



**nsmba**  
TRAILS FOR ALL, TRAILS FOREVER.

## Minutes of the Board of Directors Meeting

---

April 6th, 2021

ONLINE

### ***Board Members***

---

**Meeting Chair:** Cooper Quinn

**Meeting Secretary:** Vanessa Lebrun

**Directors Present:** Ben Lovie, Ben Organ, Colin Brumelle, Cooper Quinn, Don Halliday, Isabelle Deguise, Jackie Hicks, James Nadel, Katherine Enns, Ken Coopland, Laura Tacchi, Vanessa Lebrun

**Guest:**

**ED:** Christine Reid

**Admin:** Ryan Pugh

**Regrets:** Brent Hillier

### ***Proceedings***

---

Called to order at 7:03 called to order by Cooper Quinn

### ***Approval of Agenda***

---

Moved by: Don Halliday

Passed: Colin Brumelle

Christine requested move Admin ED after Strategic Plan Review, approved unanimously.

### ***Approval of Agenda***

---

Defer AGM minutes to next meeting

[February 2 2021 Minutes](#)

[February 9 2021 Minutes](#)

[March 2 2021 Minutes](#)

Moved: Ken      Seconded: Don

Moved: Ken      Seconded: Don

Moved: Ken      Seconded: Don

Approved minutes are available by request. The NSMBA publishes a quarterly summary.

## **Strategic Plan - Objectives Review**

---

### **a. Strategic Plan - Objectives Review**

#### **i. [Strategic Plan Working Document](#)**

Christine requested input from Directors with priorities and objectives (due Tuesday April 13th @5pm). Make sure objectives are measurable, be able to look back and clearly say if we achieved or not.

Roles of Board will be clarified. It will be the responsibility of directors to follow up on a regular basis to ensure we are meeting the objectives. Operational actions will be the responsibility of staff and admin.

Priorities hierarchy changed with:

Priority A: Responsible Land Use -- Set the tone and show that reconciliation is our main priority, as our trails depend on peaceful/authentic relationships and partnerships with Indigenous communities

Priority B: People

Priority C: Financial resilience

#### **ii. Strategic Plan Trail Map Design is coming.**

#### **iii. Timeline**

1. Membership Survey: questions added!
2. Social Media Engagement: One week deep dive into each priority and objectives to determine goals
3. May Town Hall Meeting
4. Open Survey out to groups who are under represented in our community (timeline June)
5. Strategic Plan Update email and invite for ideas separate from monthly email
6. LM, Stakeholders, Partners, other trail associations were sent a link for input and encouraged to share to others.

---

### **Admin/ED Update**

- a. We are hiring for Executive Director, Trail Maintenance Labourer, Summer Trail Crew Youth Position, Summer Communications Coordinator.

Joe Woywitka is leaving in June for school - will remain involved with the association (trail work + report). Discussions about keeping Joe more involved through his schooling with some kind of scholarship/bursary/grant-- promoting people retention under Priority B.

Summer positions are provided pending funding from the Government of Canada (Youth Employment Program).

All positions will have open and close dates at the exception of ED, which will remain open until we find the right person.

**b. COVID Protocols**

1. [Health and Safety Protocols](#)
2. [Trail Day Protocols](#)

c. **GOALS:** \$500,000, 3000 Members

d. **March 2021 Revenue:** [\\$19,167.49](#)

e. **Memberships:** 1968 members

- i. 1201 Individual Adult memberships
- ii. 181 Family (x4)
- iii. 19 U13
- iv. 24 Youth

All membership cards have now been sent and will be sent on regular basis moving forward.

f. **Social Media/Email numbers:**

- i. Instagram: 20,540
- ii. Facebook 12,846: (followers) / 11970 (likes)
- iii. Twitter: 3977
- iv. Youtube: 52
- v. Email list: 5291

g. **TAP Update**

Private Trail days

- i. All sponsors and builders updated
- ii. **COVID Protocols**
  - a. [Health and Safety Protocols](#)
  - b. [Trail Day Protocols](#)

**E News:**

**E News Topics:**

- Trail Jargon of the Month: Don working on it.
- April Trail Update

- Annual Survey and Past Years results
- We're hiring
- Become a member (over 2000!)
- Spring Raffle
- Permits explained
- Reporting trail issues

Ken will start working on NSMBA 101 update and will invite Directors to share questions they get from friends/members.

<https://www.cognitofrms.com/NSMBA1/hours>

<b>Volunteer Total</b>	<b>90.8</b>
BOD/Advocacy	28.25
Fromme	4
Seymour	58.5

### ***Financial Update***

---

- **Bank balance as of March 1st - \$292K !!**
- **Cash flow updated for March**
  - [2021 Cash Flow Budget](#)
- **Presented by Katherine Enns**
- Spending ideas: Ben Lovie proposes that we set money aside for advertising to increase memberships - digital marketing. Possibility to pay contractors to take care of trails due to lack of trail days/TAP, where permits allow (challenging as it doesn't solve problems with certain trails where permits do not allow). Possibility of inviting trail builders to provide a work plan for additional trails days (4) on top of their 6 TAP days.
- Kat (supported by others) will create a Policy for spending

Ben Lovie put forward a motion for \$3,000 in member recruitment.

Second by: Colin Brumelle      Approved: unanimously.

### ***Land Managers Update***

---

- Metro** - IMBA Update - Christine met with Metro Vancouver (Q2) last Thursday - AJ at IMBA and Patrick at Metro. Updated them on Seymour trails, they are interested in co-hosting a trail day (postpone until Q3 meeting in July), clarified what unsponsored trails are versus TAP Trails, report back to what will happen on Seymour: Interested in us working on Cambodia, Neds, bridge on CBC. Waiting on the report from IMBA: TTF, changes, adaption, reroute.

- Positive discussion and relationship moving forward.
- b. **BC Parks** - No updates
  - c. **CMHC (RSTBC)** - No updates
  - d. **Grouse Mountain** - Update: new blue tram then possible development. Jackie talked with the GM at Grouse. No opportunity at this time. No desire to support development of new trails in 7th Secret area. Will probably reach out to us in a year or two so NSMBA can help them with another project.
  - e. **District of West Vancouver** - Joe and Cooper went to look at trails and are working on a proposal. Hoping to sanction some sections of Mystery, Jersey Shore, Meat Sweat, develop MTB climbing and hiking trail in the area. Some signage was put up at the top of Mystery.
  - f. **District of North Vancouver** - New staff at DNV, Fromme Agreement - James, Christine and Cooper went over the agreement and sent to DNV. Stephanie (Don's friend) has joined DNV, the first call with her was great. DNV approved the Covid Protocols so we can proceed with TAP/Private trail days.
  - g. **City of North Vancouver** - Loutet Park - Builders will send us a proposal before they send to the city.

### ***Events and Races***

---

- a. **DNV is currently not permitting events in 2021. This will continue to change as health orders and restrictions change.**
- b. Destination Raffle: Launch Thursday April 8th, to run for 10 weeks (draw on June 16th @7:30pm)
  - i. [www.nsmba.ca/spring-raffle](http://www.nsmba.ca/spring-raffle) password: spring
  - ii. Links to tickets still need to be updated
- Make sure the language around Covid and non-essential travels is on point
- c. Social Badger: May 31st or June 7th. Offer stickers available for pick-up at sponsor for completed badges. Invitation to everyone, not members only. We have declined to promote discounts at partners in the past and will stand on this decision. Jackie will check with Ryan for printing stickers/badges.
- d. Summer Scavenger Hunt - Mountain Bike Edition: Partner with CMTR to run event mid-July through mid-September. 20 Badges over 2 months to achieve. Inclusive of activity and of location. Include other mountain bike clubs. Invite participants to donate, increase community engagement. Moving forward with the event, Jackie will continue the discussions with CMTR.
- e. T-Day - multi-trail day in one day event - celebrate re-launch of volunteer days
- f. Town Hall Meeting in May - Virtual - will send a couple of dates options for Directors to

decide.

- g. Coast Mental Health Courage 2 Go Further - More of a challenge to raise funds going to CMH. They are asking our help to promote on social/website and to find a famous mountain biker to help promote (female and male).  
Cooper will connect by email with Ben Organ.
- 

### **Trails Update**

- a. **2021 Builders and Trails List**

- [Current Builders with NSMBA Permits](#)

- Trail crew working on Fromme primarily, mainly maintenance. Boogiemans, Severed D, Good Sir Martin.
- 

### **Director & Committee Updates**

- a. Land acknowledgment for trailhead signage - TAP signage.  
Christine and Ben Organ had great discussion with Alan at Sorca. Planning on updating signage shortly.
- 

Meeting adjourned 9:15 PM Moved By: Cooper Quinn

Next meeting: **May 4th , 2021**