



Board Meeting Minutes
May 31, 2023
Hybrid meeting at Adobe and Microsoft Teams

Attendance

Present: Brandi Gaines, Jamie Hoffman, Michael Wanaka, Phil Megenhardt, Suzie Burke, Eva Otto, Amina Kapusuzoglu, Billy Beckett, Sean Erhardt, Jessica Vets, Ken Saunderson

Absent: Paul Robinson

Staff: Pete Hanning, Caroline Sherman

Guests: Patrick Fanning

Call to Order – Brandi

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

- 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. Introduction: Patrick Fanning from Chicago, used to do a lot of Chamber of Commerce stuff. Works with Katrina Eileen as a broker. Just arrived 2-3 months ago. Used to be a banker in flyover country. Worked with several chambers.
- C. President's remarks: Hope everyone is enjoying the sunshine. Great flowers in the fire-burned areas.

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

Committee Reports and New Business

- A. Major Events: Fremont Fair, 6/17-18, Phil
 - a. ?? #s. Naked bicyclists are the big draw, but getting FAC recognition is getting lost. Everything is on track. Permits are in. Police will join us for Fair. Parade being handled by off-duty officers paid for by City. The parade is longer ending right before Stone. Not clear what is happening with the community down there with the beer garden. Per Eva, Curtis on FAC has gotten in touch with Fremont Brewery. Doing an event/band contest. Eva doing a float with lady bugs, marching band. Event with Dragster/VIP seating. Some of us might want to come to the after party there. Not clear where the parade is ending, and where FAC's afterparty will be.

- b. Lots of stages/beer gardens 11-8 sat, 11-5 sun. True Loves are the headliner at 4:30. Peak at 4pm, post parade. Slowly fades away at 7pm. Peninsula U-Park. Jack Daniels at center beer garden at Phinney & 35th. Crafts on every other major block.
 - c. Bouncy castle by Fremont Rotary. Eva will help, because her son loves it. There's a way to go online to schedule as a volunteer.
 - d. If it's above 70 degrees, it goes really well. If not, it's so-so. Anxious both for the event to be super successful, as it helps the Fremont Chamber, and we also want it to go well for Fremont.
 - e. The short triangle street in front of Triangle Spirits may be activated, but Fire Marshall wants it clear.
 - f. Which businesses have their own beer gardens? So, we can promote that for open seating.
 - g. Check out the website for more info: fremontfair.com.
 - h. Pete promoting in the Blast for next 3 weeks.
 - i. FrameUp is doing the posters. Will do a retrospective of all the posters. Very cool.
- B. Programs: Candidate Event, 6/21, Ken
- a. Very excited about the event. Sent out invitations to 22 candidates, 19 have responded favorably. Hasn't heard from Sam Cho, unopposed. Fred Felleman is coming, but his two opponents have not responded. Lost the registration page for a bit, but now it's up again. Has promoted the event to 5-6 different local organizations and expecting about 150 people. Pete can help get Jessie to RSVP.
 - b. Not allowing 22 folks to speak. Partner organizations get 30 second welcome. Each candidate gets 30 seconds. Then ask each candidate in 30 seconds to give their top priority. Reach out to Magnolia, QA, Green Lake chambers, etc. Super fun event. Pete and Ken to discuss promotion. Get board's help with registration. Opens at 4:30. Board please get there a little after 4pm. Once registration settles down, enjoy the event. Ken and Brandi to work on speeches.
 - c. 7 June, Harbor Patrol Support event, 4-7pm drop in. Fundraiser done by Seattle Police Foundation to buy equipment they need. \$20k to get one of the boats back up and running.
- C. Marketing & Communications: Rack card and tours, Ken
- a. Great marketing mtg. Encourage everyone to participate in our meetings. Off to the races on all projects. Hysterical Markers are under way. Pete's working hard on pedestal refurbishment. Jon Hegeman is serving as art director. Kirby will help out with text, and Yvonne San Luis is helping with graphic design. Shooting for Oktoberfest. Newly painted pedestals are starting to show up. Recognize Fremont Dock for being the repository for all of our storage. And Jessica and Caroline for backups and storage discovery and Brandi for updating some PDF files.
 - b. Dinosaur HM: Sri Chimnoy folks putting up a Peace Tree. Then we could update the text on the Dinosaur HM. Also Geocaching has a cache there, so coordinating the transfer of the pedestal. Peace Tree may be installed very soon.
 - c. Josh was not able to save the old story boards, so the pedestals will be naked until the new story boards are ready.
 - d. Trying to make everything consistent across Rack Card, Story Boards, Website, etc. Also, ability to update the sponsors and QR codes as needed.

- e. Rack cards are being developed to replace WG. Being designed Yvonne San Luis. Will be reviewing that design at next Mktg mtg. Encourage all interested in this design to attend. Would love to have it in place for the Fremont Fair.
 - f. Finalized contract with Geocaching and Adventure Labs. Caroline has updated the website with other walking tours.
 - g. Mark Ukelson working on Welcome to Fremont signs. One in place and hope to have the other three installed soon. Need to work closely with Jon on where they should be installed. Leary & 9th.
 - h. Hosting the Baseball All Star game. Would love to take advantage of this and Visit Seattle to get folks to the All-Star Game. Anheuser Busch Clydesdales will go through Fremont and go to Gas Works on the 4th of July!
 - i. Jamie has a market in SoDo and has a good in on the All-Star Game. We can look at that in terms of the BIA. During Halloween, Lenin had a pumpkin head. Consider dressing Lenin in baseball gear.
 - j. Visit Seattle wants to increase collaboration with FCC. Concern: too many folks downtown. Kyle lives in Fremont. Let's dress up Lenin as a baseball player. He's working to get \$\$ for this. Fremont used to be the alternate to SeaFair if you didn't want to be on the water. Big opportunity for big wave after July 4th. Send folks to our QR Code to our Walking Tours. Collaborate with Daniel/Black Jar Follies.
 - k. Can we dress up Fremont as an All-Star village? 4th of July, maybe there's a week - long red/white/blue that gives a little sparkle down "main street". Cost of bunting in key areas in Fremont? 22 Bridge banners available. To print, work with Columbia Distributing, \$1,800-\$2k to install. Coordinate with Mariners and put up when Fremont Fair's come down.
 - l. Add all this to Mktg Comm mtg.
- D. Exec Committee: Contracts, Brandi
- a. Doing a contract audit of all our vendor contracts, collecting in a repository, reviewing them, making any amendments. Thank you for sending in your contracts.
- E. Membership: Processing fee for dues, Pete
- a. Jag Chamber doesn't allow us to tack on an admin fee. So, proposing bumping up to nearest \$25: 175, 325, 625. Leaving the top two tiers alone. Do we need a motion to approve that? That's the recommendation from the Membership committee.
 - b. Ken so moves, Jessica seconds.**
 - c. Discussion:
 - d. The biggest challenge is what is our value proposition? To raise the membership, it needs to be a considered vote.
 - e. Eva: When people expect to pay a fee, they don't expect to pay another fee on top of it. We agreed to increase by \$25, inflation, been a while, it's reasonable. Going up \$15 on Shining Star is not huge. Not overselling ourselves at the lower rate.
 - f. Discussion about value proposition of raising membership rates.
 - g. Jessica: there are many value propositions out there. Join and get free membership to Seattle Metro Chamber and can get free medical. So many things that the Fremont Chamber does. We get the preponderance of that through membership fees.

- h. Brandi: We could do an A/B test. We could decide to roll it back. The value add is to do our jobs.
 - i. Phil: it's time to raise the fees, no problem. \$3k increase if you raise the fees.
 - j. Finance & Membership committees should discuss offline and then approve offline or at the next board meeting. Need spreadsheet.
- F. Finance: Need new committee members, Phil
- a. Acknowledging the loss of Jayson and missing his tremendous impact on the community.
 - b. Anyone in membership can be on a committee. Doesn't have to be a board member.
 - c. The Finance team meets one week before the board meeting.
 - d. Billy is interested.
 - e. Phil discussed budget vs actuals. Budget tells a story. Story for April: Revenue world operating at \$800 below budget. Expenses came in at 99%--on track. 80-91% over the months. Revenues: meeting income is low, meeting sponsorship is on track, membership income is on track. Looking forward, membership numbers jump from \$2k/month to \$10k/month in fall when we have our membership drive.
 - f. At the Shipyard event we have a bucket with QR code to collect donations. Have several buckets with competitions. Vote here with your donation. See your results online. What's your favorite event?
 - g. Reserves: Current projections, our profits will be \$16k, but our reserves will be depleted. Phil will report later on this.
 - h. Brandi: We need a metal QR code under the Rocket to support the Rocket.
- G. Government Relations / Advocacy: Suzie
- a. Aurora Study: SDOT is having meetings. June 1st at Queen Anne library 4-7pm. June 6 at Broadview library 4-7pm. Five meetings further north. In those first 2 meetings we can cover our connections to Aurora. It's our highway, the way to the airport and other things. Also, it's a vehicle-oriented business community. Bike routes, buses, and no moving lanes. Concerns around safety of the Aurora Corridor. No sidewalks along Washelli Cemetery. Consider getting a speaker to one of our meetings or have an open house. Consider a booth at the Fremont Fair. NSIA/Eugene Wasserman will miss the first two meetings. We need to get some folks to those meetings.
 - b. Support Police. Get involved. City Council Reps—vote! District 4 and 6 for Fremont.
- H. Public Safety: Pete
- a. Monthly public safety call. Next one coming up on 9am, Wed, Jun 7th. Adobe security folks will participate. Google security person (contractor), former King County Sheriff, will bring her in house and have her join. Last month was just Paul and Pete. Between the two, and Suzie, most info about break-ins, nuisance camping comes in.
 - b. Starbucks specifically noted the bus line as a problem.

Office Reports—Pete & Caroline

A. Executive Director – Pete (see attached report)

- a. Membership Recruitment
 - i. Met with 3 Google regional managers. Made impassioned pitch to get a local Google person to join the board. Touted better relationship with Adobe/Fremont with Brandi on the board. Great career opportunities.
- b. Transportation/Route 40
 - i. Working with Natalie Quick to write an opposition letter to bus only lane. Will impact safety and parking/access. Truck load zones, access/pickup zones, parking goes.
 - ii. Starbucks is closing this week. They say they will still join the Chamber. Closing because the space is badly laid out and can't make money with folks doing grab and runs onto the Route 40 bus! Metro hasn't made the busses safer. Haven't moved their stop south across 34th.
 - iii. BluePrint Capital bldg., Lucky Pho, etc. Hopes to develop with 100 apartments & retail on the main floor. Historical Society is trying to preserve the building. They will join the chamber.
 - iv. Programs:
 - 1. Candidate Forum
 - 2. Networking Happy Hour, Jessica as sponsor, have at Aslan Brewery. Or talk to Elks.
 - v. Community Engagement:
 - 1. Dedicated times for our committees. Any member can join the committee—great way to get board members.
- B. Office Management – Caroline (see attached report)
 - a. Arts Fund
 - b. Membership by the numbers

Guest: Patrick Fanning, Katrina Eileen

Announcements

- A. "Lydia and the Troll": Great show. Poster. All about the Troll. Seattle Rep joined! Propose award to full cast and crew!
- B. Calendar of Awesomeness—Chamber highlights – what have we accomplished that we want to highlight on our website?
 - a. Seattle Rep event.
 - b.
- C. Chamber of Commerce Award Ideas – who do we want to nominate for a CoC Award for 2023 and why?
 - a. Pete: Lydia & Troll cast & crew
 - b. Suzie: Jon Hegeman for history piece of signs around Fremont.
 - c. Suzie: Mischief for supporting Harbor Folks.
 - d. Liquor and Cannabis Control Board Awardee said Fremont was only neighborhood who treats them this well.
 - e. Consider Health Department inspector? Is there a good one? We can acknowledge them.
- D. Other

- a. We lost Larry Kesner this year, ice cream boat guy.
- b. Fremont Ave boat ride in August.

Adjourn—Brandi

Meeting adjourned at 10:00am.

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!