

FC Board Meeting-20240327_083710-Meeting Recording

March 27, 2024, 3:37PM

1h 10m 49s

BG

Brandi Gaines 3:37

Good morning.

This beautiful day that's going to bring us lots of spring flowers coming.

We are here, the Fremont Chamber of Commerce strengthens the business climate and improves the quality of life and the Fremont community.

So good morning.

Doesn't look like we have any visitors today.

Just our wonderful crew here.

Umm, so we can go ahead and get started.

Umm did everybody get a chance to approve the minutes for February or review the minutes for February?

Any comments?

KS

Ken Saunderson 4:14

Looks good.

Make a motion to approve.

BG

Brandi Gaines 4:18

And I second the motion.

EO

Eva Otto (she/her) (Guest) 4:23

2nd.

BG

Brandi Gaines 4:25

Thanks, Eva.

All in favor, say, Fremont.

KS

Ken Saunderson 4:28

Fremont.

EO **Eva Otto (she/her) (Guest)** 4:28

Then.

BG **Brandi Gaines** 4:29

And so approved.

Thank you.

Alright, Committee reports.



Pete Hanning 4:36

All right.

Well, umm, I just wanna remind those who are coming on a little late that we are recording and having this meeting transcribed partly just so that we can keep record of it.

And also because Caroline is out of office this week.

And so for putting the notes together, I'll be keeping some notes, but my notes aren't nearly as detailed as hers.

P

Phil 5:39

Yeah, traditionally, you know the the the joy of Caroline is that she does take notes. But but as the secretary, that's actually the one.

One of the duties that falls in the into that board into that role is that you would be taking notes at this meeting.

EO

Eva Otto (she/her) (Guest) 6:00

Here.

Thank you for reminding me that that's a good I'm happy to take notes for this meeting and also I wanna just say for Caroline, since she's listening that when I went on to the email that she sent and I clicked on the, you know, find the documents here, I got to an error page that says this link is only available to internal users. This link is not available to you, so I don't know if anyone else is having that same Eric.

BG

Brandi Gaines 7:14

So yeah, I guess, yeah, we can send out the documents.

Would you prefer those?

Right now we can send them right now if you'd like.

EO

Eva Otto (she/her) (Guest) 7:21

Yeah, that might be helpful for me.

Just for the taking the notes, if or if somebody can send send it to me.

BG

Brandi Gaines 7:40

Right.

Just send them to everybody here on the on the call.

Just for ease, just in case.

And.

Good morning.

Jessica, did you walk into work today?

I don't think we can hear you.

Yeah.

BG

Brandi Gaines 8:21

I don't know, OK.

Well, we might have to skip your.

You walk through, OK?

Might be a little hard to give your Committee a report in chat.

So we'll skip, I guess for now, if that's OK.

Unless you wanna try to call in on your phone later, we can come back.

I, but I understand there's something about a new marketing flyer for those on the Membership team.

Does anybody wanna speak to that?



Pete Hanning 9:28

Here.

Come on.

Oh, there we go.

Ah so.

With Membership one of the things that Jessica is had us do is we started doing a less talk, more walk.

So last Wednesday, we did before the wet clay program, we did a walk along the Stone Way corridor for a few blocks up to around where Altana bagels, oz oz.

Cannabis and all the way both sides of the of the Stoneway corridor, and we've been using this document.

It's kind of a one page.

The way it looks on my screen is actually that it goes on to 1/3 page.

It does not, but just really kind of really trying to hit the bullets of what the real benefits are of joining the Chamber, being a member, umm, one of the things I wanna call your attention to is in the Membership package area.

We have really wanted to make sure we highlighted, Umm, where membership packages where your business sits.

So calling out the amount of employees and at the Milky Way level, we added that to be 50 in plus and took away the word premier next to it.

And just so that way we only have two premiere levels and that's the cosmos and the center of the universe.

 **Brandi Gaines** 10:54

Umm.

 **Pete Hanning** 11:02

Just so that we're really trying to help the the the health of our financial status by making sure that the business is when they do join or renew are in their right slot. Uh.

 **Phil** 11:18

And a question on that.

Umm, you know, just kind of well, I can bring it up to her and repeat or during my stuff about, like, where everybody's placing.

But it is that it, it's that placement piece which is nice.

So thank you.

I'll I'll bring to I have another point on that, but it's more interesting.



Brandi Gaines 11:42

Great.

How was the event?

It looked like I saw a photo.

It looked like it was very well attended and a lot of fun.



Pete Hanning 11:51

Ah, it was a lot of fun.

Yeah. Umm.



Eva Otto (she/her) (Guest) 11:55

I thought it was great and Jessica did an amazing job helping everyone remember how to network.

Right.

And making sure like, hey, I want you to talk to three people.

And this is your job.

And then I want you to follow up and you know I I feel like I made those connections.

So thank you for that little pep talk.



Pete Hanning 12:22

Well, Phil, you connected with someone who's gonna help you with your your copious amount of emails, correct?



Pete Hanning 12:39

It was a nice mix of members, non members and community partners and I also think that what clave really appreciated the that inclusion of a showcasing their space and then doing the ribbon cutting and I wouldn't really wanna call out and thank Nicole, Jessica and Adam for doing the walk.



Pete Hanning 13:04

The Membership walk that that hour before.

I can't tell you enough how powerful it is to walk into a business and have a board member next to me and just say hey.

And by the way, here's a board member.

Introduce them as well.

Umm, you know, because as much as Caroline and I can talk to with folks, really, the chamber is about supporting other businesses and having you there really puts a bigger period or exclamation point on that, so.

 **Brandi Gaines** 13:38

That's awesome.

Yeah, I think that's something that we should think about doing on a quarterly basis for sure.

And you know, maybe we do it.

You know the Main Street next time and so yeah.

 **Brandi Gaines** 14:12

OK, cool.

Yeah, but yeah, I would love to see that with the Ballard and Magnolia doing shameless. Yeah.

 **Pete Hanning** 14:17

Yeah, to the thought was I know that there are certain businesses that really, umm, one of the huge values for them of being involved is those networking events.

 **Pete Hanning** 14:31

And but I don't think that the Fremont Chamber and I don't think we have the bandwidth or it's not our only focus to do them more than a couple times a year.

 **Pete Hanning** 14:41

And so partnering with a couple of other chambers, so that if each if Magnolia chamber in Ballard alliance, each took two a year and we did 2A year, that would be 6 and then we would have every other month.

 **Pete Hanning** 14:54

And I think that that would be a nice mix and then we would just promote within our 3 E 3 chambers.

BG **Brandi Gaines** 14:56

Yeah.

Well, I would like to throw Queen Anne in there.

Like I mean for the whatever is left on there.



Pete Hanning 15:11

It's just those two actually have structure and are able to pull those kind of things off.

BG **Brandi Gaines** 15:16

Yep.

No, I agree.

We did what we did.

Do a shameless one with Queen Anne at the very beginning of the pandemic and that was that was a lot of fun, so I know that they're.

BG **Brandi Gaines** 15:28

They're small, barely surviving.

But you know it's it's there are neighbors even closer, so they bleed down into Fremont because they're they're they're what we call.

What S Fremont?

BG **Brandi Gaines** 15:45

So yeah.

But yeah, I love this idea.

It's a great idea to do it, so thank you, Jessica, for that idea.

Yeah.

Yes, with the partner with the Elks, that's a fantastic idea for that one, because that's really close to everybody.

And that's such a great venue.

I love the event that we did there before, so that would be awesome to do that again, especially on a warm sunny day come this spring or summer, those plug in that.

Brandi Gaines 16:15

BG Alright, thank you so much everyone.
Ken, do you wanna report on marketing and comms?

KS **Ken Saunderson** 16:21

You bet.
Good morning.
Board uh, we had a really exciting, long and exciting meeting covered an awful lot of ground, and I we welcome your participation in the Marketing Committee and for larger companies.

KS **Ken Saunderson** 16:32

If you have some team members would like to participate in the Market Committee, we'd welcome that opportunity.
Just a quick overview of all the different things we covered and Pete, feel free to jump in.
Hysterical markers are pretty much done with the exception we'd like to get as many sponsors lined up as possible before we go to print with the.
Uh.
The overlay, so I've asked Pete to really push the sponsorship this month to try to recruit as many different businesses as possible to participate and we are on our way to achieving our goal of having everything in place and done by the 1st of June.
So that'll be.
That'll be a good, good accomplishment for us.

KS **Ken Saunderson** 17:23

3 for each 1/5 hundred \$500.00 a pop for three years.



Pete Hanning 17:35

And Phil, I sent you an email to bold hat about the one that at the center of the Fremont Fair Oktoberfest opportunity.

P **Phil** 17:45

Yeah, I saw.
I saw it.

It's great.

I think the challenge is to kind of it's a like I can't remember if it's a PDF or writable PDF, but just to getting just getting back and commit and committing using the form and personally I I don't.

I'm gonna suggest that that information goes to because there's two at the troll.

 **Brandi Gaines** 18:21

And and so how many?

I mean, it'd be nice to know how many sponsors that we have so far and then.

Like and then I of the like.

What's the number that we need to achieve so that we can put that goal like I mean for all of us to talk about first, you specifically Pete though, like have that goal.

So we need to get, you know, five this well, we should probably try to get all of them this month.

 **Brandi Gaines** 18:43

So maybe you know goal every week to get like 2 or whatever.

I just don't know what the numbers are like.

How many we need?

 **Pete Hanning** 18:49

So, so Caroline and I started last week doing the big push after our meeting at Marketing the Lenin the dinosaur.

The solstice parade, which is the one that is along the parade route and rocket, or the first four that are all ready to go.

 **Pete Hanning** 19:07

So we did a big push on that.

We send out over 40.

The sponsor those to businesses we're hearing back, I think that we have one more slot at the Lenin.

It sounds like we only have 1 slot left at the troll.

The rocket we have one, one slot sponsored.

So we have two slots, so it.

The dinosaurs, we have two slots open, so we're we're we are gonna be in probably

by next.

I hope to have all four of those fully sponsored sponsorships slots filled so that we can really then dedicate on those last few that we're putting up that aren't up yet or that the storyboard hasn't been built yet.

KS **Ken Saunderson** 20:23

And also, Brandi, we have a A1 pager that Pete and I worked on about sponsorship, so that what are the benefits of blah blah?

And then also with that we've got a PDF of showing what like the design looks like and where you're at is.

KS **Ken Saunderson** 20:40

So we've got all that information in place and such as a matter of finalizing those details.

Also, there's a lot of interest in expanding the market program.

The zoo is committed to putting one up there for the first time, so we'll be able to and they're working on copy for us.

KS **Ken Saunderson** 20:55

So that's awesome and we've already got the we've already got the pedestal in place and so soon the zoo will be another opportunity for sponsorship.

BG **Brandi Gaines** 21:07

Yeah, it is really cool.

And so all of the actual physical markers are done.

KS **Ken Saunderson** 21:09

Yeah.

Yes, the only the only thing that's missing is the printing of the old way on the top, which which now all the information about what lenins about and the three sponsored details.

KS **Ken Saunderson** 21:24

And we want to get those in place if we don't or if we are unable to sell those sponsorships by the time we have to produce them, then what is?

KS Ken Saunderson 21:32

Go ahead, have a nice picture of Fremont there.

KS Ken Saunderson 21:34

And then when a sponsorship does show up, we can just paste that in.

EO Eva Otto (she/her) (Guest) 21:41

Can you?

Was it \$500.00 a year or 500 for three years?

KS Ken Saunderson 21:47

\$500 in there for three years.

KS Ken Saunderson 21:50

The idea was we didn't want to keep going back over and over again and and that would basically cover any maintenance costs and stuff like that going forward.

EO Eva Otto (she/her) (Guest) 22:06

Wait, they have to pay a total of 1500 speak.

EO Eva Otto (she/her) (Guest) 22:17

OK, OK, now I get it.

But to make a three year commitment.

KS Ken Saunderson 22:36

A couple of quick other updates.

We're taking a look at the Friday blast.

We've got some nice samples from Phil.

We've fill up.

Pete has done a good job of reorganizing content to really put an emphasis on member content 1st, and they're getting rid of lottery redundancy, which is very cool.

KS Ken Saunderson 22:56

I've asked people that they look at constant contacts, got a ton of different

templates, so we may want to revise our overall template.

See what that looks like as well as potentially Team you look at the masthead.

KS Ken Saunderson 23:07

So we're working on updating the Friday blast.

So thank you for that.

I've also asked Pete to put together an outline of a communications and marketing plan for us for the year that we can take a look at.

It's I, I said.

Let's let's not make this Warren peace.

Let's make it an easy document to follow with highlights of when we're highlighting different kinds of things on social media, kinds of events and activities.

We need to promote and things like that, so hopefully we'll have a chance to review that at our next meeting.

One of the things that we talked a little bit about is I'm reaching out to the Concierge Guild and the the Seattle Hotel Seattle Hotel Concierge Skills house, about 18 members.

There's also a larger concierge Guild of Seattle, and we had a couple of options.

Jessica, I think you and I worked on many, many moons ago, having all the concierge out to Fremont for tour.

In a perfect world, it's awesome, but an incredible amount of work and capacity.

And we really do need to get that thing done before June.

So this before the summer season starts, so rather than doing that, the Seattle Hotel Concierge Association is sponsoring on April 29th, a trade show which they've invited different businesses and organizations to come meet with the concierges.

KS Ken Saunderson 24:27

And so I've asked Pete to take a look at getting a Fremont booth out there and then bringing along information from mischief and other partners that we're going to hand out information and promote.

KS Ken Saunderson 24:39

Fremont, I think it'd be a lot easier to do logistically and Pete problem.

KS Ken Saunderson 24:44

These probably gonna ask for our help to have a couple of board members participate.

BG **Brandi Gaines** 24:45

Yep.

Or member businesses.

BG **Brandi Gaines** 24:49

It doesn't need to be board members, member businesses, so if Patty wants to go out and, you know, help, then that's great.

KS **Ken Saunderson** 24:55

Absolutely.

KS **Ken Saunderson** 24:57

It's it 4:00 to 7:00 PM on April 29th.

It's a Monday.

KS **Ken Saunderson** 25:05

So that'll be cool.

And we obviously we want to bring any information along about Oktoberfest and Fremont fair and Solstice and all.

 **Pete Hanning** 25:11

I can.

I did.

Uh, I'm here.

Back from that \$300.00 participate to have a table there.

KS **Ken Saunderson** 25:18

That.

So that's very, very cool.

Good way for us to.

I think reach out to that important audience.

I wanna give a shout out to Pete for doing a job of increasing the amount of social

media posts he should fortify posts a week and doing a good job about highlighting members and other activities.

So that's that's been very cool as well.

I think that's all I've got.

Ohh, we did talk a little bit about the fundraising event and all we got as far as was that it's probably beyond our capacity to tackle that right now.

So we we're taking a look at potentially developing something in the fall after Oktoberfest, for example, in October as a potential timing for that.

So more and more to come.

So we we need to do a lot more thinking about what that looks like and what kind of shape it takes and how we involve membership and all that sort of stuff.

BG **Brandi Gaines** 26:45

Awesome.

Thank you so much, Ken.

This is great.

I appreciate all the work that you've been doing, so all the work you all been doing so cause I've been slacking so apologies.

Umm, Finance.

Phil, do you wanna give a report?

EO **Eva Otto (she/her) (Guest)** 27:06

Alright, Programs and try to take notes and talk at the same time.

But I'll write the notes later.

So, umm are April program?

Our words program is coming up.

I would encourage everybody, you know, maybe we'll send out the social media to send out to your social medias and help push out some Marketing,.

Pete and I are going to meet and kind of go over some of the umm, things that can uh brought up for us and just making sure we have sponsorships and for the next three, you know Programs in a row and just kind of going over umm you know our goals for attendance right.

So, umm, we'll be putting that together, our may program is coming together really nice.

Our uh happy hour head shots that we're gonna have at mischief, which will give us a

lot of opportunity to provide folks with more than one shot.

Like we'll have a nice wood backdrop.

We'll have the canal in the back.

We'll have if you go up on the roof, we'll have you know, kind of more of the canal and the bridge potentially.

EO **Eva Otto (she/her) (Guest)** 28:20

So we're gonna scope out the best shots to take, and we have an amazing hair and makeup person.

She is like Paris, you know, Fashion Week, makeup artist.

And she's a new member of the Chamber.

Her name is Gina.

It she did the makeup for the Fremont Arts Gala.

The last years.

EO **Eva Otto (she/her) (Guest)** 28:44

So she recently moved back to Seattle, but was living in New York and was living abroad and LA and doing just makeup for, you know, UM, just mostly probably models.

And now she does for musicians.

So anyway, she's an amazing resource.

If you ever have a wedding or you need to get your hair done, what all you know, whatever.

EO **Eva Otto (she/her) (Guest)** 29:08

Like she's gonna be a great member and she's doing this for as a volunteer.

So we're we're really, yeah, we're really lucky to have her.

BG **Brandi Gaines** 29:13

That's amazing.

We should get people to sign up early because that's going to be a long list of people that wanna go and so we should get it sign up because I think like she's only gonna be able to do, maybe like, I don't know how many people you know, because we don't want her to do the full thing because we just did this at Adobe with the headshots that Allan came and did.

BG **Brandi Gaines** 30:17

OK.

Touch makeup touch ups from Gina. Yeah.

EO **Eva Otto (she/her) (Guest)** 30:20

Exactly.

And how many questions?

Like, what's the right mascara to get?

I mean, this isn't for the guys, but you know what I mean?

Like uh, but there's a lot of questions that come up.

BG **Brandi Gaines** 30:28

OK, cool.

EO **Eva Otto (she/her) (Guest)** 30:29

So anyway, we have that and that's all coming together and I'm putting together the social media marketing for that.

So I will try to bump that up and get that draft out ASAP or I get a save the date out.

BG It will be an evening, a happy hour or so.

I think it's we have it from 5 to 7, is that correct Eva?

EO **Eva Otto (she/her) (Guest)** 31:04

Yeah, that's kind of our general time.

It might go over a little.

EO **Eva Otto (she/her) (Guest)** 31:09

So then in June, we have our Kennedys Forum, and that is pretty solid.

Uh, in July, I think I started to talk to a couple of you about the idea of doing a briefcase run where we start at Fremont Brewery and then we get our teams together.

And I feel like we have four teams right here between Google and Adobe, and any time fitness and experience momentum like right there, there's four teams and then we talked, you know, I'm gonna talk to Suzie to see if we can do this.

EO **Eva Otto (she/her) (Guest)** 31:48

But to use the U park parking lot as kind of a tracking field, relay race kind of thing. So we'll have like maybe a couple of fun events.

You know, hurdles or past the, you know, run relay with the briefcase.

It's not going to be like a long 5K.

It's going to be more smaller track and field type stuff right there in the parking lot.

So that's still in the works, but I wanted to maybe get a thumbs up on that.

EO **Eva Otto (she/her) (Guest)** 32:19

I OK alright.

So and and Pete and I'll just off like the old briefcase run and maybe pull some things from there, but this is a little bit of a more of a track and field kind of maybe we'll award the best team.

You know, we could have a first, second and third, you know, a gold, bronze and silver.

EO **Eva Otto (she/her) (Guest)** 32:38

And we can award them at Fremont Brewery, you know, so we can start there, we can go play and then we can come back and do the Awards.

EO **Eva Otto (she/her) (Guest)** 32:55

I'm not gonna go on, but that that's where I'll I'll stop.

But unless anybody wants to talk more.

KS **Ken Saunderson** 33:01

Eva kind of a mini program that we may want to consider doing in addition to our usual Membership Programs is that the NSIA North Seattle Industrial Association had a presentation yesterday on the city's plans for the Aurora Corridor, which basically goes from the Aurora Bridge all the way up to the city limits and it's going to have a huge impact on freight mobility on getting people in and out of Fremont.

There's a lot of different initial designs that I have an emphasis, for example, more on pedestrian and Safety, which is important but less on freight, mobility and getting people up and down a a major state freeway.

They're open to coming and present to Fremont, so I think that the opportunity is to

put that out, especially to our manufacturing folks, to let them know that that we're, we're here to help them out and get people from the Westlake corridor.

EO **Eva Otto (she/her) (Guest)** 34:09

Great.

Yeah, maybe we can.

Is there sound like a like a September thing or an?

KS **Ken Saunderson** 34:17

Yeah.

Just targeted specifically toward more of the manufacturing.

So I don't see this as a general Membership kind of meeting, although you know, show pony folks may be interested in playing.

I don't know, but I just think it's it's, it's more.

KS **Ken Saunderson** 34:31

It's more like a, you know, the the shoplifting workshop that we've done and things like that that are specifically targeted toward more of a workshop setting as opposed to a membership program.

EO **Eva Otto (she/her) (Guest)** 34:43

OK, sounds good.

I'll put that on our agenda and I'll make out to you about it and.

EO **Eva Otto (she/her) (Guest)** 35:05

OK, great.

I think that's pretty much it for me.

BG **Brandi Gaines** 35:09

Correct.

Awesome.

Thanks so much Eva.

I build back on, yet no.

Alright, Pete, do you wanna talk about Awards?



Pete Hanning 35:21

Just real quickly, so next month event is at Shawn O'donnell's.

It's our annual awards breakfast.

I got all the Awards getting printed.

Thank you to those who participated in our.

We tried to do the Awards Committee, keep it short this year, Caroline and I, I really challenged her and I to do most of the kind of figuring out who should give the

Awards from your guys's list that you put out every month at these board meetings and kind of compiling them just so that it took a little weight off your shoulders.

We're really looking forward to it and the thing I'm most looking forward to is we have Amy Smith as our guest speaker.

She is the new director for the Care Unit, which runs 911.

So now 911 is.

It's a it's own agency, along with fire and police.

And so when you call for an issue around an emergency, the 911 unit will send out the appropriate departments to handle it.

So she'll be our guest speaker.

She's really dynamic, so looking forward to that.

I'm really thankful that Sean O'Donnell will be having that again, so please start make sure that you register invite folks there.

We've been doing a good job.

We've got all the participants registered so.



Pete Hanning 37:41

Umm.

And I will, since Suzie not here.

I will just do government affairs kind of talk about that stuff at my executive director so we can skip me or skip scuzzy.



Brandi Gaines 37:51

OK, alright.

Yeah.

OK, Lenin cleaning.

I don't know that we really had much to talk about.

We just wanted to follow up, Suzie, not here to talk about it, to ask her, but I think Paul was gonna reach out.

Just to kind of figure out who's cleaning it systemically.

Fremont Doc has always been cleaning it.

At some point, I believe that they had asked that that be part of the art fund, like the budget that we have for art to foster the clean up.

I sometimes I'm like, just let it be, but then also it needs to be clean.

So I'm always torn on that one because it is always a feed because it will get painted immediately after cleaning.

BG

Brandi Gaines 38:38

If not, just the hand, something else.

And so trying to figure out how, if it's the Chamber or how we manage that.

And so I think Paul is in and I will talk to Suzie about that.



Pete Hanning 38:51

OK, I can also talk to Paul and see how I can help him, right?

BG

Brandi Gaines 38:52

Alright, so yeah, go for it.

Yeah.

Thank you.

And then OK, do you wanna give the Office report, Pete?



Pete Hanning 39:02

Yeah, I think you know, last month I talked a lot about Public Safety, the Public Safety Committee is becoming well attended, which is positive that it's really something that's really important for our membership and for the businesses in Fremont.

The flip side of that coin is the reason why it's so well attended, as a lot of our businesses are really struggling with break INS with people in crisis coming into their space with shoplifting.

You know, as Eva said earlier, you know just the having her window broken after hours and so.

Yeah.

We continue to work that program.

Last month we had from office from uh Council member Bob Kettles office. We had Brent Lowe, who's his policy person around Public Safety, attend the meeting just so that he could get a sense of what the Fremont community was experiencing and kind of building on that relationship.



Pete Hanning 40:12

So that that's been going well.

Uh.

Next month's meeting is it's always the first Tuesday at 9:30 AM.

Paul is gonna run the the the call next next week and that is because for the Route 40 project we are going to go and we are going to be down at City Hall.

The City Council has their transportation committee and the coalition is decided that we need to get in front of the Council members and so I will go down and testify for that.

Umm.

And our concerns, you know, and I don't need to go into you guys all know the concerns that we have around the project, but we'll be doing that next Tuesday if any of you are inclined or have the time, please join us.



Pete Hanning 41:08

We're trying to get around 10 people from each community of Ballard, Fremont and the Westlake corridor, to be there at City Hall.



Pete Hanning 41:21

It's 9:30 AM.

Eva, I sent you an email about it and I can resend that or we can talk after this.

We've been really concerned the the Ballard, Fremont Greenways and the transit Rider Union have been getting information from SDOT, and so they have been activated in a way that they have shown up at these.



Pete Hanning 41:47

Some of these events and drowned out our voices, and so we are being a little more cautious this time about umm, letting people know when we're that we're doing this.



Pete Hanning 42:00

So I'm not concerned about this internal board meeting at all, but if you are talking with folks just you know, just be aware of that and we're not going to reach out into the Council members to let them know that we are going to be at their meeting until the day the day before the Monday morning. So.



Pete Hanning 42:40

Yeah, I we're not too concerned that many of the Council members are aligned with them.

So I don't think they would be the ones who would reach out a couple things.



Pete Hanning 42:53

I wanna let you guys know about so this summer 15th Ave and the Ballard Bridge are getting repaved, there are gonna be up to six full weekend closures this summer.

And so the Detour route is gonna come through Fremont.

And so Phil, I have already met with them.



Pete Hanning 43:16

You also have talked with them.

They are aware they're not gonna do it on any of our big events, but also just know that that's happening Leary way underneath underneath the bridge right there.

It kind of.

You know where the. Yeah, yeah.



Brandi Gaines 43:33

By Trader Joes, the Ballard blocks, yeah.



Pete Hanning 43:35

Yeah, a block away from there.

That partition's gonna be closed a couple times.

Also over the summer, so there's gonna be some detour traffic coming through Fremont both across the Fremont Bridge, the Aurora Bridge, through our community.

As Ken said, I'm the Aurora project is going to be a big project.

Umm it is a state highway, so there is a lot of concern about how that project gets planned.

But yesterday's North Seattle Industrial Association meeting Ken, myself and Susie,

were all on that.

We will make sure and I think Ken suggestion, Eva, I can talk with you more about how we coalesce a group to get more information and make sure our voices are being heard.

So that is a long term project there where it's gonna be hundreds of millions of dollars.

It is gonna be years in the in the work, the whole project, they're taking a look from the North End of the tunnel down there in South Lake Union all the way to the city. North City limits so that whole corridor.



Pete Hanning 44:53

So they've broken it up into five zones.

I'm obviously we only have one.

We're only part of 1 zone, but the work that they do in some of the other zones will be impactful.



Pete Hanning 45:04

Limiting access for our freight community and throughput will be a big issue.

So, uh Membership.

I'm gonna move on to Membership with the help of the Membership Committee.

Jessica Marketing, Phil with Finance Caroline and I've been having.

We're having more success.

We're really putting a lot more energy into renewals, new members, whether they're small or bigger, we're still, you know, I'm still trying to like, snag those two, those couple of those big ones bringing Evo back, bringing Salesforce back.

I just was able to get connected with the CEO of Salesforce yesterday.

I don't think that I think that's too high up, but the person I've been working with that too, he did connect me with that person and their admin assistant, their executive assistant.



Pete Hanning 46:02

So it might be that that's the person who I'm having the best success with, but know that that's a big goal for us and I've reached out to soon as he's out.

She's on vacation right now, seeing Kirby and South Dakota.



Pete Hanning 46:17

But when Suzie back.

Umm.

I'm gonna schedule a time with her because I think that there's some low hanging fruit that just was Suzie, and I really doing some dollar in for dialing for dollars.

We can kind of tick off some of these these businesses that have been Members that aren't right now.

And so that's a big goal for for me in the next month board recruitment, still recruiting, wanting to make sure that we have all of our areas represented since Billy has left from Red Star, our board, I really want to make sure that I'm trying to target someone from hospitality, but like most small businesses like our retail sector, the biggest struggle is and some of you smaller businesses recognize this, you're just so busy is just finding someone that actually has the time.



Pete Hanning 47:14

And so, but that is something that I wanna do for the health of.

But as a whole, and also for the board so that you guys have a diverse board.

Any questions?



Brandi Gaines 47:27

Yeah.

Sorry.

No thank you.

Phil, do you wanna go ahead and give your Finance Report?



Phil 47:37

Yes, let me share a screen.

Thank.

Look at that.

Here's my screen.



Phil 47:51

Umm, hi everybody.

It's Phil.

Megan Hart.

I'm your treasurer, the we.

Situation is OK in the in the books, in the treasurer, in the Treasurer's report, and I I have worked with Caroline and and and we came up with, I basically want to give this board a dashboard.

So because the screen that you're looking at now makes perfect sense to me, I've tried to make it really clear on like red, yellow, you know green, where the revenue engines and all that kind of stuff that's happened in your OneDrive board meeting documents.

If you're able to get to it, you're able to start seeing some tabs at the bottom.

The tabs at the bottom.

I'm planning to wear easily.

For example, this report here, when not make everybody sick, so I'm slowly.

This shows all our revenue engines.

So you're looking at income to date and where our goals are.

So you're gonna be able to see this in a snapshot where we're at as far as you know, how we're moving forward.

There's some, there's some copy over here about where we were in in 2023 subscriptions and that kind of stuff.

And then we talk about attendance Programs in our UMM, program meetings and then you can actually see where sponsorships are and then you can also see attendees revenue from the you know from from planning to the you know planning these and you can see the the names of of the meetings coming up and then program leverages.

It seems like a lot, but the one thing that I I wanna make sure that this board hears right, because I've been reporting over the years that we've got this pretty much of a Cliff coming.

Then the clip is our reserves are going to diminish and and our diminishing due to some you know our financial management, our financial that this Board's financial decision.

So this year we all agreed on this on a a couple of different things.

One is to you know, maintain Membership increase, you know, do a new revenue engine or revenue engine, which is a new event.

But one thing that this board can do is we as a board can pick up the phone and help Caroline and help Pete recognize some income when so, you know, Pete, using the

the, the, the language of low hanging fruit renewals are always the lowest in the easiest way to maintain some revenue.

So what?

What we have always had in this.

Umm, I think since Ken was President and I was president after that, I can't remember.

Maybe was the other way around?

I can't remember.

And then Pete, but ultimately we have this 306090 day report and it's it's basically when a renewal is coming in or a renewal is lapsed.

OK, so in my report the thing that I wanna point out is this 306090 day lapsed report. So these are people that from George to the zoo, to Google, to Ebo, or I'm sorry, EE Fremont, which is restaurant BECU.

All of these look at.

There's a couple of board members on here, just not to call you out.

But you know, I know that you you you know payments on the way.

So and I've been on this list of million times, so don't worry because they're always like, OK, Phil, when you gonna pay?

But the one thing that I wanna really mention is this has been a key and I don't know if it was brought up earlier or not, but it's so important to for this board to know that with our new membership management tool.

Umm the.

Automatic renewal memberships are gonna be happening.

This is the first year that we've gone through a whole year of automatic renewals.

So Bold Hat was sent an email in December that said, hey, you're newels, your renewals coming, the letter said.

We love you.

Great.

You know, let us know if there's any changes.

Otherwise you're gonna get auto renewal.

I was on a renewed at the right level and this list is pretty short.

This list used to be crazy long, and now it's pretty short because we're automatic renewing a lot of members, which is great, right?

Because you know, if the gatekeeper laughed but the credit card still the same renewal.

So one thing that I would ask this board to do is look at this and see if you know anyone on this list.

You know Ken Phillips junior, you know that's a, you know, his, he's 30 days lapsed and you know it's time to connect with those guys because that's a \$3000 sponsorship to me that's an easy one to recognize.

Thank you, Adam for your your comment on the on where Google's at.

But this is this is really, really important.

So this is something that to a point when I think key you were President what we would start our board meetings with is this is how we start it.

P Phil 53:22

There was a good morning.

Here's the program.

Who do you know take take accountability on who you're gonna call.

And then we got to a point where we would spend the 1st 15 minutes, everyone would get on their phone, text, call whatever people on this list to get this to get this moving.

So this is a lot of money represented here and you know, as we as this board, if we can do anything, umm yes, attending meetings are great fun.

This is imperative for us to maintain our financial health.

P Phil 53:57

So the other thing too is the opportunities.

So ultimately what you're looking at is the 90 day list.

So these are the people that you know, we talked about Scott Trophy at the last meeting.

I mean, there's some people that aren't gonna return, but new our beginnings.

You know, it's basically we're just not getting the right gatekeeper, and Caroline only has so much capacity to look at this and to meet people.

P Phil 54:20

To me, Pete, this would be your this is your go to list umm and then yeah.

P Phil 54:27

And then this is and then. This is just really, you know our Programs, this is kind of breaks down a bit more.

This is an important piece cause this dashboard is gonna allow us to see where we're at.

So this dashboard and looking at 2024 goals.

So we're looking at 212 members, correct right now we are at 46.

You can see our little cheat over here.

As far as like where we're at, you know on all of our all of the levels, I don't know, do you guys like this format?

Is it easier to make the report faster?

This is more of an introduction to some some pieces and then subscriptions.

P Phil 55:07

There are basically member.

There's the member list.

Honestly, if you guys wanted to know who was a member and who came on all this stuff is at your fingertips were before, I would guess, you know, some of our newer board members would not have a a clue how to find your membership list, a phone number or contact to make this call.

P Phil 55:26

So this this list could be a little bit more.

Easy for us to add a name and a #2, and that's kind of what we're just working on.

So that is my.

P Phil 55:43

That's my list like, yeah.

BG Brandi Gaines 55:44

I thought you were done.

I heard a pause.

I just wanna talk about Fremont mischief.

We're not putting any events there until they pay, so I know that we have something

coming up, but until they pay no events, no Marketing, nothing that's too late. They need to get their **** together.



Pete Hanning 55:58

Brandy, I I spoke with Patty.

I spoke with Patty last week on the phone.

I was like, hey, Patty, I I want, you know, like, I agree with you and she's just like, ohh peanut.

It's me.

I'm just like, so I will.

I will follow up again today.

Yeah, I agree with you, though.



Brandi Gaines 56:19

Yeah, if it was 30 days, it's one thing, but now we're at 6190 like, no, no.



Pete Hanning 56:29

Filling Caroline this like the work that Phil helped us do on this, this is really helpful for Caroline and I as well.



Pete Hanning 56:36

Kind of.

These dashboards as tools just been really great, so thank you on that Phil.



Phil 56:44

Yeah, cause again I I'm a banging.

I mean this.

No, I'm a banging gong.

Basically saying, hey, we're gonna run out and we're gonna run out.

But what's our action items?

You know, how do we do?

We how do we take the action and honestly, the 306090 days is the easiest way to kind of keep the cash flow moving and then at that point.

But you know the the the screen I'm sharing now basically is you're looking at February data as where we're at reporting on January.

The reason we're reporting on January is this.

We're just catching up with the new numbers and the new goals that are reporting at, but you can see we're we're mark February not so great March you know which is not actuals, some materials that Caroline had put in.

But you know, it's kind of where we're at.

I'm gonna stop sharing.

P **Phil** 57:58

Any questions?

Any feedback?

I guess the real question is, is can everyone kind of commit to looking at this list and making you know some suggestions or an email to Pete?

Now the question is, do you have access to the list?

And that's that OneDrive question.

BG **Brandi Gaines** 58:14

Yeah.

Gotta make sure to have all that.

And again, yeah, Caroline, since your last name, make sure everybody has permissions and and maybe we talk about where to put this.

BG **Brandi Gaines** 58:24

So in case because I'm seeing, it's like in her personal one.

So I'm just seeing where that's falling out because it shouldn't be in her personal one, but happy to.



Pete Hanning 58:28

Right.

Brandi, there was a woman.

Not a woman.

A gentleman at last week's meeting.

And what he does is he is a he helps people clean up and organize their digital space.



Pete Hanning 58:47

And fill Phil, talk to him.

And I came over to him as well.

And I said, you know, Caroline and I, I wanna be.

Obviously we we wanna be careful of our finances, but man, you know, we just have years and years of just kind of like folders and files and like turn on line and I'll be like, well, where is this like it takes me sometimes a while just to find the appropriate file.

BG **Brandi Gaines** 59:30

However, I can umm, he might be better, but as far as permissions and stuff. So that's great, but yeah, no, we're not spending money on that, no. Ohh thanks for sending it at the Todd Allan LinkedIn.

P **Phil** 59:45

So and and and just by the way, I just there was an aversion 2 that I realized that that Caroline that I worked on as well and there's 69 that the 306090 that's almost \$13,000 in revenue that.

BG **Brandi Gaines** 59:46

Thanks so much.

Yeah.

Yeah, we need to go after those big ones.

Uh, Pete and Pete.

I'll CC you on an email that I'll send to Christine Lee.

She's like one of the marketing people over at Salesforce and I don't know why she hasn't reached out, but ohh all.

BG **Brandi Gaines** 1:00:17

Email her and she's awesome.

She's come to so many of our events.

BG **Brandi Gaines** 1:00:28

And she really wants to get that up and going again.

So I don't know how to do that as not happening this year, but it would be so fun.



Pete Hanning 1:00:36

And with with sales force, one of the things I let them know is like they they do not have a seat at the table and that Adobe and Google and Brooks all have board members.



Pete Hanning 1:00:49

They're all members and they are driving the the, the board and so you know if they wanna be involved, they've gotta they've gotta renew.



Brandi Gaines 1:01:00

Yeah, absolutely.

So ohde you on that, alright, coming to the end of our program, does anybody have any announcements?



Pete Hanning 1:01:12

And the one thing I wanna share my I should have done this in my report yesterday. Adam joined myself, so the Magnolia chamber, the Ballard Alliance and the Fremont Chamber, and the Greater Seattle Chamber.

They started what they're calling coffee chats with counsel.

Uh.



Pete Hanning 1:01:32

And so we met with Dan Strauss at the Nordic Heritage Museum, and they asked that each chamber have three businesses to kind of and to talk to build those relationships so that the Council member understood what both positive and negative happening for their business and the business community.



Pete Hanning 1:01:50

Garrett, from ASCO processing, was going to be one of our three, but his kids got sick so he couldn't attend.



Pete Hanning 1:01:58

But Adam was there.

And then Oscar from Dockside, Cannabis, both of them were great.

It was really great hearing from their businesses sharing what's happening in Fremont.



Pete Hanning 1:02:10

All three business areas, Public Safety was the biggest struggle.



Pete Hanning 1:02:16

Not surprising, but big.

Thank you to the Seattle the Greater Seattle Chamber for that as they continue to do these, I've shared with them.

I want to make sure that our membership is involved in both the Queen Anne discussion because we have businesses like Jessica's on that side and then also District 4 everything east of 99.



Pete Hanning 1:02:40

So Brooks being one of our major members on that side as well, so.



Phil 1:02:50

And the only thing I reported on events is that the Fremont Fair and the parade are joining, you know, are are the parade is ending in the Fremont fair, which you heard me say maybe multiple times.

I think the biggest challenge we face right now is I'm working with the Seattle Special Events Committee to.

Trying to figure out our garbage.

You know the the and waste management used to allow a private which is called a company called clean scapes of private company, come in and help us do our garbage and run garbage trucks there.



Phil 1:03:30

The they're which management is not allowing that this year.

So they're trying to force us into using dumpsters and the meeting I had yesterday or Monday or whatever it was with the, with the city and waste management and everybody like that is, is that the the, the waste cities, waste management manager. Her name is Sally.

Very nice lady used to work for clean scapes.

It's really interesting how private sector people always make their way into, you know, back into the city thing.

P Phil 1:04:01

So long story.

Long story short, umm the the IT was a joke.

You guys, it was such a classic city meeting.

They spent 30 minutes introducing everybody on the squares.

And then they're like and, you know, we have 5 minutes to actually talk about the the the topic.

And the one thing I could share in Suzie working with me on this one, putting the heat on the the city a little bit, but at this point in time, you know, we have to abide by what waste management contract says.

But umm, what I was getting at is that the city is starting to like reach out to other events to see how they do garbage and their best practices.

And maybe we could do what maybe bold hat and and the Fremont Fair and October fest can do what these other events too, these other events, they're spending like 8 to \$10,000 on garbage.

That's garbage.

That's staffing to get the garbage to the truck we use, we do \$4000 and we have a machine at people.

P Phil 1:05:03

And and I was.

I just basically said to him like I think you guys are looking at this backwards.

So what I have proven to you is that we have a serious system.

P Phil 1:05:16

I mean, we know how to do this and we know how to do it well and what we you're you're looking at the other way.

Our best practices should be every city events practice not sending human beings into a dumpster to throw a bag of garbage away.

P Phil 1:05:37

I mean, honestly, you guys, it's just shocking, you know?

And and here's the thing.

The waste management has no reason to be flexible or to do anything else, and there and the rates that we pay are the same rates as a construction company which are astronomical.

P Phil 1:05:54

So anyway, our garbage, our garbage line item is going up.

P Phil 1:05:59

Our fencing went up to dollars a spot, so anytime you see a chain link fence, that one section of chain link fence.

P Phil 1:06:09

Yeah.

Well, it's it's not easily said than done because you know we get, you get, you know, diminishing returns.

P Phil 1:06:19

And with the Fremont fair, it's so hard to raise the prices because it's it's event.

P Phil 1:06:24

However, with that said, we're doing OK as far as the number of vendors that we need, things like that.

We have 90 days to go for the Fremont there and everything is looking, looking well.

We didn't lose one of our our major sponsors this year.

Amazon is not returning Umm.

P Phil 1:06:43

So it's kind of a bummer.

P Phil 1:06:46

Yeah.

So we've lost them as a sponsor, so that it it cuts back our music budget and all that kind of stuff, so.

BG **Brandi Gaines** 1:06:54

There's like a good time for Google to step in.
That's sponsor.

P **Phil** 1:06:59

I mean it.
Would I mean it's?
Yeah.
I mean, it's always interesting.
I mean, if you guys definitely have on this board, if you guys know someone that we can talk to you know, to make sure that it meets, you know your your.

P **Phil** 1:07:12

You're Marketing needs.
It's really hard.
I mean, talk to Google about Marketing needs.
Really, it's like, you know.
Hello.
You know it's however we.
However, the at a public event fits into the mission statement of a of a bigger company is always very difficult.

AG **Adam Gardner** 1:07:29

And with the headquarters companies, he the the pockets are always much deeper.

AG **Adam Gardner** 1:07:32

I think Brandi probably knows this too.
Like the companies that are headquartered up here are my.

AG **Adam Gardner** 1:07:39

Yeah, much, much more able to do.

BG **Brandi Gaines** 1:07:40

Oh yeah, the Adobe name is it Giant Stadium, for God's sake.

But we have big signage and everything and it's like I can't get this much for Seattle like and I'm like, come on.

BG **Brandi Gaines** 1:07:51

So the fact that we even do Oktoberfest sponsor Oktoberfest is huge.
So.
So he did the small part, not the big one, and that's because I do it.

P **Phil** 1:08:03

So that's that's, that's all I have on any other information.

BG **Brandi Gaines** 1:08:08

All right.
Thank you.
Does anybody have anything for calendar of awesomeness chamber highlights?



Pete Hanning 1:08:18

I just really loved our ribbon cutting last week.
It was fun.

BG **Brandi Gaines** 1:08:21

Yeah.
Yeah, the White Clay Cafe event.
Yeah, I think that that looked like a lot of fun.

BG **Brandi Gaines** 1:08:26

I love that place.
And I do have good food.
I've gotten there for sandwiches.
Really delicious.

BG **Brandi Gaines** 1:08:35

Mm-hmm.
Uh, any Chamber of Commerce award ideas.



Pete Hanning 1:08:41

Umm, yes, you know the the food writer Kenji Alt.

Who is local?

He's written some cookbooks, so he writes for the New York Times.

Umm Key has been visiting different teriyaki places in the greater Seattle area and he has and he has 10s.



Pete Hanning 1:09:09

He has hundreds of thousands of people that follow them globally.

He went to the little teriyaki place I love teriyaki across from Brooks and rated as one of his top teriyaki places in the city.



Pete Hanning 1:09:23

And I went in there last week.

It's my local and the place has blown up now.

They're not currently a member, but it's just this, like the effect, the effect that he has is real on small little businesses.



Pete Hanning 1:09:43

And I just, I just really appreciate it.

So I don't know, it might be an award we give next year to him and he lives locally so.



Brandi Gaines 1:09:59

Yeah.

Recognize it?

Anyone else?

All right.

Well, we can now have a good 13 minutes back in our day.



Brandi Gaines 1:10:11

Well, thank you so much.

It was good to see everybody and hopefully we'll see each other in person.

I don't know when we'll do our next in person board meeting, hopefully soon.

Ohm be good to see y'all.