



**Board Meeting Minutes**  
**September 29, 2021**  
**Teleconference via Microsoft Teams**

**Attending:** Brandi Gaines, Suzie Burke, Ken Saunderson, Jessi Brookman, Phil Megenhardt, Paul Robinson

**Absent:** Anquida Adams, Carrie Bauer, Sean Erhardt, Amina Leighton, Nate Mouttet, Jamie Hoffman & Raul Lezcano, Michael Wanaka

**Staff:** Caroline Sherman

**Absent:** Rachel Sparks

**Guests:** Sam O'Brien, Key Bank Wallingford; Leo Griffin, Friends of Troll's Knoll

**Call to Order – Brandi**

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

- A. Mission Statement was read out loud.
- B. President's Message: Leo Griffin and Sam O'Brien guests with us today.

**Guest: Sam O'Brien, KeyBank—Wallingford**

When I first joined KeyBank, I was in Fremont. Then I moved to the Queen Anne branch. Then I was made branch manager of Wallingford Branch. I'm interested in learning more about the Wallingford Chamber and the Fremont Chamber.

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

**Financial Report – Phil**

- A. June-August Highlights
- B. Meeting & membership income is up. Website fees are up, and we need to budget smarter in this category. PayPal fees are up due to more income. Net revenue is a positive number. Working on WG/Membership Drive to bring up membership.
- C. Brandi: need to work on membership, bring COVID members back and get new members. Reaching out to Wallingford for new businesses. Do we also do a Wallingford Walking Guide? A larger discussion. Sam would you be willing to talk us up in Wallingford?
- D. Suzie: Chamber Backgrounds: The way the Fremont Chamber began in 1982, we were the North Central Chamber with Green Lake and Wallingford, always meeting in Wallingford. Jim Daly and I suggested the three groups would do better being on their own. Putting them back together at this time might be really smart. The 45<sup>th</sup> St nucleus really needs representation beyond just getting the street swept. The people on the lower south end and along Northlake,

they come over to Fremont. We don't want anything bad to happen to have them not join. It's good for us, it's good for you.

- E. Brandi: We'd need to expand our capacity on the Board and Staff to manage a larger geographic area and number of members. What do they want or need for programs and meetings? We need to consider this in our program planning. What do they expect, what do they want to see more or less of? Consider reviewing this in the new year. Consider capacity.

### **Fremont Events**

#### **A. Candidate Event at the Shipyard – Ken**

- a. It was so cool to get everyone together, see smiling faces, get some hugs. Picnic in the Park has morphed into Spirits at the Shipyard. Thanks to Brandi & Phil, Caroline & Rachel for all their hard work. It was a lot of fun. We had 100-125 people, including all the leadership in the maritime industry in the north end. 12 candidates were invited, only two didn't show. Dough Dixon donated time labor, facilities & possibly the food. Host of the event. We brought in a bar tender from Pete Hanning. Doug asked that we make it a covid vaccination proof event. There was nobody who complained. Turned away 2 people only. We did a good job getting the word out. Candidates he talked to had a great time. Good opportunity to meet and greet. The Chamber was well positioned. Brandi MC'd it. Sitting at about \$2k net income from the event. We'll keep you posted if Doug donates the food.
- b. Suzie: Glad it went off so well. I was out of town. The port candidates weren't part of the deal? We interviewed them yesterday for NSIA. Look at those candidates. We need a port commissioner to support things like Harbor Patrol. The "wannabees" running against the incumbents are not up to the job. Call Bowman or Steinbrueck to get more information. I was appalled at the folks opposing the incumbents—they did not know their stuff.
- c. Brandi: Do your own research and make your own decisions.
- d. Ken: Going forward my recommendation would be to have Pacific Shipyard as our home for that event. It's so nice for the candidates to be at ground zero for our maritime industry. And right there are the encampments and tents, etc.
- e. Brandi: was so happy, in awe. The tour of the Virginia V under repair was wonderful. Harrel & Nelson stayed later.
- f. Suzie: "Real" shows up well

#### **B. Oktoberfest – Phil**

- a. It was our 24<sup>th</sup>, but it was supposed to be our 25<sup>th</sup>. How the event was received this year from the neighborhood, guests that showed up. Started out with a little parking lot financed by Suzie. I'm reminded of your generosity and getting access to vital water and things that make it work. This is a community event. We disrupt the people that are happy to be disrupted. They have multiple 55' trailers come in daily; Mischief Fremont Studios disrupted and further out. We are disrupting in a positive way we hope. The media supported the event in a positive way. We did not seek a lot of earned media, because it's an uncontrolled message. Our protocols are 100% vaccination, back of house protocols really worked. A week and a half out of the event. We all had to get covid tests due to the exposure. We're all good.
- b. Numbers are half of 2019. We did change the pricing structure and how people came in. Changed the front gate. Everyone had to buy a ticket in advance to get in, even if you were in line. Buy a ticket and show your QR code. (See handout) The Chamber will make

\$24,112. That is fantastic. Our attendance was half. The biggest challenge was the forecast. Looked back at our history. Our worst year was 13k people. We anticipated we'd be down 40-50%. We reduced the event footprint. We could only recruit 25 out of 50 breweries. Had to make decisions: One was to do a session model. Closed for an hour (weird!) Those two sessions were scheduled to be 5k people, but it was closer to 3k due to rain. So glad to be back. Glad we were able to re-invent for COVID. Cards with circles & sharpies. Don't know if we'll go back to session models in the future. Interesting experience, but likely will go back to running all day. Everyone that volunteered that night, I just want to say Thank you! Saturday night was tough due to weather. So glad to produce the vent. Everybody I talked to—Canal St construction was a challenge, but the City managed that. Only neighbor relations issues are with Katrina Eileen Real Estate. Some folks feel the event should be for them and not for the neighborhood.

- c. Brandi: That is way too kind. She was a thorn in our side.
- d. Suzie: She runs an illegal business.
- e. Phil: The way we figured it out would put our insurance and & liquor license in jeopardy.
- f. Brandi: Next year, have a meeting with those businesses and lay down the rules Her illegal party will not be tolerated. We won't give them free passes. SDOT worked fast and got that road open fast. Folks new to the area didn't understand and complained about it on social media.
- g. Suzie: We've had run-ins with her before. She is not a team player. A thank you note to SPU is in order. This woman wasn't helpful.
- h. Brandi: dropped info to all the businesses in advance. But KE was not going to play.
- i. Phil: I talk about positive disruptions because we do what we say were going to do. We come from love and gratitude. We do not come off as the 1,000-pound gorilla. New Team at Bold Hat worked really well together.
- j. Brandi: 100 Adobe employees and guests. Great to see everyone! Couldn't call it an event for our office. It was my first time volunteering—really fun. We have an obligation to volunteer at these events—it's for the Chamber.
- k. Ken: Congratulations on this event. You always have a terrific relationship with the police? Did you have a good experience this time?
- l. Phil: Sgt Osborn, Sgt Page-Marks. Shortened hours by 2 hours. Opened about the same times. They were able to provide the staffing as in the past. Both Sgts were great. For cost reductions: they usually bring a mobile precinct to the Google parking lot, and we bring port-a-potti. They helped us this year by not bringing their mobile precinct and used the LTD conf room instead as their HQ for the weekend, thanks to Sara Nelson. Didn't get to say goodbye due to major squall at the end that sent everyone running. We will send out a big thank you note and left-over t-shirts.
- m. Suzie: Shall we add some Theo Chocolate? Always good to be nice to the police. Fremont Rotary folks volunteered and had such a good time! Kids from UW came and were so upbeat because they won the game.
- n. Phil: Two brands that we poured full cans in. They had a great time.
- o. Ken: Consider the Police department for an AWARD for their help.
- p. Phil: Shelly Ryan, manager of the Burke Building opens up parking lots for volunteers, as does Google. Award for Oktoberfest support, and Theo's hands down every day.

- q. Suzie: Theo could be very corporate and other businesses, but they are not and they are very neighborly and real and supportive. We need to give them attaboys to keep that energy going. South Lake Union has a tough time getting the big guys to participate. Thank them any way we can.
- r. Brandi: Thanks again.
- s. Phil: Oktoberfest rang registers and brought Fremont back on the map. \$24k is same as grants from last year, so it's keeping FC going. YAY.
  - i. Fremont Fair in June—we'll be working on that. It's going to be an interesting event. Projections for covid are looking better in March. Moving ? back to Easter—it's too challenging.
  - t. Ken: Trick or Treat & Festivus—with Kirby leaving & heading to South Dakota, what's the plan?

### **Open Business and New Business – Brandi**

- A. SDOT Route 40 update—no information from Dan Strauss, though Brandi keeps asking him.
- B. Rocket repainting/wrapping – Amina & Suzie
- C. Arts Fund (close to \$7k) distribution:
  - a. Center of the Universe signs – Caroline
  - b. Support for maintenance for N 46th St Mural?
- D. Seattle Restaurant Week, Fall edition—We are helping sponsor this.
- E. Trick or Treat in Fremont—
  - a. Brandi—learning how to do it from Kirby and we'll help and take it over. Same thing for Festivus & Lenin. Theo's still wants to sponsor. We'll learn from them. Going forward it will be a fully Chamber event. So, we have to work with them to learn how to do it, because their support will not be there going forward.
  - b. Suzie: If somebody likes the ToT event, it's the easiest thing to do. It is that kind of thing. A set of emails that go out, persistence. If someone says they want to participate, all they have to do is put a poster on their front door, reminding them, early enough and getting them on the website. This is the list of participants, come on down. We need one person to run this. Theo sponsors it.
    - i. Festivus is what you want to make of it. We have to do it to “open” Xmas season to get folks to come and shop in Fremont. We have to have something happen. It doesn't have to be Festivus, but the Lenin Lighting is important. We have changed out the Center of the Universe post again because we get good PR on it. Adrian is not doing Festivus this year, but we do have their resources on who to light Lenin. We can get that done. Maybe there are some folks with music & someone to josh with the crowd. Mostly folks with strollers and young folks. We get a little publicity, and it gets us going. We always include the arts people. It doesn't have to be the way they did it but think about who benefits.
  - c. Brandi: Coordinate with First Friday Art Walk & maybe VAM studios dancing in the windows. Expanding it a bit, not always at the square but throughout the neighborhood. We need to start drafting that email and send it to all our members. Follow up weekly. Print out some of our own posters and walk them around and get that list bumped up. Getting gall that info so we can promote it better. Put that on our website. Get a push to get that number up.

- d. Suzie: Anyone on the call want to take it over? They are moving to South Dakota. They will be showing the Indian art of St. Josephs in Chamberlain, S Dakota. They have bought a house. Kirby got a job with the newspaper there. Moving March. Don't have bandwidth to do these things, so closing things up & handing them off. We no longer have our Santa Claus--Rodman miller passed away this year.
  - e. Phil: Lenin Lighting we need to go back to our roots—Hegeman & his family. Ask Ryan and his production team to own it. They do such a good job promoting Fremont Sunday Market.
  - f. Suzie: He's hoping to move the Market under the Fremont Bridge. Adobe & U-Park are in favor. I'm all for that idea. Ryan and his dad have great ideas. Not sure he has the bandwidth. On the other hand, it can be re-envisioned and as simple as anyone wants to make it. Kicking off Xmas the first weekend in December starts with all the market.
  - g. Phil: I'll call Ryan after this call. I think you are right, Suzie about capacity. It'll be fun. Thank you!
  - h. Ken: We have a small budget set aside for that. Right?
- F. Welcome Signs—Caroline
- a. Presented history & budget
  - b. Brandi: let's work with Spittin' Llama, a local biz and maybe get them to join.
    - 1. Phil & Ken voted for reflective!
    - 2. Suzie: Which ones last longer?
    - 3. Go with one that lasts the longest!**
- G. Arts Fund: & Rocket—Suzie
- a. Does the Chamber want to support financially the re-painting of the rocket? The building owner was disgruntled that the paint was peeling. It needed a new base coat and to satisfy Phil Suetens, who thought that we were not painting it ever. We don't like it when he is disgruntled. It plays out with Lenin Lighting and other things. I picked up the tab, because there was an opportunity.
  - b. Brandi: we want to get Quirkus and artwork that needs to be done going forward. We didn't have any say in the painting. So, we'll pay for any additional, but I don't know about the base coat.
  - c. Phil: Treasurer hat. I don't know what amounts were paid out or what we have in the Arts fund, but we do have to make it a priority. Now that it's painted can we make it a priority? Can we see some numbers and discuss it at the next board meeting? Numbers to get someone back up there to add more things. We need to think about how to make it a bigger statement. Are you OK with that Suzie?
  - d. Suzie: I do want you to all know that you got \$30k bids on it, so the \$6k in the fund wasn't going to cover it, and nothing was going to come in to cover it. Got it done for \$20k, no approval, quickly and we have a happy neighbor. If we can get the Arts Fund up to \$10k, we can get the logo back up there. Any part of the that \$20k paid down would be appreciated. It was a one-time opportunity.
  - e. Brandi: People appreciate that the lights are fixed. Knowing that it's a finished base coat is good to know. Maybe we get a QR code "Support the Rocket". We can monetize it. Let's discuss at next meeting
  - f. Suzie: 40<sup>th</sup> Birthday Candle!

## Office Reports—see handouts

- A. Membership & Office Management – Caroline
- B. Major Grant & Marketing Initiatives – Caroline
  - a. NERF (Neighborhood Economic Recovery Fund) Grant—The focus is on diversity, minority businesses, small businesses and neighborhoods recovering from COVID. Reviewed draft budget overview and the various projects we hope to get funded: art maintenance/repair, new art, refurbish Hysterical Markers, apply new art to Rocket, get FC website translated, create Fremont Art database/catalog to be used to make walking tours/maps, digitizing the Walking Guide.
  - b. Chamber’s 40th, Wallingford support, WG, Membership Drive—The Chamber’s 40<sup>th</sup> is next May 5<sup>th</sup> (also Cinco de May) and we want to celebrate our members and member milestones. Wallingford is looking for support. We are pushing the Walking Guide and the Membership Drive. These efforts go hand-in-glove and should be considered together. Please come to our Marketing Planning meeting scheduled for Thursday, September 7 at noon to explore all these ideas!
- C. Marketing, Membership & Programs – Caroline
  - a. Reviewed Program plan:
    - i. Virtual Social Good mtg on October 20.
    - ii. Possible E-Organizing Tech event on November 17th.
    - iii. Annual Membership Meeting on December 8.
  - b. For the Annual Membership Meeting, we need to think about whether we will have a slate of new board members to vote in. Also need to have membership ratify changes to Bylaws made last winter. For these two topics, we must give the membership 20 days advanced notice of the meeting and the agenda, so that notice has to go out November 17th. We need to finalize this at the October board meeting.
  - c. Rachel is out for the week—no marketing stats available.

### Wallingford Support:

- a. Suzie: Sam, you might want to get the word out for some Wallingford representation on our board. Best to have businesses represented. The Wallingford Sr Ctr has had changes in leadership over the years, but they have stuck with us.
- b. Sam: Would love to come to the meeting next week. Will also spread the word on Trick or Treat, as well. It’s on Sunday, so not the best for Banks.
- c. Suzie: Always on Halloween at 3 in the afternoon. Not meant for adults, but for kids.

## Announcements – Brandi

- A. Announcements—
  - a. Jessi: When we do Lenin lighting, PCC would be happy to do coffee or tea or cocoa. Not sure who’s taking charge, but PCC would love to help out.
  - b. Phil: Your donation over the Oktoberfest weekend was unbelievable! To keep this army moving. Thank you!
  - c. Suzie: PCC is Awesome!
  - d. Leo: Kaley Bender from Troll’s Knoll took a position with Amazon in Singapore. Leo is Acting President of Troll’s Knoll.
- B. Calendar of Awesomeness—Chamber highlights from June-August – what have we accomplished that we want to highlight on our website?
  - a. Oktoberfest (Brandi), Fremont Sunday Mkt (Suzie), The “1 foot forward 2 feet back” that people had to go through over the last 18 months.
- C. Chamber of Commerce Award Ideas from June-August – who do we want to nominate for a CoC Award and why?

- a. Theo's for Oktoberfest, Leo for the grant?
  - b. Awards to everyone who has stuck with us.
  - c. Caroline: Member Milestones to celebrate everyone who has stuck with us and stayed in business.
- D. Other

**Adjourn—Brandi**

Suzie moved to adjourned. Meeting ended at ~10:00am.

Minutes submitted by Caroline Sherman