

Minutes

Bicycle Collective Board of Directors

August 1, 2018

Meldrum Science Center Room 170

Present: Andrew Butterfield, Will Deutschman, Sean Murphy, Heidi Goedhart, Shelley Reynolds, Tim Shea, Clint Watson

Excused: Clay Dean-Perry, Josh Jones, Dannielle Larkin, Shawn Teigen

Guests: Jesse Hulse, Cindy Bithell, Bob Simonton, Dave Macaulay, Danielle Stiff, Austin Taylor, Matt Jacobs, Thane Harbaugh

(1) **Approval of minutes.** Mr. Murphy called the meeting to order. The minutes of May 23, 2018 were approved as prepared.

(2) **Public comment.** Mr. Murphy invited any member of the public to speak.

(3) **Presentation of Gayle Street schematic.** Mr. Hulse and Ms. Bithell presented the new rendering of the proposed SLC shop. They said that the design changes would provide more flexibility for future program changes. The changes eliminate the basement and most of the parking. Parking is not required for this building, and the basement would have required continual pumping to keep clear of ground water. The changes will increase capacity for bike storage. The exterior design has been changed to show more of the structural elements.

Mr. Butterfield and Ms. Goedhart said that the space for the open shop area should improve upon the size of the current shop's space, since it is already crowded most of the time. The board discussed a variety of other ideas.

(4) **Treasurer's report.** Due to Mr. Teigen's absence, Mr. Watson summarized the June 30 budget vs. actuals report, the latest report reconciled by the bookkeeper. He is confident that the Collective is on target to meet the 2018 approved budget.

(5) **Executive Director's report.** Mr. Watson reported that Bike Prom did not do as well financially as last year. He estimated that gross income was about \$21,000 vs. about \$28,000 last year. The Collective netted about \$7,000 vs. about \$16,000 last year. He identified the reduced ticket price as one of the reasons. He said that the executive committee is investigating alternative venues. The board discussed options.

Mr. Watson introduced Austin Taylor, director of the Provo shop. He said Mr. Taylor is seeking more work hours, and the two of them are developing the role of a development director. Mr. Shea asked whether the board has a process for creating new positions. Mr. Murphy said that it does not, but that developing a management team is among the goals of the strategic plan. Several members said that any new positions

would have to be funded through a budget amendment. Mr. Murphy said the board needs directors to work on elements of the strategic plan goals other than the capital campaign and the proposed SLC shop. Mr. Shea said the shop representatives elected this year would be especially helpful in developing a plan for the management team.

Mr. Watson said that the city of St. George has issued an RFP to develop the block that includes the St. George shop. He anticipates that the Collective may have to vacate the premises in about two years, but it may be sooner than that. He said that the city of Salt Lake has awarded the Collective \$30,000 for the Good Will Bikes program. He said the city wants to know what happens to the bikes after they are provided to recipients.

(6) **Strategic planning—Capital campaign fund goal.** Mr. Watson said that we have received a \$50,000 donation from the Jamie Cohen estate. He expects a second donation, but does not know the amount or timing. Mr. Watson recommends naming one of the classrooms in memory of Jamie Cohen. Mr. Watson said that the application to the Noorda Foundation has been denied. He has applied to the Dee Foundation for a \$10,000 grant. He will apply to the Eccles Foundation for \$385,000 when we can show a better history of successful capital fundraising.

Mr. Watson is preparing a contract with Kim Paulding for another 6 months of consulting work. He recommends an additional 6-month contract in order to prepare our application for new market tax credits. Amy, a staff person at the RDA, has suggested that taking on debt as a part of our capital financing would be OK.

Mr. Butterfield asked how pursuing money under new market tax credits might affect our proposal to the RDA, since the staff seem not to fully understand them. Mr. Watson said that seeking money from a variety of sources should not hurt our proposal.

Mr. Murphy said that the presentation to the RDA Board would be August 21 at the City-County Building sometime between 2:00 and 5:00. He encouraged directors to attend.

(7) **Chair's report.** Mr. Murphy thanked Mr. Simonton, Director of Design and Construction at the University of Utah, for his evaluation and suggestions about the design for the proposed SLC shop. Mr. Murphy proposed that Mr. Simonton be added to the Capital Campaign Committee. Mr. Shea made that motion. The motion passed unanimously.

Mr. Murphy described his "Ask Me Anything" sessions at the local shops. He said that the Provo folks recommended Thane Harbaugh for the board. Mr. Harbaugh introduced himself.

Mr. Murphy said that he is working with the executive committee to finalize a contract with Mr. Watson.

(8) **Shop elections to the board.** Mr. Shea presented the proposed announcement for the election of shop representatives with dates for the several steps in the election process. He moved that the announcement be approved. The motion passed unanimously.

Mr. Shea said that the terms of Mr. Jones, Ms. Goedhart, and Ms. Reynolds expire this year. He said that the term of Ms. Henry, who has resigned from the board, also expires this year. Mr. Watson suggested emeritus status for Mr. Jones, who has served as a director for 9 years, if he decides not to run for reelection. Mr. Shea will follow up with the directors whose term expires.

(9) **Strategic plan final draft—Approval of metrics and strategic plan.** Mr. Shea summarized the elements of the strategic plan that have been approved thus far. He summarized the findings and recommendations of Blake Perez for collecting data about the effects of Collective bicycles on the people who receive them. The data can be used, and is sometimes required, when seeking institutional donations. The board agreed with the recommendation to ask case workers of the referring agency or organization to conduct the follow-up survey on a quarterly basis. Mr. Watson will work with the agencies and organization to include this in each memorandum of understanding. Mr. Shea will prepare the final version, which Ron Woodbury had agreed to develop into a more polished product.

Ms. Shiff raised a concern about the security of personal information that is recorded as part of the survey. The board discussed options. Mr. Watson will develop a method for protecting the data outside of the Collective's Google Drive, which is widely available within the organization.

(10) **Adjourn.** The meeting adjourned at 8:00. The next meeting is September 27, 2018.