



**Board Meeting Minutes**  
**October 27, 2021**  
**Teleconference via Microsoft Teams**

**Attending:** Brandi Gaines, Carrie Bauer, Suzie Burke, Jessi Brookman, Michael Wanaka

Phil Megenhardt, Paul Robinson, Anquida Adams, Sean Erhardt, Amina Leighton, Nate Mouttet, Jamie Hoffman & Raul Lezcano

**Absent:** Ken Saunderson

**Staff:** Caroline Sherman, Rachel Sparks

**Guests:** Leo Griffin, Friends of Troll's Knoll; Ryan Reiter, Fremont Sunday Market

Dr. Natalie Zisko, BFDay—add to Nov agenda.

**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: We have guests.

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

**Guest: Ryan Reiter, Fremont Sunday Market**

Something got approved with building owner. Will be meeting with bldg. owner & U-Park later this week to ensure it's viable. Want to keep market open Nov-Mar which is tough.

Ryan & Phil will take over Festivus after Nov 6 market. Early next week will keep us posted on that on holidays, holiday shopping.

Opportunity to consider a pilot season in 2022/23 for FSM become weekend long with another marketing tool, and welcoming folks down for a shorter period of time, busier months, historical market & bring more folks down to the neighborhood. Finding out who is out there, who is interested & who are stakeholders. Met with PCC, talked with Suzie. The goal today is to get initial approval by the Chamber to have a conversation with the City. Reaching out to Theo's, the Burke lot. It's early days, assessing interest to Chamber & neighboring businesses. Still very preliminary. Hoping to get feedback. It will be like Ballard Market & Farmers market co-exist but don't compete. Earlier hours, doesn't impede on peak traffic.

Suzie: All in favor. Would you like to try it as a Christmas market under the bridge. No permit needed.

Ryan: Considered a pop-up to trial run it. The goal is to get a sense of keeping it in one place. Want to be sensitive to traffic on Saturdays. Events. Next year, we'd try it quarterly to get folks familiar with it. Sat/Sun Holiday market.

Suzie: Lots of advertising needed. I love the idea. Agree we need everyone on board.

Ryan: no rush. Big endeavor. We want to do it right. Any concerns? Love the Chamber and want to work together to keep neighborhood vibrant and strong. Kudos to Phil on pulling off Oktoberfest this year. Lots of folks to thank.

Phil: The Sunday mkt is great & serves a time. One more traffic re-route. If you can find a solution to put it somewhere there is no traffic re-route. The idea of closing a main arterial/traffic pattern through Fremont, a one-way street is not great. A solution for an all weekend market is to not close another street. Periodic events is not a problem. 32 years of Sunday Market has made a huge difference. Re-routing on Saturday in the middle of the day is too much. Not ready to vote on this today.

Ryan: Great feedback. Talked to a number of businesses, over 30. 100% interest. We believe we could bring 75-100k people to the neighborhood & double over 5 years. We would not move the market. A Saturday night market is a possibility. The bars/restaurants love it. The early hours are good: 10-3/4pm. The goal is to get the thoughts out there & digest. Not going to the city any time soon. We want to complement everybody. Is it 60/40, 80/20? We've tried to take a lot of these things into consideration. It could be challenging. We're usually off the street by 5pm. An issue for workers.

Brandi: Love the idea of bringing more folks to the neighborhood on a Sat. Works out well for everybody. We'll talk about it. Need to consider SDOT proposal to redo our streets. May be feasible now, but not in 2023. Need to consider all the flows. That street only blocks Dreamland, not much on there. One way street. Personally loves it. Increases opportunities for vendors.

Ryan: Happy to talk about it. Aim to update everyone on under the bridge: beginning Dec to end of March. Not a long term thing. Will help us to keep it dryer. Thank you for helping us with that.

Phil: Will be super fun! So clean and nice and open down there.

Brandi: Night market—see if there are any construction projects-full under the bridge with equipment. Probably not too many in the winter.

Suzie: U-park always knows if those are coming. The only thing that brought Fremont back for the last 6 months was the market, so we are very appreciative. Suzie interested in forward thinking ideas. Dreamland & Burke not opposed. Very happy to be at the nexus of the market!

Ryan: Night Market coming up on Nov 6<sup>th</sup>. Not other events.

Brandi: It was packed! Go early.

Ryan: 4k folks, two entry lines.

## **Financial Report – Phil**

### **A. September Highlights**

- a. Meeting income. \$50 for meeting income. Ken in Candidate Event brought in almost \$2k, which is huge for the Chamber.
- b. Membership is doing great overall. The main thing about membership we are over our projected budget by 7% with 2 months still to go. Set a conservative goal. We made it

to the finish line but want to make sure we past it. Try to get back to pre-pandemic levels = about \$10k.

- c. Fremont Oktoberfest happened, which wasn't budgeted, and brought in about \$25k!
- d. Fantastic for the Chamber!
- e. Expenses we are on track with regular expenses. We're doing great! Those 3 revenue engines on track and firing. We're doing great.
- f. Brandi: Thank you for Oktoberfest! And to our volunteers! Brandi, Fremont Rotary.
- g. Phil: The Rotary was great with bouncy toys.
- h. Suzie: Ad for Fremont Rotary—trying to get it back every Tue night. Please consider who wants to become a Rotarian. They dropped in size due to pandemic.

### **Fremont Events**

- A. Oktoberfest – Phil
- B. Holiday Shopping/Festivus/Lenin Lighting – Phil
  - a. Lenin Lighting is going to happen. The Festivus idea may not happen. Lenin Lighting is in good hands with Ryan.
  - b. Working together to promote businesses—marketing plan is being put together & all is moving forward in a positive way
- C. Halloween/Trick or Treat – Caroline

Thanks to Kirby, Adrian, Paul, Leo and Ryan, there will be over 100 businesses handing out treats! This year, we had a map on the Chamber website.

Suzie: bear in mind that it's a Sunday. There are always businesses that can't participate because of that. But everyone did a great job! Next year it will be Monday. Determining what day Halloween is on, you have a different group.

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

- A. SDOT Route 40 update—Brandi
  - a. Route 40 conversation with Mike, Eugene & Dan on a call a few weeks ago. Dan said that SDOT is going back to the planning and opening it up to comments. And Dan said that Westlake is a non-negotiable, but I said Fremont is also a non-negotiable and we were annoyed that Dan didn't support us on that. Traffic is back to normal, but we don't want to shut down a lane and increase that traffic any more. It would effect students getting to school on time. Monday night met with FNC—it was the first time any of them were hearing about it. We need to keep those lines of communication more open. They are concerned. Shared data and invited them to read & conclude. Trying to get them on board.
  - b. Suzie: now would be a great time for any board members & members to do their own letter on any piece of this to Dan. Dan has to be thinking of re-election, so this helps. The Ask should be: we want a new traffic study. The numbers are different and less conducive to this. They are using old number on who rides the bus, but current numbers on traffic. It goes back to SDOT, so we can ask for a new traffic study. No reason for them to turn it down.
  - c. Brandi: They are going to start looking at that. The study is old and we've requested new numbers.
- B. Public Safety – Brandi

- a. Thank you, Jessi for your list of awful assaults/vandalism, etc. Dan expressed concern as well. They are working on the budget to scale up the Mobile Crisis Team. Just having presence will be a deterrent. They can't make arrests. It's a place to start. The Mobile Crisis Team is in S Seattle. Dan is working on an amendment to get more in our area. We'll see where that goes. Some of these would have benefited from a behavioral health specialist who can be dispatched quickly. When you call 911, if you ask for a behavior health specialist, it might work. Perhaps not for all situations.
  - b. Jessi: PCC is moving to open-to-close armed security. Someone was chased with a metal rod asking for money. They lit a fire on our threshold.
  - c. Suzie: Police Foundation meets. If anyone feels they want to help with the morale. If we think we're under attack, they are hurting. Only 500 officers in the whole city. We are doing a little garden thing and providing supplies into their space up there. If you want to do anything, get a hold of me. Private security. The truth is, they still need a police officer to arrive. Security can only stalk them. Social workers: great, but they can't do their job until the police officer arrives. You call when they are out of control, and all of these things don't work until the police dept staffs up. Please vote!
    - i. Folks been removing Sara Nelson signs down.
  - d. Brandi: Get the vote out! It's really imperative that we protect our police force in our neighborhood.
    - i. Mayors budget review this week. Speak in January when folks can talk more about that budget. Get Dan on a call in January to talk about the budget.
- C. NERF Grant: (See Caroline's report.)
- a. Leo: We looked at billing and float to ensure the cash flow is fairly even. Art repair:
    - i. Bridge Mural/N 38<sup>th</sup> mural—cleaned & redone (Norma Baum)
    - ii. N 36<sup>th</sup> Mural—underpass. FNC in support of both of those.
    - iii. Troll—Maque DaVis—put a camera in there to better track security incidents; install stairs somewhere.
    - iv. Canal Place mural—it's in really bad shape. Artwork by Anita Fisk. Tile mural of Salmon Bay is OK, but the one facing the water gets graffitied every other day.
    - v. N ?? mural. The City will do that one.
    - vi. Rocket
    - vii. May have some extra, to see if we can move the funds around or add another project. Art labels.
    - viii. New art is a different category.
  - b. Brandi: Exec Committee looking at it. Lots of projects & exec committee needs to review. Maybe we don't touch it until we clean up the homeless problem is fixed.
    - i. Leo: Caroline's suggestion was to move that one to 2023.
    - ii. Brandi: Yes, that would be beneficial.
  - c. Suzie: Leo, first step on anything that approaches the historic-ness—all of that stuff is on the Fremocentrist.com.
    - i. Leo: Used that extensively and Leo has used it extensively.
    - ii. Suzie: Anita Fisk did the bronzes, not the murals. The issue with murals is who "owns" it. The wall owner or the artist? The FNC has a pot of money, so they can pay for them and get reimbursed by the grant. Every time we've taken on

the mural, we got bitten by the artist. Like the Aurora one that the artist wants it painted over.

- iii. Leo: If the artist won't let us, then we'd look at another one. The FNC is willing to kick in funds. We might have some trouble with some of the artists. Aurora Bridge mural—artist wants his name taken off. Norma got historical photos of the entire thing.
- iv. Caroline: If artist doesn't want it, new mural?
- v. Suzie: That's a heavy lift, expensive. Once the artists move out—they aren't interested any more.
- vi. Phil: As treasurer, I look at this grant as something we can support. We have to work with Stephen the CPA & set up accounts so it's tracked. We have to be thoughtful so the accounts are set up and how the budget is flowing in. I'm happy to ensure that fiduciary responsibility is done right.
  - 1. Digitizing the WG: For Fremont Art Walk, we did a crude version. The next step in promoting our neighborhood is community art, like you are talking about, so it lives on. This is an opportunity here.
- vii. Brandi: Digital Art walk will be an amazing thing to capitalize on.
- viii. Leo: We've had 3,000 views of the Moss Turtle.

D. Arts Fund (close to \$7k) distribution:

- a. Center of the Universe signs – Caroline
  - i. Suzie: Down at the City, that "free permit" to put up art is named the Fremont Permit. Last time we had a Center of the Universe sign trashed, she called Maque for the permit and he sent her to Suzie, and no permit. It's ART/Free Speech. She wrote up a free permit for anyone to put up art.
- B. Rocket: If we use all for Suzie for Rocket painting, it would cover about half. You have one very happy property owner. Now we have some work to finish.

- a. Support for maintenance for N 46th St Mural?

E. Walking Guide/Membership Drive – Caroline & Phil

- a. Rachel: has sent out 10 emails. Her plan is to send an email to think about it. Will call within the next month or so, to give them time to sort through their budget.
- b. Brandi: 2 weeks is fine.
- c. Rachel: Will call after that, then get Paul and Leo & Caroline to do a Walkabout and get more folks in. Sway those folks with lower pricing.
- d. Suzie: 40<sup>th</sup> Year—use that as a talking point.
- e. Brandi: really want to see this going. Needs to be a priority.
- f. Leo: If folks have intel on why a member has lapsed.

F. Board Elections & Bylaws vote (from last year's Code of Ethics inclusion) — Caroline & Brandi

- a. Need to get slate

G. Wallingford Outreach — Brandi & Sam

- a. Brandi will reach out to him to gauge interest. Still feel incorporating them is the right idea?
  - i. Suzie-absolutely.

H. Fremont Chamber 40<sup>th</sup> Anniversary, May 5, 2022 – Caroline

- a. Need to collect trivia about The Chamber.

- b. Suzie: Invite Kirby for anything she has. & give her an attaboy for having saved all this stuff.

### **Office Reports—see handouts**

- A. Membership & Office Management – Caroline
- B. NERF (Neighborhood Economic Recovery Fund) Grant— Caroline
  - i. 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.
- C. Marketing, Membership & Programs – Rachel
  - i. Meeting with Todd Allan’s program which ties into our November program, Tech Tips. Will gather folks from Google, Adobe, get as many folks as possible together to present ways to help their small business. Rachel will be available to talk about marketing. If they have questions about ways to rejuvenate their social presence. So many changes on social media channels and help them keep up to date. Social or business side. Will be virtual to make it easy.
  - ii. Promoting Seattle Restaurant week through Nov 2. Halloween—so many businesses signed up!
  - iii. Suzie: Both Dreamland & Outsider Comics got written up in Seattle Times about Halloween!
  - iv. Brandi: Let’s promote that.
  - v. Rachel: Have had good open rates. Things are steady but want to increase them. Click rates are doing pretty well. Added some extra tracking in our links to see what folks are clicking on.
  - vi. We were down in September, as I was out with a medical emergency. November we’ll be back on track. We’re still getting new followers on Insta. Twitter’s weird because they keep changing things and it’s not making things easier. Top viewed pages. Trick or Treat got good traction.
  - vii. Leo: Do we want to do something about the Grant money and the art? Lots of opportunities to take photos and roll that out.

### **Announcements – Brandi**

- A. Announcements—
- B. Calendar of Awesomeness—Chamber highlights from September – what have we accomplished that we want to highlight on our website?
  - i. Bold Hat & Oktoberfest!!!
  - ii. Grant!
  - iii. Troll’s Knoll Pale Ale—Fremont Brewery a big success. Money printing factory! \$1k for Friends of Troll’s Knoll
- C. Chamber of Commerce Award Ideas from September – who do we want to nominate for a CoC Award and why?
  - iv. Bold Hat & Oktoberfest!!!
  - v. Fremont Brewery for coming through and supporting the community.
- A. Other

### **Adjourn—Brandi**

Meeting ended at 9:58am.

Minutes submitted by Caroline Sherman