number of folks at any beer garden at any time. This helps the SPD figure out their timing, and enables them to cut their time, leads to significant savings and still have public safety.
 - k. Ken: The sessions setup will increase demand for early ticket sales, so they don't get blocked out. Put them on sale early, there will be great demand.
 - l. Phil: Tier One, get your tickets now, then assess. General admission in the past has meant very crowded and we don't have space to grow. It'll be great!
- C. Picnic on the Dock, September 15 – Ken
- a. Nothing to add. Doug Dixon (Pacific Fisherman Shipyard) to provide food & drinks for happy hour. I am assuming the Chamber will be the manager in terms of registration, name badges, etc. That will hopefully be able to generate good revenue. In the past we've done a \$25 flat fee for members and non-members alike. After expenses that revenue goes to the Chamber.
 - b. Suzie: That's the Wednesday before Oktoberfest, so let's also sell the Oktoberfest tix.
 - c. Phil: We will need volunteers this year for FOKT. It will be an interesting year to get to the finish line.
 - d. Brandi: Reminder that it is part of Board members' responsibility to do a shift at FOKT.

Open Business and New Business – Brandi

- A. Charter Amendment 29, Compassion Seattle Initiative—we had them come and speak. There's nothing further we need to do on that. There's big money behind it and lots of advertisements. We can promote without taking a specific position on it.
- B. SDOT Route 40 Forum—discussed with Dan. We'll get in touch with him and invite everyone interested.
- C. Talk of bringing back the Center of the Universe signs?

- a. Suzie: Always good on having signs, at 9th & Leary, just east of the encampment. Suzie will pay for that one. We paid for all of those. Individuals paid for them. John Hageman came up with them, so we should have him sketch them out.
 - b. Brandi: We could get sponsors for them? Not ideal, but it's also the way of the world.
 - c. Suzie: The City made them, but Suzie lost her guy there. They are fun. You tweak people. It's free publicity.
 - d. Brandi: Suzie please follow up and let us know about pricing. Something the marketing committee will take on.
- D. Help repair murals: FAC always taking it on.
- a. Suzie: Bounce it off of Kirby. The artist says we can't touch it. There is one thing that needs to be painted and that's the Rocket. At the Art Week, there were 12 new murals made on plywood. Suzie saw one good one. Would like to put it out as available. Maque DaVis owns the right to sell it and give half to the artist. Put it in the Blast as available, Kelly Lyles. Maybe someone in upper Fremont should have it. We should put it out there, so folks know it's available.
 - b. Phil: Maque has them or they are in the Powerhouse. New mural on Katrina Eileen on Canal Side. The plywood art thing was a great idea. FAC sees it as a new pivot for them.
 - c. Suzie: Dunn Lumber gave them the materials but didn't want the murals.
 - d. Ken: Would be great to highlight and thank Dunn and all the other folks who helped with this year's Fremont Fair Art projects in the Blast. Also consider for our year-end Awards.
 - e. Brandi: It would be great to see pics of everything and getting that all in one place on our website.
 - f. Phil: Rocket: the southern-facing piece has most exposure. Paint grey again, or paint it in a wild way.
 - g. Brandi: glow in the dark paint, psychedelic, crazy. Paul, you got price quotes.
 - h. Paul: The guy I talked to had artists. We could choose the best one and maybe rotate. Do designs for the Rocket? Wrap it? Has a company ready to do that.
 - i. Phil: Get a grant?
 - j. Brandi/Ken: Highlight folks who helped with Art Walk.
 - k. Phil: Lots of folks helped.
 - l. Caroline: Phil, please get photos and list of supporters to put on our web page.

Office Reports—see handouts

- A. Membership & Office Management – Caroline
 - a. See report.
 - b. Re: Unclaimed Property: Fremont Public Assoc is now Solid Ground.
 - c. Pitch for expired members: FOKT & WG
- B. Marketing, Membership & Programs – Rachel
 - a. Had a little bit of a lift in social media this past month.
 - b. Art Walk page had 3k hits. Was above the Troll!
 - c. Fremont Solstice tradition 1k hits.
 - d. Caroline & I had a meeting with Anne Christian from the American Cancer Society. Trying to figure out how to plan a Fremont Health Fair. Gyms, doctors, health related, not vaccine related, etc. Trying to go back to the before times. Trying to figure out a

time for that. July or August. Wants to push on quarterly happy hours. Would be great with the state opening up today. Get folks out and figure out who to spotlight. Still trying to catch up on thigs and get my own flow. The Blast went out later than normal. I'm experimenting with different times to see if we can get those open rates higher. Would like to see the 17% we saw this month, every month. Trying to do whatever we can to increase eyes on the neighborhood. Ramping up on things.

- e. Brandi: Do your analytics, work on that, highlight in the Blast renewals or past due to get them to rejoin. Format of the newsletter—feel free to tweak that. Feel comfortable experimenting.
- f. Ken: Rachel, great job. Dan mentioned this relief fund for small businesses. We could have a short forum to showcase for members the program and how it works. It would be a great follow up to the shoplifting thing we did.
- g. Brandi: As soon as we have more info from Kate, we should plan for this.

Announcements – Brandi

A. Announcements:

- a. Phil: Bad pivot to move out of his old Bold Hat office. Now he needs a new space.
- b. Suzie: Be up above LTD?
- c. Phil: Been thinking about LTD. Fremont Sunday Market—keep promoting that and keep the heat on that. Restaurants.

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

- a. Art Walk!

C. Award Ideas from June – who and why.

- a. Suzie: Adrian Laney for bringing the Circus in on the Art Week.
- b. Phil: All the folks who helped Phil.
- c. Group of restaurants who came together to put on a Passport promotion—check with Mischief. Triangle Spirits lead that charge.

D. Upcoming Meetings: No board meeting in July. Program Meetings: Kate Hoffman & Seattle Rescue fund. Dan Strauss & Route 40. Chamber 101 membership meeting. August Happy Hour. Business as usual.

Adjourn—Brandi

Meeting ended at 9:56am.

Minutes submitted by Caroline Sherman