

Monthly Board Meeting – March 2023

Sunday, March 12, 2022 – 10:00 AM

Location: Virtual – A recording of the meeting can be [found here](#)

Minutes

In Attendance

Voting Members:

Randy Atkin, Mike Christensen, Bre Clementine, Chris Stout, John Pearson

Excused Voting Members:

(none)

Unexcused Voting Members:

Zach Adams

Non-Voting Members:

Curtis Haring, Devein Zander

Meeting Called to Order at 10:00 AM

Agenda

Approval of February Minutes - All

John requests that we add to the record that he was assigned president.

John motions to approve the minutes, seconded by Bre. Unanimous

Executive Director activities report/Membership Update – Curtis Haring

Over the past month, Curtis worked 18.5 hours.

Media/Outreach.

Curtis did quite a bit of work around the free fare poll and will be pushing that out soon. 93 total people took the survey.

In addition, time was spent putting together the quarterly membership meeting and creating the monthly newsletter.

Networking

Time was spent creating and pushing out the South Salt Lake/Sugar House chapter. At this time there are not enough members to fill out the board to make it an official chapter. Curtis also pushed out the information to our current membership to see if they are interested in joining. At this time we have seven people saying they are interested.

Fundraising

Curtis is going to work on American Public Transportation Association (APTA) grant that is specifically focused on transit advocacy.

Curtis said in the February meeting that he would pull political donors but he did not get to that, he will work on that over the month.

Upcoming activities

Continuing to work on Transit: Imagined as a main focus. Curtis will also be reconnecting with the various contacts he has made over the past few months to reestablish connections and start moving forward.

Numbers:

- 45 new Twitter Followers, now at 675.
- 4 new TikTok Followers, now at 12.
- 2 new YouTube followers, now at 7.
- 29 new members, now at 194.
- 16 new people on the mailing list (not members), now at 36
- No new dues paying members, remains at 5

Fundraising Discussion/Open Forum – John Pearson

John wanted to emphasize that we should start to tailor the “roles” board members can play as far as fundraising. Specifically, he wants us to focus on the idea that there are Ambassadors, Advocates, and Askers. Ambassadors start reaching out and cultivating relations to individuals or orgs that might be interested, advocates play an overall role in promoting UTRU and making it a worthwhile investment, and askers are the ones that actually go and ask for funds.

John wants to know if we have a financial plan for UTRU. Chris noted that the original plan was that the organization focus on just growing membership and dues in order to support the group; Chris noted that the feeling was that Executive Director would handle this but the issue is that, in his mind, there are so many issues around transit that an ED can't just focus on that and that it is the roll of the board to really assist in fundraising efforts.

Chris also notes that, in his mind, the plan was to hire an ED and get a President in place. Now that that has happened, he envisions that we can move towards a more complete organization and getting money into the group.

John is currently working on an article in SALT magazine, which is targeted towards the higher Aves/Federal Heights that will talk up UTRU.

Ultimately, the challenge is to have board members start to think strategically about how we will address specific potential donors.

Chris also emphasized the importance of having a mission and that we need to have an “ultimate plan.” This is why he feels we need to complete Transit: Imagined. The need for a hook such as “Everywhere, All The Time” is needed because the organization has a good footing.

John also wants to see if someone can research further the idea of livable streets. Back east this appears to be a common bridge between transit advocates and transit agencies to help increase overall communication and visibility. Deven has been talking to UDOT about statewide trail networks, but has found it difficult to get any movement on initiatives to make roads safer for cyclists and pedestrians.

John also adds that we do have a few items that we have in progress or can get going:

- Transit: Imagined (Big picture, in progress)
- Vanpools (which is funded through the University of Utah)
- Piggybacking on Vision: Zero
- Community Advocacy for Transit Training (CATT) Initiative (seeking funds)

He would also like us to start finding ways to make sure we expand to areas outside of Salt Lake City.

John finally asks us to come up with something tangible that chapters can work on during the April meeting.

Motion to Adjourn

The next meeting is scheduled for April 9 at 10 AM.

Adjourn