

**Monthly Board Meeting – September 2023**

Tuesday, September 12, 2022 – 7:30 PM

Location: 10 West 300 South, Suite 700, Salt Lake City, Utah & Virtually

A recording of the meeting can be [found here](#)

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Attendance

Voting Members in Attendance:

Randy Atkin, Mike Christensen, John Pearson,  
Michael Plowman, Chris Stout

Non-Voting Members in Attendance:

Sofia Dunstan, Curtis Haring, Kyle Holland

Excused Voting Members:

Zach Adams

Unexcused Voting Members:

(none)

Meeting Called to Order at 7:30 PM

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**Minutes**

***Approval of August Minutes - All***

(No updates requested)

Chris motions to approve minutes, Mike seconds. Minutes approved.

***Executive Director activities report/Membership Update – Curtis Haring***

Over the past month, Curtis worked 25 hours.

Media/Outreach:

- No specific activities

Fundraising:

- Completed and submitted Sorenson Legacy Foundation Grant
- Sent fundraising letters to \$500-\$999 level donors
- Unfortunately, Eccles Grant was Rejected
- Larry H. Miller Grant has made it to the second round, trying to find time to meet about it.
- Continuing to work through list of bike collective grantees and sending those off.
- Started META grant application.

Networking:

- Meeting with Patti Cook this coming Friday. She is with the Women’s Leadership Institute.

- Reached out to Women’s Business Center, Utah Women and Leadership Project, The U School of Business Leadership Certificate program, and the St. George Chamber’s Women Initiative as well. Waiting to hear back.
- Will be going back through all my old contacts to restart conversations about fundraising around CATT and partnerships now that we have some momentum. Will be meeting with Megan over at UTA in a few weeks for just this reason.

#### Upcoming activities

- Everything should be in place for the member meeting this Saturday – Speakers have been confirmed and social media blasts are planned. Will follow up with speakers on Thursday for final confirmation.

#### Metrics:

- 8 new Twitter Followers, now at 847.
- 0 new TikTok Followers, remains at 17.
- 0 new YouTube followers, remains at 8.
- 2 new members, now at 225.
- 1 new person on the mailing list (not members), now at 42.
- 0 new dues paying member for the year, remains at 13.

#### ***Discussion of September Quarterly Meeting – All***

Chris is very close to getting things together for Transit: Imagined presentation, he is just having some difficulty with a few portions of the map. That being said, everything should be ready by Saturday.

Curtis will be finalizing communications with speakers and getting final confirmations. He will also be preparing social media blasts and contacting members through email to remind them.

#### ***Discussion of October Annual Convention - All***

After Saturday’s quarterly meeting, Curtis will begin pushing out the annual convention. Specifically, he is going to push out nominating people for board positions and that you have to be a dues paying member in order to vote.

Sofia asked if we would be interested in holding the convention at the U. Because Sofia is a student, she can get us a room at the Marriott Library for free. The only issue being that rooms can’t be reserved for longer than two weeks before the event. The group would like to have it in-person, but to be safe it was decided that the event will be advertised as virtual-only and, if we can secure the room, we will make the announcement that an in-person option is also available.

#### ***Open Forum – All***

Randy asked if we had some connection to all of the economic development groups. Curtis admitted that he did not. Randy would be willing to work on making those initial connections and building relationships so that UTRU can get that in. The two will start a discussion offline on how to get going on this.

Kyle and Sophia offered to produce a “How to Ride” video, they would just need a script.

Randy asked the group what we were doing to specifically provide an outlet for riders currently – he noted that for events like Ute football games, UTA generally does a good job at having enough trains running from the University to handle riders, but for events like Pride, people were left waiting for some time.

After discussion, it was agreed that we should investigate setting up a web form to allow people to submit complaints and suggestions, and that we can then aggregate this information for presentation to the various transit agencies across the state. In addition Curtis will look into setting up a web forum and work with Kyle to see if a discord can also be set up/reactivated. The biggest concern is maintenance, but it would allow us to better capture and engage members while also serving the mission.

John noted that we got final approval on the vanpool project, so we will be moving forward on that shortly. In addition, he mentioned that CleanMed conference (which is a sustainability and clean-air conference) is in Salt Lake; John will be submitting me as a possible speaker to talk about vanpools at the conference.

Chris raised concerns that embarking on this could also cause us to have too many issues to address and so, not be able to effectively address any issues. Curtis suggested that we could create a system where dues-paying members receive a list of their issues, divided by region or service agency, vote on the highest priorities, and then have the board select one or two top priorities per region/service agency to act on. This encourages people to become voting members and gives the board clear direction from the members. It was agreed that, regardless of how we handle these issues, UTRU should not only be presenting problems, but also potential solutions, and maintain a positive message whenever possible.

On the issue of chapters, it was agreed that UTRU would purchase banners for UTRU Students chapter, Curtis will also reach out to the SSL/SH chapter to see if they want the same. This issue also sparked a conversation about if UTRU Students was going to become an official club at the University of Utah; Sofia stated that they were not going to pursue this because of the restrictions associated with becoming a club brings. Sofia also said that Alex was heading the USU chapter up in Logan.

UTRU Students will also be working on putting together a 7-Day challenge, something that UTRU did back in 2015 or 16. They are asking for help in reaching policymakers to get this started, with it kicking off in March. Curtis will reach out to Alex Cragun, who organized the original 7-day challenge, to find out what worked and what didn't and help start building a plan.

### **Adjourn**

The next meeting is scheduled for October 17<sup>th</sup> at 7:30 PM.