



Board Meeting Minutes
April 26, 2023
Teleconference via Microsoft Teams

Attendance

Present: Paul Robinson, Eva Otto, Phil Megenhardt, Billy Beckett, Suzie Burke, Sean Erhardt, Ken Saunderson

Absent: Brandi Gaines, Jamie Hoffman, Jessica Vets, Michael Wanaka

Staff: Pete Hanning, Caroline Sherman

Guests: Aubrey Zoli, Jon Hegeman

Call to Order – Eva

The meeting was called to order by Eva 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
- C. Secretary's remarks:
 - a. Very excited to be working with FAC and is excited about the parade.
 - b. FAC will do what the city wants them to do. Eva urged them to stop at Fremont Brewery. A couple of different ideas came up around that. How are they going to make money from their beer garden—the big issue to resolve for them.
- D. Executive Director Remarks
 - a. Acknowledge the passing of Jayson Cottam, our board member. A couple of board members were quite close to Jayson. Many people around the neighborhood have been affected. Jayson was the former bar manager of Roxy's Back Door, and current owner of the George and Dragon and St. Andrews Pub.

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

Committee Reports and New Business

- A. Marketing Committee – Ken
 - Met a couple of times. Will continue to meet monthly. All are welcome. Progress, recommendations, budget parameters, specifics we'll be doing. Welcome participation going forward.
 - Most recommendations covered by NERF budget.

- Walking Guide: replace traditional WG with innovative maps, rack card and other tools.
 - i. Google Maps tours on our website. Want to expand and promote those maps. Great member benefit—highlight our members.
 - 1. Pay Caroline to create more. Art, dining, history, etc. tours. Use QR card to drive folks to those maps on our HM & rack cards.
 - ii. Partner with Geocaching to create Adventure Lab. A series of location based interactive maps that guide folks around locations around the world. Free to users on mobile phone, QR, self-guided, self-explanatory. Branded to FC. Supported in 25 languages. Great appeal to multiple folks.
 - 1. Sidewalk sale, history, walking tour of parks. Could include a prize at end, coupon by participating businesses.
 - 2. \$2500/adventure. Geocaching will charge us \$250/adventure. We provide details, they plug it in and promote it. Using QR Codes on HM & Rack card
 - iii. Rack Card: front back card. Use images from our website and stand-up banners, listing of events, QR codes to AL, Google maps. Distribute to hotels businesses and other folks. Need help with look, info and design. We used to print 50k of them.
 - iv. HM consistent look and brand. Have QR codes to adventures & website, sponsors with flexibility to update sponsors. Need to create new copy & update copy. We recommend retaining Kirby to write that copy/history. She'll work with our committee. We retain a designer for a consistent look.
 - v. Need to have Fremont swag for events, FF, OKTF, speakers, coffee cup, t-shirt, etc. Need to create a budget for that & design.
 - vi. Retain Caroline up to \$1k.
 - vii. To have Graphic Design up to \$1,500 for all above
 - viii. Kirby, \$2.5k for all HM writing
 - ix. Geocaching, \$250/adventure, up to 8 = \$2k
 - x. Printing \$2k
 - xi. Up to \$2k for merchandise
 - xii. Need help with next steps.
- Billy: \$1k not enough for swag. Might want to bump that up. Jon concurs. Ken is open to double to \$2k. Need to figure out what the priority items might be.
- Eva: adds up to about \$9k. Do we have that in the budget?
- Ken: NERF grant has money for virtually everything we've talked about.
- Pete: HM: Josh Brown is finding that inflation has hit powder coating. So, there might be some cost overruns. Trying to keep that within 10%. Trying to be as cautious as we can. Most funds are coming through the NERF Grant, or is an existing budget item.
- Ken: This is a process. We'll keep you informed monthly. Wanted today to recommend the framework for the development of these materials.
- Phil: At this point everything is covered in the NERF grant. Will anything bleed over.
- Ken: no budget for swag.

- Phil: move forward with recommendation without the merchandise until we can add it into the budget. Bold Hat has a merchandise intern coming in. A budget could be developed. Let's come up with a merch plan & budget with that. Pull this out and separate it.
- Ken: recommendation is for this marketing direction, however we make it happen.
- Pete: the merch piece is a large priority for Brandi.
- MOTION: Phil moved to approve Ken's Marketing plan. Sean seconded. All in favor
MOTION PASSED!
- Marketing Meeting: 3rd Tue, 2-3pm

B. Membership Committee

- Sean, Eva, Pete: Trying to get folks, even if they don't become a member, get them to sign up for our mailing list to get them supported.
- New Members: Seattle Rep—offering 30% discount on tickets. Our May event will be at their theater. Please join us for that happy hour and the show, "Lydia and the Troll"
- Ken: Geocaching: currently at \$300 level. Would love to get them bumped up to Milky Way or Cosmos and recruit a board member.
- Phil: we've tried hard not to move folks up for free. We can give them an award, but if they want to change their financial status let's leave that up to them. Donated memberships make our reports wonky. We've stopped doing that as a board.
- Pete: We can acknowledge that Geocaching be up for one of our awards in 2024.
- Suzie: Someone should present to them nicely that they would get more benefits at a higher level.

C. Programs: Eva

- Happy Hour at the Rep. Do we have any Troll memorabilia that we could display at the Happy Hour?
- Suzie: Steve Badanes, the artist sues people who makes copies of the Troll. Maque da Vis might have. Mark Ukelson might have something.
- Jon: Steve Badanes is the mouthpiece. He just wants to be included on things that might be used for commercial purposes, so he can give a waiver.
- Phil: The Chamber tries to acknowledge the situation that Suzie talks about. We try to stay away from the Troll. Long history on this.
- Suzie: I assume the Rep has made their own deal with Badanes.
- Phil: Fremont Oktoberfest uses Troll image and Badanes gave permission.
- Eva: If not troll memorabilia, then all things Fremont. They have a bar there. We are not expected to spend. They will have things there to purchase.

D. Route 40—Pete

- Working with Ballard Alliance, NSIA, contracted with Natalie Quick. Working on a campaign. Good direction on how to get our side out and not being seen as anti-route 40. It's about not affecting our business community. FNC is in agreement that it's not right for our community. Happy to have Natalie working PR for that.

E. Public Safety – Pete

- We have a monthly call. Paul's always on it. Attendance 5-9. An opportunity to keep finger on pulse. Paul has done a great job, because so many businesses use HomeStreet. Pete follows up on disturbances. Pete's been into Pipe and Row lost \$4k products. Women owned store, so sense of feeling unsafe. I let them know we are doing everything we can to

keep Fremont safe. They are currently not a member. Regardless of their membership the Chamber is there. Still seeing crimes of opportunity 3-6am.

- Ruckus cannabis store—stole car & drove through front door.
- 35th and Fremont Ave after hours smash & grab

F. Gov't & Finance—Suzie

- Dan Strauss mtg. Industrial zoning, everything south and up to 36th & out Leary corridor and towards Dunn Lumber. NSIA is very happy with negotiations. The maritime folks are happy, too. Better than the usual.
- Pete: Industrial zoning hasn't been updated since 2007. Will wipe out the old one. No non-conforming use. New industrial uses.
- Phil: Anyone you can identify for awards for next year? Any individual?
- Suzie: Dan Strauss jumped right in, and Eugene Wasserman. Eugene hates zoning. For an award: Jim Holmes, City Seattle.

G. Finance – Phil

- Budget: Doesn't know if the income columns have been updated. At the last board meeting, we approved our budget at last meeting. The P&Ls look good. Nothing unusual looking at expenses. Numbers not updated.

Office Reports—Pete & Caroline

A. Executive Director – Pete (see attached report)

a. Membership Recruitment

- i. Katrina Eileen Real Estate has joined thanks to Phil and Suzie. A significant effort. Thank you to Eva for Seattle Rep.
- ii. SeaLevel/Prometheus joined and sponsored the Awards event.
- iii. Frame Up Studios rejoined after a long lapse. He's an excellent retail business. They've been a long-time core business.
- iv. LarjMedia, off stone way across from Art of the Table. They specialize in podcasts. They would be willing for cost to put together 5 min audio tours that we could put in conjunction with our Fremont Tours in the 2024 Marketing budget.
- v. TuttaBella—so close to getting them signed up.
- vi. Meeting with Starbucks on Friday to get them to re-join. They've had public safety issues.
- vii. Suzie is helping with Brown Bear Car Wash. Important on Leary corridor, encampments, civil disorder. Would love help getting those businesses to join.

b. Transportation discussed.

- c. Community Engagement: almost through 2nd order of business cards. Hands them out everywhere. Got a call from Burnt Sugar—not a member but saved my card and called me about a burglary. Went back to visit and encouraged them to join.

B. Office Management – Caroline (see attached report)

- a. Arts Fund: Welcome to Fremont signs. Mark Ukelson/Jon Hegeman. Jon suggests engaging the sign maker, Spittin' Llama. DOT approved signs. Mark's willing to spring for that himself. I suggest we put all the money into a bucket truck to install them safely. We have three other locations. One on Wallingford, Leary, and a 4th yet to be

determined in upper fremont. Bucket not needed for all. That might be a couple of \$100 extra.

- i. Suzie: We might be able to help with one at 46th & Leary. Fremont has expanded in that direction.
 - ii. Billie: could Herc donate the equipment to install the sign?
 - 1. Jon: They only deal with scissor lifts.
 - 2. Pete: City Lights has a bucket truck. We contract with them.
 - iii. Jon: we should check with Spittin' Llama.
 - iv. Caroline: Can we assume this is still there in the budget?
- b. Membership by the numbers—see my report and pay attention to 30 60 90.

Guests

Aubrey Zoli

- A. American Cancer Society's Making Strides event.
 - a. Sat Oct 21st
 - b. Gas Works start and end.
 - c. Leave GW, street closed until they enter the Burke Gilman, enter at Troll Ave. Path Canal St to 35th. Bus line construction/re-routing construction—will this affect our path? We are all on the sidewalk the whole way. No road closures that way. Will there be any kind of impact on the bus route (40?)
 - d. Still trying to engage businesses in downtown Fremont. Need help with companies to engage, create teams, decorate businesses, etc. Any help the Chamber can give would be greatly appreciated.
- B. Suzie: I've been keeping track of the various walks. They did have a problem at Stone Way. It is messy and that job will still be in action in Oct, but there is a way to get you there. They just need to know it's going to happen.
 - a. Crossing at 34th? On N Northlake Way. We get on the trail at the rowing club. We don't come back the same way. We get back on 34th at the intersection of Stone. You should go down and take a look.
 - b. Also, the section from Troll Ave to Stone Way to route them back down to road closure on N Northlake Way on the way back—extend the road closure. Will be based on approval from the City. Last year closed the whole time, but that will allow more space at the end.
 - c. Suzie: City using the aurora ramp/troll ramp to negotiate, so ask them about that.
 - d. Paul: If you have flyers, I'm happy to hand them out.
 - e. Aubrey: Pink at the Park, last Mariners home game sold over 700 tix - \$7k. 5 survivors on the field. Great to help companies promote. Our tix are \$28 for upper & \$45 for lower level.
 - f. Pete: Please send these details and we'll promote. Last year, it brought wonderful energy into our community.
 - g. Trying to capitalize on route activities. Hoping to get performers to make it fun. Don't close roads. Having businesses get engaged. Walk is early but engaging the businesses. Walk over at 11:30. If businesses want to engage, it's a great way to engage the business and bring folks in. They are already there.

- h. Pete: Let's meet offline about it. Tried to go after sponsorship. Looking for a fitness sponsor, PT, gyms, any leverage from Chamber is helpful!

Jon Hegeman

- B. Evolving Fremont branding and character going forward
 - a. Interested in being on the board again. Wants to be a voice in the process of signage and brand and character of who we are.
 - b. The Fremont brand is close to my heart.
 - c. Wanted to connect with the marketing team. Ken's my doorway there. He can answer my questions, keep me in the loop and give me things to do. We don't want to lose sight of Fremont brand and what we stand for. Portland says keep Portland weird. We don't need to do that, but we need to keep it in the text and what we include in the future. I want to contribute to that.
 - d. Pete: thank you for putting us in touch with Josh Brown and having you and Kirby on the HM project and keeping that funky spirit. That we refresh it—very thankful.
 - e. Phil: the legacy that you have brought to Fremont is the Sunday Market. And it's great to see 3 generations on it. Grandson moving cones at 4 years old. As you move back onto the main street, it's really nice. Other communities started farmers markets and it started here, so thank you.
 - f. We support indie businesses and community.
 - g. Eva: It's great having you come back and remember the history.
- C. Eva: talked with Cindy Krafft and her husband. They are in charge of the parade. It was wonderful how they ended the parade early, so you can merge into the Fair. If it ends later, everyone is too exhausted to participate. Their main concern is their beer garden—it's their main fund generator and they lost money. This year, their ideal scenario is that they'd have their beer garden in the U-Park. They'd end the parade at Fremont Brewery, circle back under to the beer garden. Either under that area and up or back on the street when the parade is over. We want you to have a beer garden and we want you to make money. They feel like it's a competition. One scenario is that Fremont Brewery would be their beer garden. They've talked to U-Park, and they've said no to beer garden by rowing area. They need a solution to that. They like that idea of ending it there. Work together to make it seamless. One idea is shuttle buses, but how to capture that energy for everyone's benefit at the fair and still find them a spot away from our beer gardens and concert stage or near the brewery. I said I'd come to some of their meetings. They want to move quickly. Side convo with Phil? Is there a spot for their beer garden at the FF?
- D. Phil: Parade & Fair—they get two different permits, two different entities, symbiotically joined by Solstice Weekend in Fremont. Is there room for the FAC to do fund raising at the Fair and let them know that the tip jars could help donate to them. Want to clarify what the police will support with the parade route. There's what FAC wants and what the city says they can do. What are the facts? Do they have to end at Evanston or Stone?
- E. Eva: City wants the historical route back. But we can make the argument about the construction. The city wants to go back to Gas Works per Cindy. FAC agrees to end at Stone Way. If the City wants to go to Gas Works, maybe we can use Stone Way construction as reason not to go to Gas Works.
- F. Phil: Last year, the Chamber and the Fair gave them \$15k for police officers for last year. The reality of having beer gardens in the past... It's driven by the Arts Council. They want

everything separated. The idea of them coming onto the FF grounds doesn't sound plausible. There is a lot of long history. Making sure we honor what they do and what we do.

- G. Eva: Let's have a side conversation. Also talked with Dragster about VIP tickets for rooftop seats for the Chamber and an afterparty. They have that space out front with good view of parade and rooftop deck. They might be open to that. Eva will follow up with Phil.
- H. Pete: the farther afield the parade route ends, fewer people are in the core of Fremont, so it's less helpful for the Fair, the vendors, for the businesses. There is some tension there.
- I. Eva will push for the parade to end closer to Fremont.
- J. Pete: having it end right in Fremont would be great.
- K. Billie: Beer Garden: what about the funeral home spot across from FedEx?
- L. Phil: Every time we talk about dividing the pie. I'm a big fan of all ships rise together. The parade brings a lot of people in, the fair brings a lot of people in. The beer gardens are not as profitable. As far as special events go, the FF's mission is to support Fremont and put us on the global map. Their beer gardens are around the perimeter of the parade and then they peter out. Someone running it, beer donated. The city doesn't have the resources to get them there. Don't know if they have enough ensembles to get there. In 5 years, they'll be back at Gas Works
- M. Eva: bleachers. Want to go to Gas Works so more people can see.
- N. Pete: Bleachers are a serious insurance liability.
- O. Sean: What's the range of fundraising they beer gardens?
- P. Eva: They raised \$50k at their fundraiser.
- Q. Phil: It's in the range of \$40-\$50k they've made from the beer gardens. Green hat. There are many opportunities for fundraising for them. They need to use technology to donate with phones—it's so easy.

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. Geocaching
 - b. Dan Strauss & James Holmes—regarding maritime industrial zoning.
- C. Other

Adjourn—Eva

Suzie moved to adjourn & Billie seconded. All in favor. Meeting adjourned.

Meeting ended at 10:01am

Minutes submitted by Caroline Sherman

Meeting Chat:

[9:15 AM] Ken Saunderson

I need to run to a client meeting at 9:15. Thanks all for all you do!