



# REPORT

*From the office of the...*

## MACycle Coordinator

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TO: Members of the Executive Board  
FROM: Justin Phan  
SUBJECT: MACycle Report #2  
DATE: Tuesday, September 29, 2015

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### UPDATE

MACycle has entered its busiest season. With returning students come returning volunteers who have already been scheduled in. There is at least one volunteer plus myself nearly all the time. The new logo is in the pipeline with Michael Woorder with first drafts prepared and critiqued.

### PAST EVENTS, PROJECTS & ACTIVITIES

MACycle's partnership with Start the Cycle in order to facilitate the repairs of the bikes for the bike library is still in effect from last year with EFRT being added this year. The annual bike auction was on September 28<sup>th</sup> with some major setbacks due to shortcomings of Security Services giving us less than a week to advertise.

### UPCOMING EVENTS, PROJECTS & ACTIVITIES

MACycle will be having more volunteer appreciation events compared to the years before in order to keep volunteers motivated and coming back, as they are a necessity for the service to function properly. A volunteer appreciate dinner (as voted by the volunteers) will be held every month. Volunteers will also receive incentives for putting in hours such as a Mechanic Repair guide book. They will also receive a t-shirt with MACycle's new logo when the rebrand is completed.

There are four events planned for the school year, two group rides and two workshops; the rides are "Tour de Falls", and "Café Crawl" while the workshops are "Biking in the City", and "Winter Maintenance". I want these workshops to be held outdoors so volunteers in the crowd can have their own bikes used as a demonstration and get involved with the process.

MACycle is currently undergoing a rebrand and the new potential logos have been submitted for critiquing. Once the rebrand is finalized there will be an increase in advertisement with printed stickers for those who are interested and new t-shirts for the volunteers for a cohesive look. A large banner will be purchased to hang from the bleachers because a lot of people who have not been to MACycle before have gotten lost in front of the shop because the location is relatively hidden.

## BUDGET

	Amount Used (As of August)	Budget 2015 - 2016	Percentage Used (As of May)
Sales Revenue	(3,455.00)	(4,500.00)	27.78%
Other Revenue	(0.00)	(4,500.00)	0.00%
Office Supplies	0.00	0.00	0.00%
Telephone	28.30	350.00	0.00%
Photocopying	0.00	150.00	0.00%
R&M Equipment	0.00	500.00	0.00%
Volunteer Recognition	0.00	1500.00	0.00%
Adv. & Promo	15.00	1,100.00	1.33
Special Projects	0.00	400.00	0.00%
Parts	0.00	10,000.00	0.00%
Wages	2,847.56	13,000.00	4.54%
Benefits	292.07	1,200.00	3.62%
Depreciation Expense	90.62	270.00	0.00%
HST/GST Expense	0.00	300.00	0.00%

## CURRENT CHALLENGES

MACycle still faces the challenge of student awareness of the service. The recent shutdown of the service has exacerbated this issue, as the most of the already low number of CO-OP members are not aware of the reopening. In order to mitigate this issue, MACycle will be participating in all service fairs such as ClubsFest, BlizzardFest, and a service fair for graduate students. On top of that issue, the location of MACycle is not ideal. Not only is the shop in a relatively isolated area of campus, it's hard to spot if people have not been to the shop in the past. There are plans to purchase a banner and hang it from the stadium seats above MACycle in order to attract more attention.

## SUCCESES

After Clubsfest three more volunteers joined the staff on top of the current seventeen staff volunteers. There are currently two volunteers who are interested in being the shop Director in the following year so I am working on training them mechanically. This is the most amount of volunteers that MACycle has had in the nearly two years that I've been a part of the service.