



**Board Meeting Minutes**  
**March 29, 2022**  
**Teleconference via Microsoft Teams**

**Attending:** Brandi Gaines, Ken Saunderson, Phil Megenhardt, Paul Robinson, Jamie Hoffman, Nate Mouttet, Michael Wanaka

**Absent:** Anquida Adams, Carrie Bauer, Suzie Burke, Sean Erhardt, Amina Leighton, Raul Lezcano

**Staff:** Caroline Sherman

**Guests:** Leo Griffin, Acting President, Friends of Troll's Knoll; Aubry Zoli, Cancer.org  
Bradley Leatherbarrow, Brooks Running; Nivi Achanta, Soapbox Project; Elizabeth Emerick, BECU

**Call to Order – Brandi**

The meeting was called to order at 8:42AM by Brandi.

- A. Mission Statement was read out loud.
  - a. The Fremont Chamber of Commerce strengthens the business climate and improves the quality of life in the Fremont community.
- B. President's Message: Welcome! Spring has sprung, Cherry blossoms are out. We have guests here today. Aubry Zoli, Nivi. Lots going on in the world still. Hopefully we'll be receiving some refugees here and we rallying to raise funds Worlds Central Kitchen. Take care of yourself, it's heart heavy. Also hard on the home front with passing of anti LGBTQ & anti-women laws in some states.
- C. Welcome Guests: Leo, Nivi, Bradley, Aubry

**Guests: Nivi, Soapbox Project:** Encourage folks to take action on climate change. Partnering with WELD who works on homelessness; Worked with Jessica Vets. She introduced us to smaller level = Chamber of Commerce. Helping folks to plug into local community.

Brandi: Welcome & let us know how we can work with you.

Aubry: Give me a call, we work with Marine Conservation Institute. We could connect.

**Aubry Zoli, Cancer.org**

Thank you for having me on today. Manages making strides against Cancer at Gas Works. Making Strides is the largest breast cancer event in the nation. Susan Komen as excited the Puget Sound. They have taken a different focus. Also, the 3-day Breast cancer awareness program. Making strides is premier. 5K event. 2021 had 1/2M that raised \$35M. Locally 35 teams & raised \$85k. This year have 3x last year's signups. Much more traditional event this year. 1-day. Setup on Friday 21, event on 22nd A few spots along the route for activation of sponsorship. 1500 walkers estimated. Traditionally 2500, so hoping to be in that range. 50 volunteers. This is just an overview of the route. Have been in the Fremont area since 2018, 2019, not 2020, then in 2021 with similar

route, but had folks going onto 34<sup>th</sup>. Folks liked that because they could see the businesses, decorated interurban statue. Making it a little longer, determining how to change the route to engage the businesses. Happens early on Sat morning, but biz can still be decorated. So many interurban photos. Check in around 8:30, ceremony 9:30, starts at 10:30. Bark for Breast Cancer—can bring dogs & kids. Costume contest, got local pet stores, Earth Pet, Wally Pet. Section of road is closed in the morning out of gasworks. Can send out to Brandi so everyone has a copy. A few different ways to engage:

- Walk (no fee, free to sign up)
- No fundraising minimum
- Sponsorship is a big one—try to secure sponsors in first half of year. Start as low as \$1k, to \$25k. Lots of different levels. Customize sponsorships to businesses special interests, like health equity, etc.
- Volunteer—backbone of the event. Barb is vol coordinator. Day of, Day before setup, and others. Outreach, tabling including Fremont Fair.

Demographics slide on national level, but matches Fremont pretty well. Mostly female, good across generations. Trying to reach out to different communities are engaged in the event.

American Cancer: 1 in 3 say they will purchase if biz is partnered with ACS. Consumers are driven by ACs. Looking for partnerships, sponsorships, cause marketing, like register round up. Worked with Shawn O'Donnell's & Schilling Cider, and another bar. Schilling tapped a pink keg & donated the funds.

Social activation—good following 1300 on FB, 500 on Insta, more nationally. Open rate on email sis over 39%. Would love help getting the word out to local businesses. Would love to engage the local schools: making posters, or cheer teams. Had sports teams cheer squads, Geico gecko, mascot opportunities.

Hoping to get help getting the word out, have a team and/or sponsor the event.

Brandi: We connected through my co-worker Susan, putting pink signs in the windows, and helping get businesses put pink along the route. Have our own stand & really root for the walkers. It would be fun to do a volunteer event. We can look into doing that.

Phil: Booth at Fremont Fair—that's great and important. Another event we host is Fremont Oktoberfest in September. Your success story is everything we also ask our businesses of. We could have volunteers all in pink handing out information as they pull drinks. We do t-shirts. That Fremont connection is symbiotic. We as the Chamber and our fundraising event we can build out to our 20k gusts that show up. We always need more volunteers, just like you do. It's an opportunity to team up. People make last min decisions.

Aubry: We got permission & Kirkland Uncorked. Pride, farmers markets, etc. would love to connect with you. We have limitations around alcohol events, as alcohol is bad for breast cancer.

Bradley: Brooks is right on the route. It would cool for us to have a cheers station & water. I'll put my email in chat.

Aubry: We have corporate relationship with Brooks, so would love to get more local with connection, or after the event participants get 10% off, or something. Opportunity there. Just putting pink balloons out there goes a LONG way. Google too. Trying to get into their local building. If there is a contact with Google, it would be so cool if folks put signs up in their windows.

Brandi: Will send email to Google & Tableau & let them know Adobe is participating.

Aubry: would love to use Tableau's parking, or if there are other businesses that have parking.

Brandi: Ken at U-Park—we'll reach out to him. Don't want to overwhelm our members. Where should we focus?

Aubry: Blurb in newsletter closer to the event. Focus through May = sponsorship. June=recruiting & outreach. Sending a letter to members & ad. Last year, we walked the entire route as required by permit. Would like to do it in a better way. Once route is finalized (longer, deeper into Fremont) I'll let you know. Afterparty at Shawn's & Schilling and other places.

Brandi: Can include it in Blast & special email to members and how they can get involved. Get this out in Blast soon about sponsorship. Then activating space & afterparty options, party, discounts.

Aubry: Pink out the Troll. Did that in 2019. The week leading up, we decorated the Troll. Please connect me with whomever to do that.

Brandi: We'll connect you with the FAC for that.

Aubry: see my contact info in chat.

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

### **Financial Report – Phil**

- A. February Highlights
- B. Sharing spreadsheet. Good news for Feb which is not so good news, is that our expenses are very low. Revenue engines are on track. The membership income is at 92%. Good that Caroline can still process membership & sign up folks with all you have going on.
- C. Culture Foundry expenses higher due to Chamber Dashboard expenses. Board expenses—catering for board retreat. Inexpensive lunch!
- D. Need to talk about more about moving the executive director search forward
- E. Planning for Awards Happy Hour next month=expense. Are we charging for that? Collecting donations?
- F. Brandi: We'll always collect donations, but not a fee. We want to encourage folks to join.
- G. Caroline: At the December Happy Hour event, the donations collected more than covered the tip for the Ballroom at Talarico's.

- H. Brandi: We haven't done in-person meetings, but we should talk about that. Going forward, is that something the board would like to explore more?
- I. Caroline: Mischief offered their outdoor tent space to us for meetings.
- J. Phil: The old conference room is still available. I think we should. We met for the Chamber Retreat at Bold Hat and could do hybrid—that worked well.
- K. Ken: We should definitely get back to in-person meetings. Some place may not allow a tv to roll in. We will be doing the Shipyard in-person outdoors. As soon as possible lets get that going. Need to get the Programs Committee to get dynamic speakers.
- L. Brandi: Action Item: plan for April board mtg in-person in LTD conference room with virtual option
- M. Phil: We can share the door code with everyone.

### **Fremont Events**

- A. Fremont Fair / Fremont Solstice Parade
- B. Phil: Showed route map. CMs Strauss & Nelson have heard the need for the parade on Sat. With two games on Sat, we were originally denied. CM worked with Mayor's office that understand importance. SPD decided they could use other uniformed officers, Port police, sheriffs, etc. A solution! Deputy Mayor & Sarah are still moving pieces around. I know what's going to happen, it's going to happen, or it will be public volunteer organized. The bicyclists will ride, the parade will go. Shorter route. We met with a group of bicyclists out of the naked cyclists group. Detailed intersection. Floats would remain on 34<sup>th</sup> at end of parade.
- C. Once the cyclists go by, we'd fence it off, so they can't circle back around. Setup a bike finish area, invite them to don their clothes and join the fairgrounds.
- D. Brandi: fencing after the cyclists go by? What about stragglers?
- E. Phil: yes, and there will always be stragglers. It all happens and it all works out. It's hard to organize unorganized people.
- F. Brandi: At beginning of parade, ask cyclists to follow the route and not continue on.
- G. Phil: Painting part in the yard. This group organizes 1k people in that yard. I asked what they thought was the total population of bicyclists? Not much more than that. This one group isn't organizing nor has the influence to push out info about riding that day, nor does FAC. Interesting learning lesson, as the parade ends on the fairgrounds. Going to be awesome. Crowded into a half a mile. We just enjoy the complete fun art spectacular for four hours from about 1-4pm.
- H. Brandi: Parade time?
- I. Phil: Parade starts at 2pm. Fremont Fair loves this, because folks will show up at noon, they'll get food, go back & see parade, Nectar main stage. 175 vendors (usually 275). So having parade floats fill 35<sup>th</sup> street solves the problem of filling holes. Every street fair is having the same challenge: more guests than vendors. The vendors will have amazing success stories. U-District is the same way. Numbers are down on vendors. Sponsorship is looking great.
- J. Brandi: informing businesses?
- K. Phil: Already reaching out to businesses affected. May push to remind them that it's coming.
- L. Phil: Fremont Oktfest is moving forward totally normal, full real estate.

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

- A. Public Safety—nothing new to report. Still hearing Barrel Thief, Swel, and others keep getting hit over and over again. Had info meeting with Police department, community liaison with trainings/resources. Nothing concrete yet. SPD is still hiring new cadets and officers. But not hitting our precinct quite yet.
  - a. Ken: Eugene Wasserman/NSIA is still working on harbor patrol. Down to one boat, should have three. Big issue for businesses along the water. CM supportive. Dan Strauss has study to find out what’s needed. Hopefully will be resolved with this year’s budget.
- B. Transportation/SDOT Route 40 update
  - a. Brandi has meeting on Monday with SDOT with Mike Steward/Ballard & Eugene NSIA. More info at website that they have reached preliminary design milestone 30%. Brandi not confident about their outreach.
- C. Executive Director search continues. Please, if you know anybody let us know. We are open to full time if that’s all we can get. If it’s the right person, we will hire full-time. Have resumes from qualified people but they are all out of state. One requirement is in-person. Don’t have to live in Fremont but need to show up now and then.
- D. Marketing video—Meraki Agency
  - a. We have a schedule for April 21<sup>st</sup>. Have a short list of businesses. Need to reach out and get commitments to participate.
  - b. Ken: Board members, please hold that date. Would like to refresh website. The website is a very powerful tool. Caroline’s doing a great job filling in. Wearing way too many hats!
  - c. Brandi: I’m behind the ball on social media outreach. Grateful that the Blast goes out to social media—yay.
  - d. Phil: Do we want to have a conversation about ED?
  - e. Brandi: Happy Hour at the Yard on June 15. Candidates on ballot will be in attendance, but will be casual without speakers.
- E. Programs Committee—rescheduling meeting.
- F. Brandi: parking rate for paid parking has increased: \$2 for afternoon, decrease in evening. On par with Capitol Hill.
- G. NERF Grant
  - a. Leo: Aurora Bridge Mural along N 38th St got washed yesterday so all the road pollution got cleaned. Norma Baum and other volunteers are scheduled to refresh it with paint.
  - b. N 40th St staircase project—vendor mulched the landscaping there. Only thing left to do is to contact the artist to come back and assess the tiles.
  - c. Had 40 people turn out for Hamani Cherry Blossom Festival at the Moss Turtle!
- H. Walking Guide/Membership Drive
  - a. 36 signups, \$2k in sponsorship pledges. Meeting with John Thorburn at Bold Hat later this week or next to discuss digitization.

**Office Reports—see handouts**

- A. Office Management – Caroline. See attached report.

**Announcements – Brandi**

- A. Announcements—none.

- B. Calendar of Awesomeness—Chamber highlights from February – what have we done this month that we should add to the Calendar of Awesomeness?
  - a. Congratulations to Brandi getting done with the photography contract for the Art Catalog project part of the NERF grant. Hired Alan Alabastro, local photographer and (former?) member. Some nuances to the contract which is what Brandi does and we get the photos forever!
- C. Chamber of Commerce Award Ideas from February – who do we want to nominate for a 2022 CoC Award and why?
  - a. Ken: Great to have the Moisture Festival back? Sadly, Mike Hale’s is closing down. We’ll miss him. He’s been a great supporter of Fremont.
  - b. April 9 = last day of Hales. April 10th is last day of Moisture Fest.
  - c. Ken: Would be happy to reach out to Moist Fest to help them find another Fremont home.
  - d. Brandi: suggestion from Leo to recognize new members for fortune favors the brave.

**Executive Director Discussion:**

Phil: Thank you Brandi for dealing with applicants coming in. We did bump up the listing again. Biggest challenge. 1-2 folks are qualified. The ramp up is the block. Going half to full as things come back online. When are we coming back in person, etc. Ken, you’ve sent a clear email and Brandi has confirmed a few things with this job being a contractor vs employee. That’s one issue, but are we ready to pull the trigger on a full-time gig. Brandi, thoughts on this?

Brandi: We can say part-time available. But I think we go full time. We have enough work. I’m dying.

Phil: Yes, we really do. I’m wondering if we lean into the contract vs employee. It’s complicated, we have a bookkeeper who could manage payroll for us.

Brandi: We’re only required to hire as an employee if we have 10 or more employees.

Ken: I’d like to make sure we’re comfortable there. I know Suzie is adamant about not hiring an employee. I’m concerned if we go over a 30-hour position. We met with employment lawyers several years ago that said that would be an employee. I have no problem with a full-time employee. Chambers have employees. But we should get legal advice on employee vs contractor.

Phil: I’m with Ken. I put in the budget the overhead, but an hourly wage and also the FICA. We wouldn’t offer health insurance. We can still look at the job description, make it a full-time job. To be non-exempt, it’s a salary of \$54,500. We could redo the job description and move the salary to that amount, then we’re in that non-exempt world of not having to pay them hourly to show up at events. They know they are making the same amount every month.

Brandi: We’ll loop in an HR lawyer and confirm it all. Then we’ll redo the job description.

Phil: Let’s redo the job description. April 1<sup>st</sup>. Karin did not respond—we’re done. They’ve got to be in Seattle. Queen Anne’s ED lives in Idaho and they’re dying. Make it more marketing heavy, less administrative. I think we’re going to be OK with this salaried job and making it full time. Hiring someone a little less experienced maybe?

Brandi: Sounds good! Anything else?

**Adjourn—Brandi**

Meeting ended at 9:55am.

Minutes submitted by Caroline Sherman

**Meeting chat**

**Nivi (she) Soapbox Project (Invité) (Guest)**8:47 AM

well the Cherry Blossom marathon went from 500 runners pre covid to.... 10,000 this year lol (not saying it's a great example because it... was kind of a shit show but here's to high attendance!)

I gotta go, but Soapbox Seattle people are always down for volunteer events esp when we can do them as a group!

So nice to meet everyone - hope to see you soon and thank you for welcoming me!

**Bradley Leatherbarrow (External)**9:01 AM

[bradley.leatherbarrow@brooksrrunning.com](mailto:bradley.leatherbarrow@brooksrrunning.com)

**Caroline Sherman**9:03 AM

Yes, I'll connect Aubry with Ken at U-Park.

**Aubrey Zoli**9:07 AM

Aubrey Zoli - American Cancer Society Making Strides 206-895-1193 [aubrey.zoli@cancer.org](mailto:aubrey.zoli@cancer.org)

**Mouffet, Nate (External)**9:07 AM

Yes. And I move to approve.

2nd

Fremont!

**Michael Wanaka (Guest)**9:15 AM

Need to get off the call now everyone.

**Ken Saunderson (External)**9:36 AM

Brandi - Have you briefed the neighborhood council about our search for a director? They might have someone in the neighborhood.

**Brandi Gaines**9:37 AM

Ken Saunderson3/30/2022 9:36 AM

Brandi - Have you briefed the neighborhood council about our search for a director? They might have someone in the neighborhood.

good idea

**Mouffet, Nate (External)**9:47 AM

Nate is here but just in the chat.

**Brandi Gaines**9:51 AM

attendees: Nate, Michael, Nivi, Elizabeth, Ken, Brandi, Phil, Paul, Jamie, Brad, Leo