



**Board Meeting Minutes
July 31, 2024
On Teams**

Attendance

Board Present: Brandi Gaines, Phil Megenhardt, Nicole Hill (left early), Eva Otto, Jamie Hoffman, Adam Gardner, Ken Saunderson

Board Absent: Paul Robinson, Suzie Burke, Jessica Vets

Office Team Present: Pete Hanning, Caroline Sherman

Volunteer Intern: Eli Schaufenbuel, through August 20th

Call to Order – Brandi

The meeting was called to order by Brandi at 8:36am

- 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. President's Remarks: No guests. Great to see some folks we haven't seen in a while. Liking the rain.

Guests: none

Approval of June Board Meeting Minutes: Phil moved to approve, and Eva seconded. -- APPROVED.

Committee Reports and New Business

- A. Did anyone attend the Magnolia Business Breakfast? We'll be doing more with them. -- No.
- B. (10 mins) Finance, Phil
 - a. Reserves down. 80% or higher from Fremont Oktoberfest revenues in October. 80% should go into reserves, not into the general fund and then we lock the reserves. Projection and membership at about 40% for last month. Prudent and actionable thing this board could do to lock up money so whatever happens in the fall and in 2025, so we have reserves to make any necessary changes. We need to get reserves up. Right now, we can survive a month. So, transfers are online.
 - b. Membership Dashboard
 - c. Programs Dashboard
 - d. 30-60-90—17 names on it.
 - e. Jamie: is there a long-term plan?
 - f. Phil: being thoughtful about what we can control. We passed an aggressive budget at the January Retreat. Membership. Oktoberfest contract revamped. We added a new event to bring in \$20k. The year is not over yet. Planting seed for a long-term plan and the Chamber is financially on solid ground going into the future.
 - g. Brandi: We discuss a lot of things and come up with ideas, but we all need to step up and participate and plan and execute. I'm not an event planner/fundraiser.
 - h. Jamie: Have we ever looked into a BIA for Fremont? It takes the pressure off the contractors to chase down renewals.

- i. Brandi: We're looking at this, but there are a lot of folks opposed. We're also looking at 501c3 as an umbrella organization that can accept tax-deductible donations for the chamber.
 - j. Phil: Stephen, our bookkeeper could do this easily for us. We would need another board for the 501c3.
 - k. Brandi: How does the board feel about it?
 - l. Phil: Would need a committee: Brandi, Pete, Phil to work with Stephen to understand what a foundation would look like and come back to September board meeting to figure this out.
 - i. Motion: Do all the homework to understand what it will mean to set up this foundation.
 - m. Brandi: Need to move on this. Can vote offline.
 - i. At the end of the meeting, it was agreed that we would have a 30-minute meeting on Tuesday September 3rd to explicitly review and vote on this 501c3 Foundation proposal.
 - n. Pete: We need to do our due diligence. Caroline & I spend a huge amount of the Chamber's resources chasing membership. We're in interesting times with people's pessimism around economy or their viability. Long term health of the chamber—what are best decisions the board can make?
 - o. Eva: Supports that Motion. Would be happy to do a vote online. Wants to get clear. We have a committee forming for fundraising?
 - p. Brandi: Fundraising committee forming but need to be respectful of people's time. I will lead it. It would be an offshoot of marketing/programs.
 - q. Eva: interested in being on this committee.
 - r. Brandi: Without Caroline or Pete, we need to step up to support the community.
- C. (5 mins) Major Events: Phil
- a. Tickets are on sale now for Oktoberfest. New format to website. Volunteer page is all set up. Businesses can get team shirts with their name on it. [Reviewed website. No FCC logo/presence.]
 - b. Breweries are signed up. Missing 2-3. Website launched, tickets on sale.
 - c. Bold Hat experiencing ebb and flow of staffing.
 - d. Pete: Chance for Chamber to have our brand and logo, since it's our event?
 - e. Phil: Yes, will get FC's logo on the website and t-shirts.
 - f. Jamie: How are resources given from the event? Perks: could people volunteer and instead of perks make a direct donation to the Chamber?
 - g. Brandi: no—need shirts for ID.
 - h. Phil: Hours donated yields corporate grants. Chamber could do this.
 - i. Brandi: Please share that info in an email.
- D. (5 mins) New Event: Fall/Holiday: Brandi
- a. Still researching. 12 Bars of Xmas or something. Looking at that.
 - b. Caroline: Consider some sort of Halloween-based event. Haunted house? Bouncy house? Etc. Where would we have it?
 - c. Jamie: Where the mall is, with the alley in between. Move garbage cans out of way. Vintage Mall could add staffing to help. Or between El Camino and Triangle.
- E. (5 mins) Programs: Eva
- a. We have a program coming up in August. Board has been invited. Need social info that board can share to help get the word out. Going to be a fun event with cross pollination with other chambers.
 - b. September event is Candidate event. All top 2-3 candidates have been notified of the event with save the date. Waiting for the results of primary. Ballard Alliance, SLU, QA, Magnolia, U-District Partnership have all chimed in.
 - c. October an anchor for Women in Leadership forum and moderator. Work with Michelle Smith/CEO of MoPop and looking for 3 strong women in leadership for this panel. Sarah Nelson, for example. Ann Davis, who spoke once before. Someone from the public sector. Thinking about a couple of entrepreneurs/small biz: Sip 'N Ship owner. Dynamic speaker. Angela

- Dulevy/ex-wife of Ethan Stowell, former CFO. Was with Fare Start. Good target. Working with Brandi and Michelle to create a panel that looks at leadership from different areas.
- d. Brandi: Great ideas. Don't know how big we want the panel. Fremont Brewing, Michelle.
 - e. Pete: Include 1-2 Chamber members. Suzanne Weller would be a great moderator. Sarah Nelson if available.
 - f. November: Public Safety Mtg—usually very well attended. There is a huge coalition forming around downtown/3rd Avenue.
 - g. Adobe is generously sponsoring the Public Safety meeting above the usual level.
- F. (5 mins) Membership (seeking new chair): Pete
- a. Jessica is taking 2 training classes for her continuing education for work, and her schedule is too full to stay on as Membership Committee. This is an important committee. It needs leadership. Considering a co-chair arrangement—waiting to talk to them personally.
- G. (5 mins) Government Affairs: Suzie
- a. Not present.

Office Reports—Pete

- 1) Executive Director – Pete
 - Committee Chair Responsibilities
 - Draft of document. Please review and send us any suggestions/edit. Those of you interested in getting more involved in a committee, this is the road map. Committee work supported by office team.
 - Membership
 - Office team going over 30-60-90 weekly, as well as older, more lapsed members. We reach out to these folks. Got hopeful news around Salesforce. Adam diligently helping us with Google. Larger companies: not an unwillingness, but getting the payments greenlit. In conversation with Amazon at possibly the Cosmos level (\$1,400.) also PATH—looking for proper contact there.
 - Public Safety/Emergency Preparedness
 - Still a big issue. Walkabout with CM Bob Kettle from Jessica Vets' office, under the bridge and then to Sfingiday Ribbon Cutting. Kettle chairs Public Safety. Good to have a good relationship with him. Former Navy man, good for Maritime.
 - Transportation/SDOT Route 40
 - Work on Ballard Bridge which is sending more traffic through Fremont through early 2025. Once that is done, they will work on Route 40 work in Fremont. We will not have 2 projects impacting Fremont at once. We'll have to do a lot of work around managing the replacement of the watermain on 34-35th in 2025. Within scope of route 40 is digging up both sides of the street of Fremont. Severe congestion for quite some time. Important to manage well.
 - SDOT out on Westlake. Not as forthcoming about the loss of parking along there, impacting businesses and residents. Let them know we'll be watching them step-by-step. May be able to bring some parking back 12-4 spaces lost.
 - East side of Stone & 34th part of water project.
 - 35th & Stone: temporary 4-way stop. Would like this to be permanent. Pete reached out to SDOT and Suzie. Suzie thinks it's an added benefit and won't impact freight. Traffic calming.
 - When Stone Way reopens, will do a ceremony and Ribbon Cutting and specials and celebrations.
 - Jules/SDOT will help with convening meetings to discuss changes going on. Announcing closures, etc. Get FNC involved, etc.
 - Social Media/Newsletter
 - Please send your news to Pete to promote. Has presented marketing plan to marketing committee. Been front loading news about members about to renew.
- 2) Office Manager – Caroline—see Budget Dashboard online.
 - a. Arts Fund

- b. Calendars
 - c. Hysterical Markers
 - d. Creative District--Add Brandi to this meeting.
 - e. Additional Program & Membership Stats--see report online.
- 3) Intern -- Eli
- Solstice Survey feedback. Pete to follow up with members about their feedback.
 - Working on DEI survey. Welcome input and feedback. Will help us out to create a more diverse community. What are your priorities in terms of diversity.
 - Constant Contact--cleaned that up. Had about 60 lists from years past. Downloaded the bulk of them for the archives and winnowed the lists online to about 10. Nice tech clean up
 - Eli & Caroline attended an event at Adobe about how to use Adobe Express for non-profits. Graphic design tips and workshop. Cleaned up our Adobe Express account, added logos. Great lunch. Super nice! Great speakers! Offered us a free subscription to Adobe Express. Lots of offers. Very valuable experience.
 - Brandi: Glad that you are using Intentionalist.
 - Pete: Eli came to us through a new member, 3Create, a small shop here in Fremont. The day that Eli had posted our survey around the Fremont Fair, 3Create posted an article about surveys. That there is still a real positive impact even if folks don't fill out the survey.
 - Eli and Pete doing walkabouts and talking to member and non-member businesses alike.
 - Brandi: If there's another non-profit, you can use your own email address and get a free Adobe Express subscription.

Announcements

- A. Announcements
 - a. Ribbon Cuttings gaining traction. Great way to celebrate Fremont and promote our community.
 - b. Caroline is retiring in the Spring.
 - c. Pete, Eli & Caroline participating in Locurio Outdoor Puzzle adventure, offered to us gratis by Locurio. A nice send off for Eli and a good way for Pete and I to have a better understanding of their product.
- B. Calendar of Awesomeness--Chamber highlights -- what have we accomplished that we want to highlight on our website?
 - a. Ribbon Cuttings
 - b. Pete: Working with Maritza Rivera/District 4 with Sue Rahr/Police Chief. Working on getting Tanya Woo/At Large to do a Fremont Walkabout in the afternoon, then Suzie to host a non-Chamber fundraiser for Tanya/re-election. Clear division: Chamber does not take a stand on candidates.
 - c. Ballots are due next week. VOTE!
- C. Chamber of Commerce Award Ideas -- who do we want to nominate for a CoC Award and why?
 - a. Pete: Nicole/Brooks, positive leadership changes.
- D. Other
 - a. No August Board meeting. Next Board meeting is on Teams, Wed, September 25, 8:35am

Adjourn--Brandi

Brandi adjourned the meeting at 9:56am.

Meeting Chat:

8:44 AM Caroline Sherman: I'm back.

8:45 AM Pete Hanning: Welcome Back

8:48 AM Caroline Sherman: Jessica just checked in. She's out sick.

8:56 AM Caroline Sherman: We need this for Creative District also.

8:58 AM Caroline Sherman: Or have a quick board meeting earlier just for this topic?

8:59 AM Nicole Hill: I have to hop off, will look for follow ups on this, thanks all!

9:02 AM Caroline Sherman: Do we need a deadline for when to get info from Stephen and present for online vote?

9:05 AM Pete Hanning: Where is the Fremont Chamber logo? This is our event, don't we want to increase our branding?

9:14 AM Caroline Sherman: Moderator: maybe Suzanne Weller? She's a member.

9:15 AM Brandi Gaines: YES!!!!

9:21 AM Brandi Gaines: Amazon needs to come in higher 😊

9:30 AM Phil Megenhardt: I am going to join on my phone

👍 1 Like reaction.

9:31 AM Brandi Gaines: Caroline, can you please stop sharing the roles and responsibilities doc?

9:35 AM Caroline Sherman: one more thing to report briefly...

9:50 AM Adam Gardner: sorry folks - I have to drop!

Meeting ended: 1h 33m 14s