

Minutes

Bicycle Collective Board of Directors

July 30, 2019, 6:00 p.m.

Meldrum Science Center Room 170

Present: Lulu Avila, Andrew Butterfield, Adan Carrillo, Will Deutschman, Heidi Goedhart, Thayne Harbaugh, Sean Murphy, Donna McAleer, Todd Reeder, Shelley Reynolds, Tim Shea, Shawn Teigen, Terry Wilmer

Excused: Dannielle Larkin, Jack Moran, Jim O'Callaghan, Cole Reese

Shop Directors: Jordan Bartholomew, Kai Cox, Dustin Eskelson

(1) **Approval of minutes.** Mr. Murphy called the meeting to order. The minutes of June 6, 2019 were approved as prepared.

(2) **Election results & welcome to new Board directors.** Mr. Murphy welcomed newly elected Board directors Mr. Carrillo and Mr. Wilmer.

(3) **Treasurer's report.** The Board discussed the budget and cash flow summary that Mr. O'Callaghan had circulated before the meeting. Sales are down, grants are up, and the cash position is sound. The Board discussed possible reasons.

(4) **Executive Director's report.** Ms. McAleer shared a video clip from the Denver ABC affiliate about WTF night at the SLC shop. She is working with Third Sun to add a "news" tab to the website. She reported a successful "pie and beer" event in Ogden, with the proceeds being used to buy a new computer.

Ms. McAleer said that the Collective finally has a full complement of shop directors, and she introduced Mr. Eskelson as the new director of the Ogden shop. Ms. McAleer and Mr. Murphy congratulated Mr. Eskelson, and Mr. Murphy summarized the Board's work process.

Ms. McAleer reported the financial success of Bike Prom and thanked Ms. Reynolds for her work organizing and conducting it. She also recognized contributions by Amy Nguyen Wiscombe and others from the SLC shop. There are still a couple of invoices outstanding, but the net profit from the event is about \$21,000. Although Bike Prom is a Salt Lake City event, the money will be used throughout the Bicycle Collective.

Ms. McAleer reported that about \$251,000 in grant requests have been made, and about \$109,000 has been received or pledged. She said if we can get a potential donor to a shop, especially during a programming event, the shop will sell itself.

(5) **Shop Directors' reports.** Mr. Bartholomew reported that the Provo shop has not been able to host any youth mountain bike camps, but 425 have attended youth

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open shop. He said the shop has been using Mr. Cox's model for "Bicycle Buddies," fitting and giving away to kids about 8 bikes per month. He reported on participation in WTF and Goodwill Bikes and on the work of volunteers. He said the shop is going to start a volunteer night for Spanish speakers. He said the shop is working to retool the Sadie Hawkins event, which has not been particularly profitable. The Board and shop directors discussed possible steps to improve.

Mr. Cox thanked Mr. Bartholomew and the SLC staff for their work before his appointment and during his transition. He reported that five people had participated in the Junior Bike Mechanic program and two had graduated. One of these, Cole Taylor, has been hired as a mechanic. Mr. Murphy said Mr. Taylor's success shows the possibility of creating a career path within the organization. Mr. Cox reported on participation in youth open shop, mountain bike camps, WTF, Goodwill Bikes, and the work of volunteers. He said the shop is participating in the Night Against Crime event on August 13. He said the shop will soon be opening for 21 hours per week, and that schedule will last at least through September.

Mr. Eskelson said he has recently started as the Ogden shop director. He has been working on Bike Homecoming, which will be held September 6. He reported on participation in youth open shop and Goodwill Bikes. He said the shop is a bit behind in building Goodwill Bikes. He reported on incidents of theft at the shop.

Ms. Rognli was unable to attend, and Ms. McAleer reported on the status of the notice to vacate the St. George shop. She said the city will not revoke the notice even though the sale of the property has fallen through. The notice will remain pending at 60 days from each new day. Ms. Larkin believes a new sale will take about 6 to 12 months. We continue to look for a possible new location, and the city supports the Bicycle Collective's presence in the downtown area.

(6) **Capital Campaign.** Mr. Reeder reported that the Capital Campaign Committee continues to communicate with the RDA about the Gale Street property. The RDA has proposed an agreement for the terms of a purchase contract, but is not pressing to have that concluded. He said that the project is about \$3.5 million, of which \$285,000, the value of the property, is being donated by Salt Lake City. He said the goal is to not take on any debt, and he summarized the work to pursue grants and donations.

Mr. Reeder said he would like to avoid applying for New Market Tax Credits if possible because of the complex requirements. He said the requirements to qualify for NMTC include a construction loan, which he estimates would be about \$150,000, repaid over seven years. He said the expense of a project manager has been added to the pro forma, and he thanked Mr. Reese and Mr. O'Callaghan for their work developing the pro forma.

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(7) **Bicycle Collective Membership Policy.** Mr. Shea summarized the Executive Committee's recommendations on membership distributed earlier. Mr. Cox said people were abusing the \$5/month automatic payment for membership, so that has been discontinued. He said the \$15/month membership is a one-time purchase, good for one month.

Mr. Shea said the committee is recommending individual and family memberships at a certain minimum amount that could be paid either by buying a membership for that amount or making a donation of that amount. This would eliminate the many different categories of payments we currently have. The committee is recommending \$100/year for an individual membership and \$150/year for a family membership, although there is concern about pricing people out of the market.

Mr. Deutschman said if we raise the price we need to develop alternative methods of membership for those who cannot pay that price. He said one method is to offer a one month membership that becomes a one year membership when the monthly cost meets or exceeds the annual cost. Mr. Cox said the SLC shop recognizes one hour of volunteer time as the equivalent of a \$10 donation. Mr. Murphy suggested a one month "pass" rather than membership. Fifteen dollars would be the equivalent of three \$5 bench sessions.

After discussion, Ms. Goedhart moved to establish a \$20 pass, an \$80 individual membership, and a \$120 family membership. The change will be effective January 1. The motion was seconded and passed unanimously. If a person purchases four passes, the person would be a member for one year from the date of the first pass. The Bicycle Collective will recognize one hour of volunteer time as the equivalent of a \$10 donation toward the cost of membership.

Mr. Shea said two important next steps are to notify members of the change in policy and to work with Third Sun to redevelop the website and the CiviCRM database.

(8) **Adjourn.** The meeting adjourned at 8:00. The next meeting is September 25, 2019.