

# Board of Directors Meeting Minutes

January 22, 2020 | Westminster College



Attendance	Name	Position	Shop Location (if applicable)
✓	Adan Carrillo	Secretary	
☎	Anne Maffitt		St. George
☎	Dannielle Larkin	Board Member	St. George
✓	David Macaulay	Core Volunteer	SLC
✓	Donna McAleer	Executive Director	
✓	Dustin Eskelson	Shop Director	Ogden
✓	Essen Skabelund	Volunteer Coordinator	SLC
☎	Forrest Woolman	Shop Director	St. George
✓	Heidi Goedhart	Board Member	UDOT
☎	Jack Moran		St. George
✓	Jim O'Callaghan	Treasurer	SLC
✓	Jordan Bartholomew	Shop Director	Provo
✓	Kai Cox	Shop Director	SLC
✗	Lulu Avila	Vice Chair (outgoing)	Ogden
✓	Sean Murphy	Chair	
✓	Shawn Teigen	Building Committee	
✓	Shelley Reynolds	Vice Chair (incoming)	
✓	Terry Wilmer	Board Member	Ogden
✓	Thayne Harbaugh	Board Member	Provo
✓	Todd Reeder	Building Committee	

## 6:10 pm

Sean Murphy called the meeting to order after delays in getting the conference called set up.

- He welcomed everyone and gave an update about the St. George shop moving to a temporary space while the board of directors decides if they want to take on the alternative location the City of St. George provided.
- Sean commented that Anne has led the move with focus, attention to detail and efficiency and thanked her for stepping up to be the interim director. He welcomed Forrest Woolman as the new shop director in St. George and introduced Essen Skaeblund to the SLC shop as the new volunteer and program coordinator. He is looking forward to more stability in 2020.

## 6:17 pm

Sean went over the 2020 officer nominations and elections. The results were:

- Chair – Sean Murphy
- Vicechair – Shelley Reynolds
- Treasurer – Jim O'Callaghan
- Secretary – Adan Carrillo

## 6:20 pm

Jim O'Callaghan shared his treasurer's report.

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- Lots of employee turnover in 2019 and cold/wet weather lingering into the busy season contributed to less revenue from bike sales than previously anticipated.
- Despite these two factors, the collective seems to be in good financial shape as of today.
- Shop repairs have not been budgeted on a regular/proactive basis in the past.
- Donna McAleer shared a similar sentiment to Jim's.
  - The current budget is lacking coming into the 2020 year, and she's not confident there is enough funds allocated to address potential future needs.
  - The bicycle collective has aggressive fundraising efforts in 2020, but there's no budget to present to the board of directors at this point. This will occur in March.
- Donna would like to ensure the Collective's websites are updated prior to Extreme Makeover (scheduled date to air is Sunday, February 23 at 9:00 pm MST / 8:00 pm CST).
- A new budgeting method implemented by Jim and Cole will allow them to track finances with the shops more accurately and account for all their resources with increased accuracy.

**6:35 pm**

Anne shared her St. George shop update.

- Staffing turnover was the biggest challenge with three people departing and three new people arriving.
- New shop director and volunteers stepped up to help during the shop's move to another location.
- The move was a big loom over the shop and its ability to hold steady programming
- The logistics of the move included lots of repairs to the new temporary location, changing utilities and advertising.
- The move was anticipated to last two weeks, but it was completed in three days.
- Moving expense was provided at cost by the moving company, and it was an overall success.
- This year, she is looking forward to more programs now that the move is over.

Forrest shared his St. George shop update.

- Anne did a great job handling the move, and he's grateful she's a part of the Collective's team.
- He is optimistic about the Collective moving forward. They have a large bike inventory and will be working to get the word out.
- He came up with new ideas to improve sales and increase advertising – signage, listing inventory on Craig's List, and other social media, running ads in local papers.
  - A local newspaper add will run this Friday.
- He is expanding programs for senior citizens and will be holding Bike Prom in the spring. He also wants to participate in more walk/bike to school programs and develop a class on shifting bike gears.
- He believes more and better programming will increase the trust and loyalty on the shop.
- He's thrilled to be working for the Collective in his new role as shop director.
- Donna is excited about the potential of the St. George Shop and Forrest's background in non-profits, HR, and accounting.

Jordan shared his Provo shop update.

- Staffing changes and retention was a big challenge in 2020.
- New staff members took over all the current shop programs. He's hopeful they'll make greater contributions.
- The shop experienced lower income than anticipated, and when compared to previous years.
- Rent increased, but he was content with the Collective's ability to provide salary increases.
- The building experienced lots of physical problems, but volunteers helped and installed better lighting.

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- They were not able to give away as many bikes in 2020 due to a slow summer season and the lack of a volunteer coordinator.
- The shop is better matching bikes with individuals' needs which has doubled the number of people coming back to volunteer; some came back up to four times/month.
- They are strengthening a sense of community and building excitement around biking around Provo.
- They have a strong social media presence thanks to Judith who improved their online image.
- Jordan wants to retain good mechanics throughout 2020 and is proactively partnering with the SLC shop.
- He is going to work on improving their retail area in order to look and function better
- A mechanics course in Spanish was started in 2019, and it's a great local success thanks to Sam.
- Donna invited all to follow each shop's social media channels to help them promote their efforts.

Dustin shared his Ogden shop update.

- In 2019, the shop was in bad physical shape, and it felt unorganized.
- Changes in staffing left a gap, which made it difficult to stock bikes and catch up during the busy season.
- The shop received nice donations, slab walls, and volunteers helped in the remodel of it, improve its retail area in November of 2019.
- They implemented a better processing system and were able to pull off Bike Prom in 45 days.
- He wants to re-establish their WTF program, improve storage practices, build a new racking system in February of 2020 and improve space functionality.
- A donated touch screen system will help the shop improve efficiencies and people's learning experiences.
- Sean commented how the Ogden shop's remodel was a great opportunity to implement Dustin's new vision and make it look better in just two months, thanks to hard work, dedication and in-kind donations.

Kai shared his SLC shop update.

- Staff turnover was a big challenge in 2019 and the wet spring season made it challenging to expand the shop's open hours.
- The shop has experienced limited space for the last few years, which makes it hard to store and fix bikes.
- Moving bikes to Provo in a timely manner has helped both shops
- The shop tracked 7200 volunteer hours and welcomed Essen, its new youth program/volunteer coordinator.
- Goal of his in 2020 include giving away two bikes/day, working on organizing the shop better, keeping track of resources and reports, and researching strategies by other bicycle collectives from around the country to increase programs and revenue at the SLC shop.
- He also wants to implement these initiatives:
  - A long-term bike rental program
  - Increase the DWS partnership to provide \$250/bike packages to their customers.
  - Identify a new area within the shop to sell new bikes.
  - Incorporate a service center model to explore a potentially new market for the shop.

**7:50 pm**

Donna shared her Executive Director's report.

- Lots of great people working and volunteering for the Bicycle Collective who are committed and engaged
- Shared 2019 Collective wide program impact
- The Collective needs to grow financially by selling bikes.
- There are lots of opportunities for growth via more and better programming.
- Data collection is improving to track current systems and people visiting the shops.

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- Shops must focus on revenue.
- The Collective is proud of being able to provide great employee benefits.
- There's a new and upcoming Marketing Director role within the next three months.
- "Free Bikes for Kids" is helping the Collective's mission by partnering to deliver bikes one time a year at Christmas.
- Shop directors are better at sharing information among themselves which has improved efficiency.

## 8:05 pm

Todd shared his Building Committee update.

- A Construction-Manager-General-Contractor (CMGC) method will be used to let out the Request-for-Proposals (RFP) for the new SLC shop building/location.
- The RFP will be made public during the week of January 27.
- There are no financial implications to the Board of Directors at this point.
- Tim made a motion to proceed with the release of the RFP, and it was seconded by Sean. Everyone was in favor and the motion passed.

## 8:10 pm

Shelley shared information about her plans for Bike Prom 2020.

- This fundraising event has been very successful in the past, there's lots of interest in ensuring it continues this year.
- It is likely that the costs to rent a venue are going to increase significantly and we need to budget for this increase. In previous years, the Collective has spent less than \$200 on venue rental
- It's currently being planned to be held on June 13.
- Potential locations include: The Leonardo, Trolley Square, The Union Event Center and The Planetarium.

## 8:15 pm

Meeting adjourned.