Twin Cities Maker Meeting Minutes

Tuesday, December 11, 2012 at Hack Factory, Minneapolis, Minnesota

Attendees

Attendees: David, Jeff, Riley, Karin, Brandon, Michael, Scott via Google Hangout, Becca called in (excused)

Scribe

Bob Poate

Agenda

Old Business

- Reading of previous months' minutes
- Security Cameras
- Fire Extinguishers
- New/additional shop space search
- Official press packet update, communications policy, survey
- Minnie Maker Faire 2013
- Q1 clean up / Member Storage clean out - everything must go or be cleaned up

New Business

- Monthly/weekly email update newsletter bulletin to communicate to all members
- Grant writer
- Exempting classes or class projects from Storage charges
- Informal Kickstarter policy/discussion (5-10 minutes)
- Based on an almost a 50% split of discounted vs regular members, if we want a bigger space, we need to discuss:
    - a)Raising discounted member fees
    - b)Suspend new member sign up for student/discounted memberships
    - c)Make a hard ratio of 60% to allow 40% or 70% to allow 30%
- Need to call a decision about space in January/February board meetings
- SparkFun! Educators classes for Arduino ← 15 students at 200 would break even

- Better response for dealing with fundraisers - we still have not sent thank you letters, and that was more then 15 days ago.
- Jeff - additional manager?
- Communications: preferred method, newsletter/events email
- Power wheels stuff

Old Business

- Minutes read and accepted.
- Security cameras. Waiting on server room power which is almost hooked up (need a couple parts) and will be done tomorrow
- Fire extinguishers. Purchased 3 ten pound and 4 five pound. All extinguishers are being replaced; cheaper to get new extinguishers and we can take new ones with us to a new location. One ten pound extinguisher more than required, and will be put in metal area. Cost is $658.
- New / additional shop space search. Brandon has found a number of potential spaces. We have til January to find a new space if we want to move before signing next lease. Dave and Riley sat down with Artspace, recommended talking to our council members etc. to find cheap space, including possibly buying a building for $1. Had a good meeting with lots of information. Committee should get together and talk. Riley will get ahold of all space planning committee members via email to arrange meeting.
- Press packet communications policy. Michael tried to upload as a Google Doc, etc., didn't work. Where to upload it? Should be uploaded to the Wiki, but email to David initially.
- Minnie Faire 2013 - April 13 and possibly April 14. Not at Fairgrounds in 2013, but Fairgrounds want submission for 2014 before end of March 2013. Ford Plant is a no-go since they plan on demolishing it before then, but that may not happen by then. If held at The Hack Factory, we have tentatively secured additional parking behind glass blower for additional parking or Power Wheels Racing. Much discussion about partnering with MAKE for the 2013 Faire. Should we run a 2 day event here? Yes. Jeff asked to be on the Minnie Faire committee and is accepted. Also discussed Power Wheels Racing, which will cost about $4,000 minimum (acquiring and disposing of old tires for race track, etc.).
- Q1 Clean Up member storage January 12. Clean up what you have stored at the shop or have your stuff thrown area.

New Business

- Monthly/weekly newsletter bulletin update - update members. Combined with "Communications" later in agenda. Scott has discussed doing the bulletin with McSteve. Every other week email would go out: info on upcoming classes, where members can park during snow emergencies, who owns _____?, etc. The advantage to this will be that

emails go to the members, the members don't have to go anywhere (blog, forum, RSS feed, Facebook, etc.) to hear about updates or new info, so it's easier to communicate. Discussed whether it should be every other week or monthly. People may find every other week too much and ignore it, but some things need to go out more quickly. Scott and McSteve will joint co-own this, and will switch off on writing duties. They'll probably start with a monthly newsletter, and see if they need to go more often. Mailchimp (free) will be used for emailing.

- Grant writer - Riley. We are at a point where we need to get more serious about getting funding, finding out what's out there, building relationships with organizations who are seeking to give out funding. Some grants are only available to organizations with at least one full time employee. Riley is interested in being a full time grant writer for Twin Cities Maker. Any salary would come from moneys from grants, not from regular TCM funds (monthly dues, class fees, etc.) Riley is creating a job description, and has a list of things that need to get done here by a full time employee.

- Kickstarter discussion. TC Maker branding being used for an individual's Kickstarter must first be authorized by the board. Kickstarter project needs to be a fit for the organization. If you want to do a Kickstarter with our branding, space or tools, talk to us. Can some percentage of profits be donated to TCM? More research required.

- Discounted members Approximately 31% or 32% of members currently are on discounted rate. Recounted previous discussions regarding membership fees and budget requirements. David went over percentages of full and discounted members over the last year; had been ~40% at one time. Believes that we can not afford to have too high a percentage of discounted members, it's better to not take their money and membership. Discussed. Jude suggested that full time members get option of storage and student members wouldn't. Much discussion. To get discounted membership rate, members must provide documentation of full time college credits, letter from the Workforce Center or an AARP card. A percentage cap of members who could receive the discounted fees was discussed, but will not be instituted at this time. Discounted members need to stay current in their dues; if they drop off for a month, they need to re-present their papers. Passed. Tabled the Cap for now. Suggested that to raise funds from dues paying members, we work more effectively at building community and encourage membership and membership retention, and not actively bringing up student rate when giving tours. Also, instead of signing people up at their first Open House, suggest that they come back a couple times to see if this really is a resource of which they would like to become a part. Make discounted requirements (proof of being a full-time student, etc.) official effective January 1, 2013.

- January - Hard decision on whether to move to another space. Becca and Brandon and David will negotiate new lease if we decide to stay

- Sparkfun national campaign Kickstarter. Sparkfun will come teach a class to however many people we want if we raise $2,500. Much discussion. We can book a workshop in 2013 for $2,500, charge what we want to and keep the difference in ticket price and $2,500 fee. If we can get a lot of teachers in, that should be good PR and also be strongly in line with our mission statement. We would be be paying for it now and recouping our money later through ticket sales and membership fees from people who learn of this through this event. Ticket preference would be to educators (middle school,

high school, community ed) and teachers from other hacker spaces. Voted, affirmed. This will be a win/win for all parties; good PR for TC Maker, some income, and future members. Brandon pledged $2,500 in through Kickstarter.

- Better response for dealing with fundraisers. GiveMN sends out automated, customized letters, but we should send physical letters on our letterhead. Michael will provide the forms to Brandon to print on letterhead, and David will sign.

- Jeff - Steven Anderson has become an instrumental part of the shop in the mechanical and machinery end. Jeff recounted some repairs he accomplished with the bandsaw that everyone had given up on (repaired within a day versus paying $600 for a new bandsaw), and would like to comp his membership. Jeff has spoken with Chris and Jude, who agree. Karin made the motion to to create the Mechanical Technician or Machinery Tech position and make it an official staff position. Motion passed. Jeff will offer the job to Steven next time he sees him.

- Compensation for teaching classes. Current split between instructor and organization is 50/50 after cost of supplies. Riley's research indicated that fee splits for college instructors is 80/20 for the instructor/school. David suggested that ours be changed to 75% to member, 25% to the organization. Passed. Payments to instructor can still either pay for dues or be donated completely to the organization,.

Next Meeting

- Tuesday, January 8, 2013

Next Meeting Agenda Items

- To be determined.

Adjournment

- The meeting was adjourned.