

Monthly Board Meeting – April 2023

Sunday, April 9, 2022 – 10:00 AM

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

Attendance

Voting Members in Attendance:
Zack Adams, John Pearson, Chris Stout

Non-Voting Members in Attendance:
Curtis Haring, Devin Zander

Excused Voting Members:
Mike Christensen

Unexcused Voting Members:
Randy Atkin

Meeting Called to Order at 10:05 AM

Minutes

Approval of March Minutes - All

(no discussion).

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

Executive Director activities report/Membership Update – Curtis Haring

Over the past month, Curtis worked 24.5 hours.

Media/Outreach:

Provided analysis of August change day and advertised the post. Also attended the Change Day meeting held by UTA.

Presented to Wasatch Transportation Academy regarding transit advocacy.

Networking:

Gained admin access to the larger Facebook Page. Curtis didn't realize this was there and had not been utilizing it.

Fundraising:

Completed and submitted APTA grant and made progress on the Donor list (all organizations are complete and is working on individual list now).

Created and advertised stickers; Curtis will continue to push these out over the coming weeks.

Upcoming activities:

Keep working on Transit: Imagined. This will be my focus along with the fundraising list, the findings from free fare poll, and the Central Wasatch Commission grant.

Numbers:

- 10 new Twitter Followers, now at 685.
- No new TikTok Followers, remains at 12.
- No new YouTube followers, remains at 7.
- 5 new members, now at 199.
- No new people on the mailing list (not members), now at 36
- 2 new dues paying member, now at 7.

Chapter Updates – Curtis Haring

UTRU Students: Have been working on getting vending machines around the University of Utah campus that distribute bicycle supplies and are optimistic about getting those out on campus. In addition, because of the weather they have not had the opportunity to start tabling but hope to do so in the near future.

In addition, they are looking into how much money the U gives to UTA for monthly passes and seeing if there is a way to increase that in order to better subsidize the service.

South Salt Lake/Sugar House: They continue to try to build membership and find officers to fill out the executive board. Though both Curtis and Scott are optimistic about getting the chapter fully chartered. John is going to have another follow up meeting to see what he can do.

Ideas for Tangible Projects for Chapters/UTRU – All

John started by talking about his visit at UTA to learn more about the vanpool program. John explained that there are some 400 vanpools going around the Wasatch Front to largely connect businesses with transit. Because UTRU will be providing education to the group falling under the U grant, John felt it would be a good idea to expand this out to the other vanpools running around the Wasatch. Curtis feels that we should reach out to UTA to get the list of the organizations using the vanpool so that we can potentially educate and fundraise. John will reach out for that informationⁱ.

Curtis reached out to national contacts to learn more and one of the common things that other organizations were doing was “Adopt a Stop” where groups can actually make stops more appealing. John noted that UTA does have an adopt a stop program – the link can be [found here](#). Disappointedly, the link for Adopt A Stop is a dead linkⁱⁱ.

Curtis also brought up doing stop censuses, where chapters would document each stop and make recommendations based on which routes have a higher profile and then fundraise to improve them further. Everything from adding a bench, getting easier access with concrete pads, and shelters are a possibility.

Finally, Curtis noted that we are going into farmers market season, and we should try to find ways to support chapters with materials.

John asked Curtis to look into the CARES act and how UTA spent this money to see if some might be available to usⁱⁱⁱ.

Filling Board Positions – All

Bre has stepped down from her position, so Curtis just wanted to start seeing if current board members would be willing to reach out to potential members. John noted that he had a few people reach out after writing the SALT article; he would like to focus on board members that could assist with fundraising^{iv}.

Chris noted that some people could sit on the Advisory Council that could keep people engaged but not necessarily doing the work of the board.

Fundraising Planning – All

Curtis noted that he has started to compile actual lists of people that have donated to political campaigns, but the question is what comes next. Curtis wants the board to start chewing on ideas.

John wanted to know if we had any canned letters, emails, stories, etc. for sending out to donors – Curtis notes that we do not, but that could be put together easily enough^v. Curtis wants to make sure that we have programs set up for people to donate to UTRU because we are UTRU, not necessarily because we have this program or that.

Open Forum – All

Chris noted that he is considering starting a Car-Free Chapter with Mike.

Deven wondered if UTRU has ever considered creating a Discord page, Curtis says that he hasn't but that he is open to the idea. This isn't a bad idea as Twitter continues to flounder. Chris wants to make sure it is created properly and Deven offered to look into creating a Discord page^{vi}.

Adjourn

The next meeting is scheduled for May 14 at 10 AM.

ⁱ John to reach out to UTA to see if UTRU can get contact info for the organizations using the vanpool.

ⁱⁱ Curtis will reach out to UTA about the Adopt A Stop program.

ⁱⁱⁱ Curtis to see how UTA used CARES act funds from UTA to see if we might be able to use that.

^{iv} John to see if there is a link to his SALT article.

^v Curtis to create general fundraising documents.

^{vi} Deven will look into creating a Discord page.