



REPORT

From the office of the...

MACycle

TO: Members of the Executive Board
FROM: David Yoon & Jackson Waite
SUBJECT: MACycle Report #4
DATE: February 28, 2014

UPDATE

MACycle is doing quite well at the moment. The downturn in customers has given us the opportunity to focus on training volunteers and pursuing new initiatives. We have been revamping MACycle organizationally and in design and as such we will be shifting our focus towards promotion and event planning.

SERVICE USAGE

We've sold about ten memberships since the last EB meeting and service in the shop has ranged from around two to seven users per day. Through the new system of sales we have been able to track weekly sales which have fluctuated between \$5-25 when there are no refurbished bike sales included. While sales are low, this is primarily due to the primary need of maintaining and tuning up bikes during the winter season.

PAST EVENTS, PROJECTS & ACTIVITIES

We have done some promotional work at the annual Dundas Bike Swap, occurring on February 14. We used the gathering of cyclists as an opportunity to extend our reach to bicycle enthusiasts in the Dundas and Hamilton area, and to try and gain more volunteers.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

We have been working with the Changing Gears Bike Collective to provide shop time for their members and to collaborate on cycling related events. This group which was previously known as the Womyns Bike Collective and was also interested in collaborating with the QSCC on hosting GLBTQ specific shop hours starting in May. This will of course require further consultation with the QSCC.

On the topic of upcoming events we have been contemplating collaborative efforts with the SCSN in combining group bicycle rides with exploration of the city of Hamilton to better provide students with an understanding of the city they will be living in for however many years they are at McMaster for.

We are also set to receive approximately forty bicycles from security services within the next few weeks. This being a change from the forced bike auction we had in the Fall. Due to this change we may take this as an opportunity to get our bike sales going through the use of social media and an online presence of all the bikes for sale.

Once again, when the weather begins to warm up enough to allow for group ride events we will set those in motion as soon as possible. While this is not the case now, we are trying to plan a MACycle Social or a bike themed movie night for staff and users.

Lastly, we are drafting job descriptions for MACycle executives for the upcoming year, to ensure the best service possible that we can provide. This will be available for the Executive Board's review as soon as possible.

BUDGET

From the January statement MACycle is right on track with the budgetary spending. We are currently considering budget revisions for the coming year.

CURRENT CHALLENGES

For the most part things are running pretty well, challenges are mainly finding ways to provide events and promotional activities during the winter season when most do not cycle.

SUCSESSES

The new volunteering system has been a huge success and is working fantastically. We have had a steady stream of volunteers daily and is allowing much more work to be accomplished during the hours set out.

The new sales system is working well. Now that the volunteers have started using it regularly we will be able to use said data for making inventory judgements currently and for forecasting usage in upcoming periods.

OTHER

N/A