



Board Meeting Minutes
June 28, 2023
Virtual Microsoft Teams Meeting

Attendance

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

Absent: Jamie Hoffman, Amina Kapusuzoglu, Michael Wanaka

Staff: Pete Hanning, Caroline Sherman

Guests: none

Call to Order – Brandi

The meeting was called to order by Brandi at 8:39am

- 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. President's remarks: Happy Solstice. Last meeting for the summer. Adobe is closed next week.
 - a. Suzie: Happy Fourth of July
 - b. Brandi: All Star Week is coming up.

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

- Suzie: Patrick Fanning, Katrina Eileen attended Bouncy House both days. He may be looking for a new job.
- Pete will reach out to him.

Committee Reports and New Business

- A. (30 mins) Membership: dues & benefits, Jessica
 - a. Proposing raising dues
 - b. Caroline presented projections based on Aug-Dec current active paying members and 2023 membership goals against proposed dues increases.
 - c. Suzie: Agrees that \$175 is a good price point. Businesses are turning over. We can explain this business proposition.
 - d. Phil: Approves as treasurer.
 - e. Eva: Other Chambers in the area—we can pull from them.

- f. Jessica: We make way more by getting more members vs increase in rates. Fremont is not a geographic location but a state of mind. We can draw in, especially professional companies to join. We have Adobe and Google, and smaller businesses would like to network with them.
- g. Eva moves to adopt Proposal 1, Sean & Brandi second Proposal 1.
- h. Jessica: We could accommodate Proposal 2. A number of businesses would not have a problem with the extra.
- i. Suzie likes Proposal 1 with the emphasis on getting more members.
- j. Phil: CoU: I belong to 2 other Chambers. They are at a higher level and they sponsor programs at \$5k and \$10k and a reason to participate vs showing up and paying dues. Why didn't we bump up CoU.
- k. Eva: Moved to create symmetry, double the fees as in Proposal 2. Good question, we could increase it by \$500.
- l. Brandi: Agreed—just leave CoU at \$3k, so folks don't drop down.
- m. Suzie: Offer them to sponsor at an additional price, to pick topic, or a speaker. Sponsorship \$\$ is pretty sweet.
- n. Motion PASSED! Proposal #1
- o. Phil: Implementation—website, internal documentation, automatic renewals need to be changed. PR side: statement: we as a chamber are committed to no surprises. Doesn't need to be huge but needs to be transparent to our Chamber Members.
- p. Ken: Really blow our horn, talk about phenomenal success of Happy Hour, successes throughout the year, NERF Grants. Celebrate the work that the Chamber has done.
- q. Brandi: Logistics & Legal: present on a banner on membership page: EFFECTIVE as OF, prices have increased. 30 days' notice, especially for automatic renewals! Please be aware your price is increasing to this new amount. Feel free to ask questions. Describe our successes and explain we have increased the price.
- r. Suzie: paying more enables us to do more.
- s. Brandi: Emails have to go out August 1st.
- t. Phil: Suggested we move this out to September 1st.
- u. Suzie: Seconded.
- v. Ken: First increase in XX number of years.
- w. Brandi: Working document for verbiage so we can all work on same link.

APPROVED: Proposal #1 Effective September 1st. Every renewal through August 31st next year must have this notification.

- x. Ken: Encourage going after Happy Hour non-members and encourage them to join.
- y. Suzie: Ballard doesn't have a Chamber anymore. Obvious that Fremont Chamber was running it. Great opportunity to get the word out to other people.
- z. Pete: We should add Ship Canal to our name/logo.
- aa. Sean: Pete had a really good point at the membership mtg. Give the ask to folks at lower level, ask to bump them up. A lot of folks should be higher. Communication, the right person. Queen Anne Chamber is not very strong. Their ED is retiring. Could we invite anyone at Queen Anne Chamber to join Fremont Chamber?
- bb. Suzie: has to be one-by-one. You have to give them a reason.
- cc. Brandi: Do a joint Happy Hour on their turf.
- dd. Sean: Anytime Fitness never been asked.

- ee. Jessica: July 26th Happy Hour Mixer at Seattle Elks. The membership is QA Based. A lot are business owners. Great chance to invite them to join.
- ff. Brandi: Having coffee with ED of SLU, John. Invite them as well. Invite as many folks as we can, Ballard, Magnolia. I'm happy to reach out to them directly.
- gg. Suzie: SLU ED is very eager.
- hh. Brandi: Eager to tap into his energy.
- ii. Jessica: Caroline & Pete put out a list of folks to upsell and present to Board. If the board has personal relationship, they should approach them. Anything left gets assigned out to each board member.
- jj. Brandi: If you see someone on the list, grab it. Otherwise to staff.
- B. (5 mins) Marketing & Communications: Rack card & tours, Ken
 - a. A couple of great marketing meetings. Encourage folks to join and participate.
 - b. Next meeting Tuesday, July 18th at 2pm
 - c. Encourage everyone to check out our Walking Tours page.
 - d. Showed rack card. Suzie suggested adding Parking Map and seeing if U-Park would sponsor that page on the website.
 - e. Suzie: Get approval from Arts Council for using Troll image.
 - f. Phil: will get permission from creator.
 - g. Brandi: Consider reversing The Center of the Universe & Explore & Play. Consider Explore more at Fremont.com. No period after Center of the Universe.
 - h. Ken: Pete suggested map tour of key sites. Would like to add the Zoo to that. Caroline to circulate card to board. Please get your feedback to Ken before end of July.
 - i. Ken: Working on HM. Shout out to Jon Hegeman, Suzie, etc. for pedestals, story boards, etc. Prototype at our next marketing meeting. Jon is leading design. Zoo may take a HM. May also bring someone to the board.
 - j. Suzie: Could ask Laura Baumwell. She's still there and has Fremont ties.
 - k. Jessica: I can ask her.
 - l. Sean: Downloaded the Adventure Lab app and loved it. Simple, not too overwhelming. For visitors and kids looking for a loose structure, it's a really good addition.
 - m. Brandi: Looking to get Adobe as sponsor for the Rack Cards.
 - n. Ken: Developing sponsorship ask for HM.
 - o. Suzie: can think of folks for HM sponsorships.
- C. (5 mins) Programs: Candidate Event, 6/21, Ken
 - a. What a fun event to bring candidates to the working shipyard. Great setting. Shout out to all the board members at the check in. Caroline & Pete for coordination and beverage run. Doug Dixon: could not provide beverages, so Pete took care of it. Phil donated. Brandi mc'd.
 - b. Brandi: Suzie as Queen of Table.
 - c. Ken: double the attendance as last year, 131 attendees, 18 candidates. Bad news: absolutely overwhelmed the PacFish sound system. We will need to rent a sounds system and get Brandi a whistle (rhinestone encrusted!). Propeller Club bell. It's such a big space, so it's hard to get the sound out there. Folks just talk!
 - d. Suzie: Only request to find someone to donate wine. They ran out. Find a winery!
 - e. Brandi: We could ask Imperfetta.
 - f. Pete: Been working on them to join.
 - g. Suzie: Ask them to sponsor.

- h. Pete: Such great board participation highlighted how Fremont Chamber is dynamic. Even though in Ballard, everyone knows it's a Fremont Chamber event. Really thankful. Folks coming up to talk about it know it's their yearly event.
 - i. Suzie: Quiet guy: Eugene Wasserman. We need to thank him.
 - j. Ken: Hoping to generate at least \$1k in revenue for the Chamber. Still waiting on the cost of actual food from PacFish.
 - k. Brandi: Thank you Ken for all you've done on it. A tremendous lift. Couldn't do it without you.
- D. (5 mins) Major Events: Fremont Fair, 6/17-18, Phil
- a. Phil: So fun! Very few businesses were closed. Some people leave, some don't. My very first job was sponsorship director since 1997—25 years! In all of that time, it was so fun to see it get bigger. Dog parade! 236 marketing addresses to share. 205 regular dogs, 58 medium and 9 large dogs showed up. Try to make sure people at the parade know. Parade route folks don't always know there are all these beer halls, etc., so we use big orange balloons leading folks down to things. This helped elevate the parade. Shared results of survey. Great data: have you visited fremont is very interesting. First time shopping came first over parade. Mktg plan emphasizes shopping. Nice to see the results. 275 vendors. Haven't had that number since 2015. Last year 189 members. We're coming back! Donation boxes this year, all cash. Overall, \$244 in donations. Main donation with QR code at beer garden sales: \$1, \$3, or \$5. Did not reach Beer Garden threshold: 3,000 beers all weekend. 2022: 8,000 beers.
 - b. Suzie: 1980, it was all beer. Now it's less about the beer gardens.
 - c. Phil: Over 150 barrels of beer a day. Every alley and restaurant has a beer garden. Rained until 1:30. Attendance was down all over. Last year, 70 degrees and sunny. Amazing stage & music. Crowds came out, Sunday was fun. Bold Hat Team is new. Load in/Load out is complicated. Many people make it happen. We rely so much on water access. Ken Jr. so great on use of parking lots. Access neighborhood relations went really well. New businesses in Saturn building were surprised. Wedding at Swel on Sunday. Art Cars.
 - d. Suzie: award for Police Department as understaffed as they are, they showed up for us. Kids got little cars from the police! Welcome to Fremont in a different way. After 1:30 we got the wash of people coming. Moms & Pops with kids in strollers. Different crowd than it used to be.
 - e. Brandi: because it's a different crowd, we need to rethink beer garden as revenue generator.
 - f. Suzie: We could handle two bouncy houses.
 - g. Brandi: Old school water balloon darts.
 - h. Suzie: need volunteers for all this.
 - i. Phil: We are very fortunate to get community police at fairgrounds. Fair got \$\$ from OED. Bold Hat paid \$12k last year for police. **Seattle ?? Organization**, great group did traffic monitoring. The parade started on time, turned it's corner toward the end at 3:30. Wrapped up by 4:00. Seattle's finest would not open the bridge until 4. As the last person goes, police open the streets as they go. Not clear why it happened, but affected traffic, folks to fair, PCC, etc. Talked to the city about it.
 - j. Brandi: We need to go back to the Arts Council. We can't shut down those thoroughfares anymore. The parade cannot go down there. Not feasible or safe. Negative impact on commerce.
- E. (5 mins) Finance: Need new committee members, Phil

- a. We're all looking good. Next month will be 6-month report. Projections: we're getting better, needle closing up. Conservative on some of our numbers. That's great. Caroline & I met yesterday, and we are challenged by BvA seems to change every month with bookkeeper. The biggest revenue generator is membership.

Office Reports—Pete & Caroline

A. Executive Director – Pete

a. Public Safety: Pete

- i. Issues in the community. Armed robbery at 7-11. Brought out canine unit & caught criminal. Dockside robbed at gunpoint. Cannabis stores are under attack. Giddy Up Burgers burgled after hours. Want to know community knows we are working with police department. Having success with Public Safety call. Next one is Wednesday July 5, 9am. Thank you Brandi for linking in your security person, Ibrahim. I've got Google security team also joining. Very helpful.

b. Transportation/SDOT Route 40

- i. Pete will send out the letter that was sent to the Director of Transportation, Mayor from all north end chambers & businesses with our concerns about congestion, load zones and parking in our community, freight. Business in Mike Peck's building tenants met and property owner Eric Linden also participated to talk about landing of new bus stop. Really encouraging them to put it in front of the Lenin statue.

c. Membership Recruitment

- i. Focusing on new membership. Trying to get the membership and businesses in their right space in terms of membership, as Sean said. When I reach out, I point them to where I feel they should be for membership, pushing for Solar System or Milky Way. Building that has Lucky Pho, Palmi, SE corner of Fremont & 36th joined at Milky Way level. How great fremont Fair is for community and business. Feels like the welcome mat is open. People can come to Fremont, and it is a state of mind. Fremont Fair is a perfect encapsulation of who we are and what we like to do. I posted photos of Phil and Suzie on social. You can really feel the enjoyment of folks at the fair.
- ii. Suzie: Pastor at Fremont Baptist overwhelmed with how much fun they had. They can be part of something.
- iii. Eva: As someone who participated in a float, it was a huge community building activity. Very authentic, everyone had fun and really enjoyed themselves.

B. Office Management – Caroline

a. Arts Fund

b. NERF Grant

- i. Blue elephant on bridge getting fixed.
- ii. N 46th St Mural to be repainted in July
- iii. ADA on website—consider accessiBe software that makes websites super accessible.

c. Membership by the numbers

Announcements

- A. Announcements
- B. Calendar of Awesomeness—Chamber highlights – what have we accomplished that we want to highlight on our website?
 - a. Fremont Fair
 - b. Candidate Event
- C. Chamber of Commerce Award Ideas – who do we want to nominate for a CoC Award and why?
 - a. Pete: Tom Van Bronkhorst
 - b. Suzie: Police for helping us, great interaction with public.
- D. Other

Adjourn—Brandi

The meeting adjourned at 10:01am.

Minutes submitted by Caroline Sherman

Meeting Chat:

Cake emoji for Sean Erhardt’s birthday posted by Caroline Sherman

Link Fashion Women Whistle Shape Rhinestone... by Pete Hanning

[Fashion Women Whistle Shape Rhinestone Inlaid Pendant Long Chain Necklace Gift - Walmart.com](#)

[Arrives by Fri, Jul 7 Buy Fashion Women Whistle Shape Rhinestone Inlaid Pendant Long Chain Necklace Gift at Walmart.com](#)
[www.walmart.com](#)



I did a LOT of shopping! by Brandi Gaines (she/her)



1 Like reaction. 1 Phil Bold Hat (Guest)



Link Weller Collaboration by Brandi Gaines (she/her)

[Weller Collaboration](#)

Pete Hanning: I nominate Tom Van Bronkhorst from Seattle Parks Dept for an award. He is the point person for encampment removal. He is doing a good job of following up and clearing out our Canal Park. tom.vanbronkhorst@seattle.gov



1 Like reaction. 1 Sean Erhardt (Guest)