

Board Meeting Notes

April 19, 2016

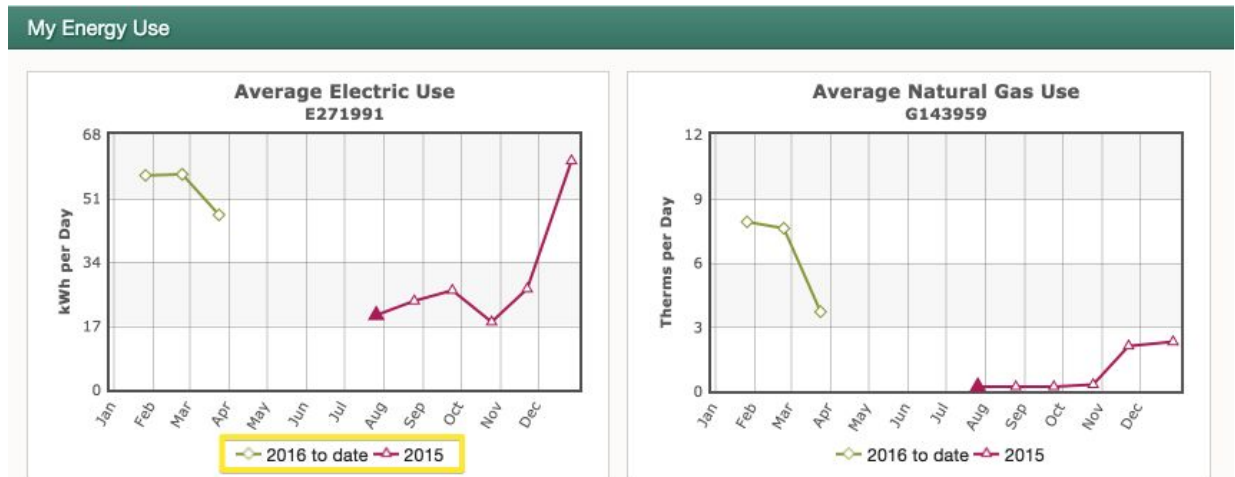
Attendance: Timm, Myranda, James, John, Tony, Dawn, Sarah, Kate, Andrea, Karen, Luke
Absent Board Members: None

Updates

- **Finances and membership (John)**
 - Current members: 43, including 1 desk rental, 1 Google, and 2 scholarships.
 - Members gained: 3 in March, 4 so far in April
 - Members lost: 3 (David J, Joe W, Ken B)
 - Lost for this month: 2 (1 mo 'break', and 1 lack of payment, could be bad email address?)

---> All members are welcome to full details from the Treasurer's Report - join us for a monthly board meeting!

Utilities Overview (Aug 2015 - present)



- **Taxes Filed**
 - April 12, 2016 for 2015 taxes (tax year is the calendar year)
 - Filed via e-file "postcard", no taxes owed, certified that we normally have under \$50,000 gross receipts
 - Filed it under my name as a "primary officer". Someone else should be able to file it next year, and change the primary officer and use their address, if needed.

New Business

- Facebook Ad Campaign + Tool Drive update

- Email to board asking permission to spend \$ on ad, 3 answered “yes”, 1 answered “ok I guess”. Ad was purchased. Then 1 answered “no”. Feedback?



Results from FB ad:

- 23 new page likes (466 to 489) since it ran
- 8,591 people saw the ad, 145 clicked on it for more info, 15 clicked through to website
- Another FB source says (chart to left) - ???
Actions are the # of people who liked, commented, shared, or clicked the ad

● **Engagement Officer?**

- Sarah brought up the idea of creating a (rotating) role, where the EO takes responsibility for greeting guests during Open Shops and other events.
- They don't have to lead every tour, but “match-make”, connecting guests and tour guides
- The EO could also lead activities, so guests have a chance to connect with something going on and don't just leave after the tour.

● **Other Promotion Ideas**

- Add a weekend event, for those who can't/won't make weeknight events.
 - Slightly more structured than an Open Shop - could have a theme, an activity, etc
- Instagram started by Myranda
- Interviewing people about their making (Member spotlight)
 - Kate offered to make a schedule of members, and inviting/forcing them to talk about it

● **Tool Drive Plans (April 23 & 30)**

- John will sit by garage door from 10-2 both days, turning away non-working tools and junk, handing out donation receipts.
 - Donation pad - send graphics to Karen to print?
- Should I also hand out biz cards? Stickers? Flyers?
- Comrades welcome!
- Storing the tools may be challenging - no idea how many we'll get. Atwood Tool Library is moving...maybe they won't want the tools now? Can always donate unwanted ones to ReStore.

● **Atwood Tool Library needs a new home/fiscal agent**

- I suggested they file their own 501c3, as it was easy
- As for us doing it...thoughts?
 - Board was generally against adding these tasks or fiscal responsibility
- We don't have space to share, any other ideas?

- They may not even want to share our space, as they're very focused on Atwood area.
- **Class Registration and Fundraising Ideas (Kate)**
 - It would be great if we could get more classes happening
 - Utilizing registration fee structure (in advance) would possibly help
 - Materials fees are worrisome if it's not paid in advance
 - Also, if people have committed money in advance, they might be more likely to show up
 - MeetUp has challenges in using their system
 - We could add a paypal option on our website, and link to that from MeetUp events
 - Kate will investigate this and let the board know
 - Workshop instructors could dedicate their 80% take to a fundraising goal
 - Fundraising goals could come from Area Captains or any member for tool/supplies purchases
 - Board liked that idea
- **Hammer Drill**
 - Can be used to anchor large tools into the floor, add or move pallet racks, etc. Could be loaned out to members?
 - James paid ~\$ for it. Should the Bodgery make that an official purchase and reimburse him?
 - James says no thanks, board generally agrees, with one vote for reimburse.
- **Return to 6/12 month discount issue**
 - 6 month discount approved was 5%, meaning \$285 instead of \$300. PayPal fees take that up to \$293 though. Waiving PP fees (pay only \$285) brings the discount to 7.5% (down from PayPal+6 months of \$308).
 - 12 month discount approved was 10%, meaning \$540 instead of \$600. Waiving PP fees (pay only \$540) brings the discount to 12.3% (down from PayPal+12 months of \$616).
 - Board says yes.
- **Schedule board elections**
 - Election voting should start (online) on Monday, May 16th, culminating with in-person voting during the board meeting on Thursday, May 19th.
 - June 1st starts the new term.
 - **Nominations**
 - Timm: Dir @ Large or VP
 - Grant D: Dir @ Large
 - Tony: any (hopefully not Treasurer, willing to help though)
 - Kate: Willing to be Treasurer (John can help)
 - James: CEO

- John: nominated for Pres, willing
- Alex K: nominated for VP, turned it down
- Karen and Myranda have decided to step down
- Andrea: Secretary

- ...any others? **Send out an email to remind members.** Change that target email to treasurer@thebodgery.org.
- Nominations close midnight on Sunday, May 15th.

- **Roles** - still ok?
 - **President** - PR, take lead on internal & external communications, meeting chairperson
 - **CEO** - Operations Manager for the shop, keeps the trains running on time
 - **Vice President** - Assist with above roles (often)
 - **Treasurer** - Collect dues, make deposits, pay bills, make and approve purchases, document all financial transactions and maintain records
 - **Secretary** - Takes minutes, manages paperwork for the organization
 - **(2) Directors at Large** - attend board meetings, respond to board emails, assist with shop improvement efforts, event support, etc.

- **2nd webcam for the clean room**
 - Buy a Pi kit and cam? Board votes yes. No action taken. :(
 - Why do we have crap on the agenda we already voted yes on?

- **What's up with the AC unit we paid for**
 - Tabled to next month

Upcoming Events

- Madison Mini-MakerFaire
 - May 14th weekend
 - We submitted an application for a booth

- Bike Mod Show in April - not happening. (Too much on John's plate)

Meeting Minutes

7:10 pm - Begin. Finances update.

7:11 pm - Set aside money for insurance each month so we can pay it all off when due. Board votes yes.

7:13 pm - Utilities usage. Coming down now that winter is done.

7:15 pm - Taxes filed

7:16 pm - Facebook ad. Numbers are underwhelming.

7:26 pm - Engagement officer proposal. Takes care of tours on open shop night. Plan projects for guests.

7:50 pm - Tool drive. John to host.

7:54 pm - Atwood tool library needs to move. Can we take them on as a fiscal agent, or hosting? General feeling of no.

8:00 pm - Class registration/fundraising. Doing it on our website rather than Meetup. Take money via Paypal. Take proposals for specific items, which class money would go toward.

8:08 pm - Hammer drill. Was purchased, board to decide if it should be reimbursed (\$93).

8:14 pm - 6/12 month membership discount, taking PayPal fees into account. Board votes to waive PayPal fees for discounted membership.

8:19 pm - Board elections. Now have all positions filled with no contention. Nominations close midnight of May 15.

8:32 pm - Pi camera for cleanroom. Will get done.

8:33 pm - AC unit in cleanroom. Tabled until next month.

8:41 pm -

8:42 pm - Events.

8:42 pm - Adjourned