



Board Meeting Minutes
Wednesday, March 29, 2023
Teleconference via Microsoft Teams

Attendance

Present: Brandi Gaines, Eva Otto, Jayson Cottam, Ken Saunderson, Jessica Vets Paul Robinson, Sean Erhardt, Suzie Burke, Jamie Hoffman, Michael Wanaka

Absent: Paul Robinson, Phil Megenhardt, Billy Beckett

Staff: Pete Hanning, Caroline Sherman

Guests: Natalie Quick, Alan Jones, Architect; Eli Hardi, Architect; John Shaw, Sealevel Properties; Kyle Weeks, Sealevel Properties, working with Prometheus, owner.

Call to Order – Brandi

The meeting was called to order by Brandi at 8:35am

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. Introductions all around.

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

Guests: Kyle & Alan presented their project to be built on the Harvey Funeral Home property. Kyle: have done a number of community engagement meetings to get out there what their goals are, what the city is saying, getting feedback from everyone and take in everyone's concerns and feedback. Taking it all in and trying to put it to use and implement it in our project. This presentation is from a previous call.

John: Met onsite with neighbors. It's important to understand from our neighbors and community. We are going over and above what the city requires.

Suzie: We have to first say, the Harvey Family giving services for 75 years in Fremont. After 75 years, the last person, Tom Harvey has a need to pass this on and have it developed by people can do it in a way that really works, so their family can get the value out of their 75 year investment. Maybe 12 people I've buried out of the Harvey funeral home. Our appreciation is there for the Harveys and to find out what's going to be there going forward.

Kyle: Focus on design direction.

Alan: design commitment. We understand the prominence of the site. We understand it will be a big impact on the neighborhood. We want to do a really good job. Commitment to art. We have someone curating art for it. “Curated Retail spaces” will let the market drive the shape of these. High quality materials, lots of masonry, high quality materials that will stand the test of time. Street activation—doing a really good job on the pedestrian level. We’ve heard over and over of the need for trees and vegetation. There will be some exceptional trees that we will be replacing. We will restore or replace the tree canopy.

Kyle: 3 trees that are exceptional: one is diseased and will go. Magnolia—at the bottom of the list of survivability for relocation. There’s a smaller tree that we may be able to relocate, but we’d be better served planting new. It’s exceptional due to the size of it’s trunk, but no other exceptional features. Still looking to do this.

Suzie: The city arborists themselves said that none of those trees should be retained. The trees themselves have been damaged by traffic.

Kyle: Those are the right-of-way trees. Not the ones we’re talking about. 3 street trees. We’re adding about 10 additional street trees on Evanston and 36th(?).
2 components of affordability. MFT tax abatement program. 20% of workforce housing, a certain AMI range. On top of that MHA mandatory housing authority will contribute \$4M for affordable housing.

Alan: 169 apartments located on 2-7 levels. The ground story is primarily retail, residential amenities. Voluntarily providing One deck of below grade parking (~70 stalls). Retail on 36th. Shape of the building with a bold outline around the building. The 2nd level pulls back over the sidewalk. Corner plaza. Green roof, trees, vegetation, storm water management. On north area, split zone. Project steps down as it extends toward the neighborhood. Trash is off of Dayton. Residential on Evanston.

Landscape plan: combo of roof plan, 2nd “podium” level. Street trees along Dayton, 36th & Evanston. Provide as much or more tree/vegetation than it currently has.

Conceptional side views: North property line will have new trees. Setback with ground story terraces and on 2nd story.

Looking into EV stalls, charging stations. Ground water prevents going lower than one level. Close to several metro lines, so lots of public transportation.

Brandi: Parking: just residential or retail?

Kyle: Residential. Could also add street parking along 36th and Evanston. SDOT wants us to do a curb cut but we want whatever we do to be permanent.

Eva: Parking is going to be your biggest issue. It’s important for businesses and residents. PCC is a really good model. 1 level for retail and 1 level for residents. They are closer to the water. Don’t

know how they did that. The art on the building. Look at that as an example. How did their ground water issue get resolved for them to do the 2 levels of parking.

Kyle: Groundwater is not uniform by any means. It can change across the street. The water table on our site. You can dig down, but it becomes cost prohibitive. We are constrained by the single layer of parking.

Suzie: The ground water on the funeral site is affected by an underground stream, so it has a higher water level than my EPI building. If they wanted to build a dam, they could, but it would be affecting neighboring properties.

Brandi: Has the parking issue been discussed? Parking is already pretty tight.

Kyle: No parking is required in an Urban Village. We are not quite at a 5 (rating scale by the City?) on this. We are adding a significant amount more than required.

Caroline: If residents use less of the residential parking, could some of the parking be converted to retail?

Kyle: Security is a huge risk. Parking lots are risky. Most likely spots might be made available to retail owners.

Suzie: In the last 3 years it's become very important to have a 3-minute drop off/pick up zone. When working with the City, be sure to throw that in. They have to get to the curb.

Ken: Parking and drop offs is another reason we have to oppose Route 40.

Alan: Character sketches. We're very early in the process. People need something to see. Rendering sketches that illustrate the concept. The building is still malleable. What this shows is the commitment to materials and design. Variety of materials with retail and sidewalks; corner cut away; the building pulling back on the upper levels and broken down to narrow modules. Another sketch rendering the retail plaza, if the building pulls back. Several retail spaces opening up onto it. Replacement tree, 2nd level greenery.

Brandi: What is the timeline demo/construction?

Kyle: Hoping to start Q3/Q4 2024. At the whim of the city. Demo wouldn't happen earlier. The funeral home has an operating lease, so they'll stay open as long as possible. 24–25-month construction schedule.

Brandi: Let us know of any street closures.

Kyle: Contractor will send out notices to all neighbors of street closures, access, deviations, etc.

Brandi: The Fremont Chamber, the Fremont Neighborhood Council.

Suzie: SDOT very often pushes you to rent the street to put your materials there, which the neighbors don't like. Also, there are some private parking lots where workers can park (for a fee.)

Brandi: It's beautiful the way it renders right now. Happy that it has some character and dimension and is not just another big block.

Eva: Anything you need from us?

Kyle: Highlight the positives that will come from the project. We understand it's an impact to the neighbors and community that's been there for a long time. We want to be a positive impact. Sharing what we can do differently. Communication is the number one thing.

John: We're more than happy to meet with any individual and walk the site. Have them reach out to Kyle or myself.

Eva: The renderings look great. Architecture is an important piece of it. We do have a sense of place here in Fremont. We don't want every building to look the same. And I think you capture that.

Pete: We're having them present at our next month's meeting at Courtyard breakfast. Join our Chamber. We are stronger with the more involved businesses.

Office Reports—Pete & Caroline

A. Executive Director – Pete (see attached report)

- a. Programs: April meeting is our Awards Ceremony. Breakfast meeting. Thank you to the Awards Committee. Thanks to Eva for getting Seattle Rep to possibly join and also have our May 17th program there, 30% off on tickets. Had a good Route 40 discussion. Having another meeting today at 2:30.
- b. Hysterical Markers program is coming along. There has been some frustration from the original project managers who are eager for control. Hoping to get this done by June along with the Rack Card.
- c. Renewals: Aslan has renewed, and they have a nice new side space that would be perfect for meetings/presentations. They have a projector. Can hold 15-20.
- d. New member: 36th Street Tattoo. Great people there. Please drop in and welcome them.
- e. Gave a reciprocal membership to Mark Ukelson/Fremont Walking Tours. We felt it was easiest to give him a free membership.
- f. Public Safety: had our first call last month. Will have another this Tuesday for businesses to call in about public safety. It's been a little better this month. OTD in the alley, shots fired in the alley, Nectar had an issue. Making sure we have an avenue to share the information and that we are responsive to our needs.
- g. Highlight some board members and their new energy: Jamie has been very helpful on several meetings. Billy has been looking at our contracts and asking great questions. As

Jessica says, lean into where your skills and interests are. Eva, your outreach on membership. Ken your mentorship on marketing.

Jayson: have we reached out to the folks at 7-11? They run into problems all the time.

Pete: Drops in monthly and leaves a card. Let's go in together.

Suzie: That family lives in Fremont. They are long timers. Aren't we fortunate that we still have a 7-11 open.

Ken: Have they been involved in the public safety calls?

Pete: No. I'll go in there and invite them to next week's call.

Suzie: RE: Art in Fremont, not giving any money to Steve Badanes. He has sued our business neighbor over a photo of the Troll.

B. Office Management – Caroline (see attached report)

- a. Jag Chamber
- b. NERF Grant

Committee Reports and New Business

A. Awards Committee – Brandi

B. Finance, Grants & Events – Jayson

- 2023 Budget
 - i. Conservative & Stretch Budget
 - ii. Need to push on meeting sponsorship.
 - iii. Membership
 - iv. Reserves
 - v. Still on track with what we discussed at Retreat.
 - vi. Bottom line, with the stretch budget, we need to get 82 new members with an average income of \$326 to help with this.
 - vii. Are we OK operating at a deficit like this, or do we want to try to shift things around?
- Brandi: With everyone increasing costs and membership fees, do we want to look at raising membership fees? Operating costs are increasing. Do we want to bump up 10%? Maybe for next year?
- Ken: Opportunity to look at our membership structure. Work with new format for walking guide, I'm not sure we'll have a \$12k expense there. So, I'm optimistic we can save that money.
- Brandi: \$12k could go to the website.
- Suzie: Let's work on getting more members, as the smaller businesses are still hurting.
- Brandi: Let's focus on the bigger businesses. And bring up businesses that need to be bumped up.
- ???: 82 new members might be upgrading some.
- Jamie: Do we want to charge members for some of the meetings?

- Brandi: meetings for the public good, like SPD or Route 40, we want folks to attend. We should not be charging for those. Great to get sponsorship. We don't have a whole lot of expenses, so programs in which we're not requiring a fee, we can make that up with a sponsorship. We need to work on programs generally. Programs on women CEOs, people of color coming in. Tech talks, social media trainings. Trying to work on getting those out. People will come. A leadership panel, or something like that. What people are going to come pay for.
- C. Suzie moves to approve the conservative budget, Jessica seconded.
- D. Jessica thanked Jayson for presenting both budgets.
- E. Brandi noted the bottom lines are both negative. All in favor: Conservative Budget has been approved.
- F. Suzie: So we're going to work like crazy to get to the Stretch.
- G. Jamie: It might be worth it to see what we would have to do to get out of the red altogether.
- H. Brandi: We need to monetize what we have [on art, like the can at JP Patches or the drop in coin box at the Rocket.]
- I. Suzie: Those funds went for either smoke for the rocket or Children's Orthopedic Hospital.
- J. Brandi: Contribute here.
- K. Jamie: make things more money makers.
- L. Jayson: programs and pull in more members.

Membership Committee:

Jessica: Pete did a great job. Two ways to get plugged in. Eva working great: picking places to target and working with Pete and Caroline. Send Jessica a list of 5-10 businesses and she will make calls. If you are interested ask.

Caroline briefly presented membership statistics and the 30/60/90 and offered to provide board members with contact info for any of these members.

Announcements

- A. Calendar of Awesomeness—Chamber highlights – what have we accomplished that we want to highlight on our website?
- B. Chamber of Commerce Award Ideas – who do we want to nominate for a CoC Award for 2023 and why?
 - a. Suzie: award for 76 years of continuous service by the Harvey Family/Funeral Home. We do have 100-year-old businesses around, but not so visible. Dealing with all kinds of people. Speaking of parking, they have done funerals for over 200 folks.
 - b. Brandi: It would be great to get a list of businesses that have been here 50-years+ to highlight the longevity of this community. Fremont might look new, but we have a heart and soul.
 - c. Suzie: Car Wash Enterprises 60 years in Puget Sound Business Journal.
 - d. Brandi: Any of those accomplishments would be good to know about.
- C. Other

Adjourn—Brandi

Meeting ended at 10:00am

Minutes submitted by Caroline Sherman

Meeting Chat:

Caroline Sherman, 9:16 AM

Sealevel folks, please provide best contact information for further communication and outreach.

Kyle (Guest), 9:18 AM

Caroline, I will email you all of our contact info. Thanks!

John Shaw (Guest), 9:18 AM

john@sealevelproperties.com

Cell Phone 425.260.7260

thanks everyone

Brandi Gaines, 9:20 AM

Thanks, Eva! Love the idea of having Seattle Rep as a member!

Brandi Gaines, 9:21 AM

A happy hour program would be fun at Aslan.

Brandi Gaines, 9:22 AM

2 shootings at gas works last week with one fatality

Brandi Gaines, 9:24 AM

Agree! Thank you all!!

Brandi Gaines, 9:31 AM

who is steve?

Pete Hanning, 9:31 AM

Steve [Badanes] is the one who spearheaded building the Troll.

1 Like reaction.

Vets, Jessica S, 9:56 AM

Caroline can you send me that report along with talking points again so I have all in one place.
Thanks