



**Board Meeting Minutes  
October 25, 2023  
Microsoft Teams Meeting**

**Attendance**

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

**Absent:** Jamie Hoffman

**Staff:** Pete Hanning, Caroline Sherman

**Guests:** Adam Gardner, Google

**Call to Order – Brandi**

The meeting was called to order by Brandi at 8:30am

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.

**Approval September Minutes:** Suzie moved to approve, Jessica seconded, and the September minutes were APPROVED.

**Committee Reports and New Business**

A. (5 mins) Finance, Phil

- a. Working with Caroline and Billy at official Finance mtg. Reviewed where we are with budget vs actuals. We're doing fine on meeting the numbers.
- b. Taxes being submitted on time at end of this week.
- c. Nothing out of the ordinary.
- d. We approved the operating budget at a deficit with the goal of creating a miracle to balance.
- e. Been drawing on our reserves. We have a month or two to figure out how not to run out of reserves.

B. Executive Committee, Brandi

- a. Brainstorming how to refill reserves.
- b. Concern: Paying our staff
- c. Ideas: Community events, bring in new members, especially on Stone Way
- d. Figurehead Brewing by Pacific Inn, breweries, businesses. Focus on renewals and lapsed customers. Strong focus—everyone on the board should get one member for the rest of this year.
- e. Need to think creatively. How can we bring in revenue? Consider sponsorships, ads in newsletter, holiday gift guide, monetizing what we have. Ads on our websites. Swag!! Rocket, Dinos, Lenin.

- f. Bring in Marketing committee to help with this.
- C. (5 mins) Marketing & Communications, Pete
  - a. We need help from board to bring back 3 key lapsed members. Hysterical Marker (HM) project coming in well. Rack cards—going to order holders to distribute to businesses. Rack cards have sponsors on that. Walking Tours—expanding them and seeing how the tours expand.
  - b. Brandi: Can we get data from the businesses as to what impact the Walking Tours have for them?
  - c. Pete: met with Jon Hegeman and Maque daVis and chose Troll HM location.
  - d. Brandi: quarter over quarter data report.
  - e. Caroline: Walking Tours—we get data automatically and will get more when we get businesses signed up.
- D. (5 mins) Membership, Jessica
  - a. Meeting was not held. Nothing to report.
- E. (5 mins) Programs, Eva
  - a. Eva: Pete & Eva discussed programs for 2024. Sounds like we just booked our Christmas party. Reach out to Eva with program ideas.
  - b. Brandi: we need to drive programs that drive revenue. We've had gratis programs for members, but we need to shift to revenue producing.
  - c. Caroline: Think about folks who want to host, and we can build a program around that.
  - d. Eva: Fremont Abbey program
  - e. Brandi: Fundraising opportunities. Get a performer.
  - f. Suzie: Fremont Abbey needs help. Just because someone hosts or sponsors, doesn't have to be free.
  - g. Brandi: Wet Clay does great events! Please provide draft of proposed programs at next meeting. Considering hosting a social media event at Adobe.
  - h. Eva: Would love to get that on schedule for beginning of the year.
  - i. Suzie: Candidate Forum for 2024. Not a huge draw next year, but the school superintendent. Those races are hot. We might look at that. Having it at PacFish draws attention to our maritime industry.
  - j. Brandi: we could do it on a smaller scale. We don't have to do it on a grand scale.

### **Office Reports—Pete & Caroline**

- A. Executive Director – Pete
  - a. Programs: first time we did the boat tour, history of the maritime region. Raised \$700. Hope to do that again. Thanks to Suzie, Jules James, Captain Mike. Next event was our Shameless Self Promotion with over 40 people, 4 board members, that event brought in \$300. Spent \$100 on catering and inspired Kaosamai to renew. Tourism event last week at Red Star. Thanks Billie & team. Great event, 20 people, 4 board members. That event was free. Some events are important where we want folks to be able to come. No cost to the Chamber other than staff time. Coffee provided by host.
  - b. Upcoming: Public Safety breakfast on 15<sup>th</sup> November. City Attorney Ann Davison. Please register and spread the word. Will advertise in Blast on website, etc.
  - c. Holiday Party on 6 Dec, 5-7:30 at Mischief. Registration fee. Looking for sponsor.
  - d. Suzie: Dec 6 is every party in the world. I'll be at 3 others.

- e. Board Recruitment: Adam from Google and Nicole from Brooks. No one currently on the board is due to retire. Need to review so we don't have a big chunk of folks leaving.
- f. Charlie's Queer Books's new space is looking beautiful. The Works activity space. Ladro Coffee just joined, and Café Vita has expressed interest.
- g. Help from board to bring back in: Salesforce/Tableau—big goal at Cosmos or above. Zach Carstensen. Hard to get them to understand their role in Fremont. Brown Bear Car Wash.
- h. Suzie: will connect with Lance at Brown Bear—no question they'll rejoin.
- i. Pete: evo—struggle with knowing who the latest contact is. Property owners, three new buildings, important anchor, started their business in Fremont. Please pass on any contacts. Have reached out to Bryce who started it, and the general email with no luck.
- j. Suzie: Give me Bryce's number and I'll call.
- k. Public Safety: the summer has been better than in the past. Recommend Tom Van Bronkhorst for an award. Works with Parks. Works on encampment removals. Very helpful along ship canal. Still seeing issues on Leary. Dockside Cannabis, Superior Auto, Olson Energy, Giddy Up Burgers. Been doing outreach and working with police department, but they are too lean.
- l. Suzie: Some push going on back side of Leary. The stretch you just mentioned is in better shape. Working on back side of Herc/UHaul. That's RVs—been stickering them and hauling them. That big corner on the front side where Jack in the Box was burned is for sale. Three offers have flipped. Even their banking said we won't touch it. It's a big buy. It's bad, and we've got to keep the stick behind it. Incrementally, it's being worked on.
- m. Brandi: What does Dan think about it?
- n. Pete: Trick or Treating—the posters are out, 67 registered. About 15 away from last years numbers of 82. Thanks to Paul for all his flyering. We have a new poster this year thanks to Ali Weber. Shifted the start time from 2pm to 3pm. Shrinks the time between Trick or Treat and Trolloleen.
- o. Dropping off ToT poster, rack card and my business card. Think we should ask non-members to pay to participate.
- p. Jessica: We've always done that with the Walking Guide.
- q. Suzie: Find the value. Their fee is buying candy and having someone out front.
- r. Pete: Theo Chocolate sponsored again this year for \$450. We'll round up next year.
- s. Having conversations with Visit Seattle—how do we bring more folks into Fremont? How do we leverage other organizations to help, so we aren't always spending our money on that. Will have a Concierge Meeting and touring them around.
- t. Jessica: Brought in concierges from hotels downtown. It was really well received. We saw an uptick in tourism after that, because they'd seen it and loved it.
- u. Pete: Considering springtime. Feb or March.
- v. Been adding folks for Awards: Alan Alabastro, great member and what he does for Art Catalog, fabulous member. Maque daVis—he is the Troll Meister and keeps it clean, 4-5 times a week. Lindsay Runyon, Bellefleur, not currently a member, actively recruiting her. Her advocacy for Route 40 and small businesses is very impressive. Don't have to be a member to get a reward. Hoping she'll join and possibly become a board member.

- w. Route 40: City is slow playing it and trying to go around our backs. Good news: Westlake and maritime folks, ACG building got wind of it, just had a meeting. City realizing there are a lot bigger fish in this, and not as easy as they thought.
  - x. Suzie: Kevin ??, Nautical Landing, usually quiet, but they are being damaged. There are elements of the City that want to slow this down. New city council, new transportation plan, etc. Lots of reasons not to push this down folks throats. SDOT is a big blocker. Write to the Mayor. Mayor's SDOT is messed up from top on down. Put any kind of pressure on. We might be able to pull it out.
- B. Office Management – Caroline, see attached report.
- a. Arts Fund
  - b. NERF Grant
  - c. Membership by the numbers
  - d. Ribbon Cuttings: Jessica, Charlie's Queer Books, Wet Clay Café
    - i. Consider Reubens, Baskette, etc.
    - ii. Bring Marketime back in.
    - iii. Reubens at next tier up.

## Announcements

- A. Announcements:
- a. Bring everyone to Ann Davison b'fast. Invite Eugene Wasserman. Pete will let FNC & FAC know.
  - b. Paul: ToT will focus on upper Stone this afternoon. Dropped into evo. Doesn't have a contact. Find out who registered and follow up with them.
  - c. Pete: They need to join at a higher level and sleeve of rack cards.
  - d. Suzie: Mischief has just added a roof over their upstairs viewing area. Great improvement! Come see all the improvements.
  - e. Brandi: Viewing of the Xmas ships at Mischief! Talk to Patti! Pay \$20 to view the Xmas ships!
  - f. Amina is on—want picture of Lydia.
  - g. Invited Paul/HomeStreet to sponsor the Annual Mtg.
  - h. Suzie: We're super fortunate to have HomeStreet here. Paul's boss gave Paul
  - i. Rename/Update Dragster to "Baila Bar". Send note and let them know we've done this and we thank them.
  - j. 404 message on logging in. Eva also had this problem.
- B. Calendar of Awesomeness—Chamber highlights – what have we accomplished that we want to highlight on our website?
- a. Troll! Looks great, stairway & plantings.
    - a. Suzie: most asked question: where is the Troll? Consider more signage! Talk to Maque.
    - b. Brandi wants one by the swale at Adobe with original name of street "Burke Mill Road". They've been using generic name for planning session.
    - c. Permits are free to put in City Right of Way. Specific Art Permit that costs nothing. Just tell Mark Grey to do it for you.
  - b. Pete: Board Retreat tentative date Jan 24<sup>th</sup>, daytime.
  - c. Suzie getting 2<sup>nd</sup> knee replaced on Jan 10<sup>th</sup>.
- C. Chamber of Commerce Award Ideas – who do we want to nominate for a CoC Award and why?
- a. Brandi: Did we give Mark Grey an award for his cute little bridge over the swale.

- b. Suzie: Paul Robinson: Trick or Treat Meister
- c. Pete:
  - a. Recommend Tom Van Bronkhorst for award. Works with Parks. Works on encampment removals. Very helpful along ship canal.
  - b. Alan Alabastro, great member and what he does for Art Catalog, fabulous member.
  - c. Maque daVis—he is the Troll Meister and keeps it clean, 4-5 times a week.
  - d. Lindsay Runyon, Bellefleur, not currently a member, actively recruiting her. Her advocacy for Route 40 and small businesses very impressive.

D. Other

### **Adjourn—Brandi**

Brandi adjourned the meeting at 9:47am.

Minutes submitted by Caroline Sherman

### **Meeting Chat:**

[8:58 AM] Adam Gardner (Guest)

schools are VERY hot right now...

[8:59 AM] Adam Gardner (Guest)

is the superintendent elected? I think it's just school board, right?

[9:00 AM] Adam Gardner (Guest)

sorry have to drop - thanks everyone!

[9:00 AM]

Adam Gardner (Guest) left the chat.

[9:00 AM] Brandi Gaines (she/her)

Thank you!

[9:02 AM] Suzie Burke

We elect Superintendent of Schools statewide! I only know about next year because one of the candidates is a Fremonger, good guy

like 1

[9:44 AM]

Sean Erhardt (Guest) left the chat.

[9:46 AM] Brandi Gaines (she/her)

baila bar seattle

[9:47 AM]

Vets, Jessica S left the chat.

[9:47 AM]

Ken Saunderson (Guest) left the chat.

[9:47 AM]

Suzie Burke (Guest) left the chat.

[9:47 AM]

Billy Beckett (Guest) left the chat.

[9:47 AM]

Brandi Gaines (she/her) left the chat.

[9:47 AM]

Eva Otto (she/her) (Guest) left the chat.