



nsmba
TRAILS FOR ALL, TRAILS FOREVER.

Minutes of the Board of Directors Meeting

June 1st, 2021

ONLINE

Board Members

Meeting Chair: Cooper Quinn

Meeting Secretary: Vanessa Lebrun

Directors Present: Ben Lovie, Ben Organ, Brent Hillier, Colin Brumelle, Cooper Quinn, Don Halliday, Jackie Hicks, Katherine Enns, Ryan Pugh, Vanessa Lebrun

Guest:

ED: Christine Reid, Ryan Pugh

Admin:

Regrets: Ken Coopland, Isabelle Deguise, James Nadel, Ryan Pugh

Proceedings

Called to order at 7:10 called to order by Cooper Quinn

Approval of Agenda

Moved by: Brent Hillier

Passed: Katherine Enns

Approval of Minutes

[April 6 2021 Minutes](#)

Moved: Seconded:

[May 4 2021 Minutes](#)

Moved: Seconded:

[May 25th Town Hall Meeting Minutes](#)

Moved: Seconded:

Will be approved at the next meeting in July. Approved minutes are available by request. The NSMBA publishes a quarterly summary.

www.nsmba.ca/board-meeting-minutes (up to January 2021 minutes have been added)

Strategic Plan - Objectives Review

a. Strategic Plan - Objectives Review

- i. [Strategic Plan Working Document](#) - Christine had a meeting with Greg to plan next steps.
- ii. [Slides from TOWN HALL MEETING](#) - Following Town Hall meeting, no major changes were requested. Most of the comments had already been captured in the strategic plan. In a week,
- iii. **Strategic Plan Trail Map Design is coming.** Colin is currently looking for a graphic designer to develop the Trail Map. Will aim to show that the trails are priority and no priority is more important than another one.
- iv. **Timeline**
 1. Share with the Board after meeting with Greg on Thursday a copy of the Plan with actions removed.
 2. Social Media Engagement: One week deep dive into each priority and objectives to determine goals.
 3. Open Survey out to groups who are under-represented in our community.
 4. Strategic Plan Update email and invite for ideas separate from monthly email
 5. LM, Stakeholders, Partners, other trail associations sent a link for input

Financial Update

- **Presented by Katherine Enns**
- **Bank balance as of April 29th - \$304.6K**
 - Cash flow updated for April - [2021 Cash Flow Budget](#)
- **Purchasing and Budget Policy - [Purchasing Policy](#)** - policy has been updated with people's names and different levels of authority.

Motion moved by Katherine Enns

Seconded by Brent Hillier

Land Managers Update

- a. **Metro** - IMBA Update, Q3 Meeting in July
- b. **BC Parks** - No updates
- c. **CMHC (RSTBC)** - Outstanding bill to pay - RSTBC funds \$5k on a yearly basis (valid on anything

- associated to trail building, at the exception of labour)
- d. **Grouse Mountain** - No updates
 - e. **District of West Vancouver** - Cypress East Trail Proposal was sent on June 1st. It was written in partnership and highlights collaboration with local trail builders. Goal is to ensure any work will keep Cypress' flavor - will not replace a double-black experience on Fromme. DWV is showing strong interest in partnering with NSMBA for other projects such as: pump track, skills park, etc.
 - f. **District of North Vancouver** - Q2 invoice just paid and Christine requested a meeting in July to start focusing on the trails and see how the work will be planned for the rest of the year.
 - g. **City of North Vancouver** -Loutet Park - no update

Events and Races

- a. DNV is currently not permitting events in 2021. This will continue to change as health orders and restrictions change. - Board will start thinking about Fall events possibilities
- b. Destination Raffle: \$20k raised - ongoing until June 16th
- c. Social Badger: May 30 through July 24.
- d. Summer Scavenger Hunt - Mountain Bike Edition: Partnering with CMTR. - July-August Will start reaching out to sponsors. Vanessa will be the contact person during Jackie's absence. Minimum \$100 donation for smaller donations that can be mailed out: mountain bike club, Pinkbike, bike companies, etc.
- e. June 5th, 2021 - BC Trails Day - 4 crews will be working on: Dempsey, Pangor, Corkscrew and Pennzoil
- f. Town Hall Meeting recap - positive comments, interesting to keep recording Town Hall meetings post-Covid.

Trails Update

- a. **2021 Builders and Trails List**
 - i. [Current Builders with NSMBA Permits](#)

Director & Committee Updates

- a. Land acknowledgment for trailhead signage - Conversation will start with lululemon to replace trail signs. Possibility of getting training with local First Nations (SORCA started working with Squamish Nation).
- b. Statement of Solidarity - Ryan working on a draft to show NSMBA support.

<https://docs.google.com/document/d/1d2pm9hif1RVYeiQ1G-qtr6RNdN-XZdYUCdkWa8AREfE/edit?usp=sharing>

Posted on the website first and then social media and e-news.

- c. Membership and emails - Jackie requested we check and see if Family memberships are getting the newsletter. Ben Organ and Ryan are looking into this.

Admin/ED Update

- a. Annual Survey 671 respondents
 - i. Results populate here:
https://docs.google.com/spreadsheets/d/1H5_UfuZkpn_pEppWNgnXz1ZcrPvWnqrTZ3oddg9Pi-s/edit?resourcekey#gid=1217934924
and here:
<https://docs.google.com/forms/d/18YyRn83qK2SFQLtssYwI6Xvi2tVwTRfF1HgrlMJ2Kao/edit#responses>
 - ii. Results will be discussed at the next Board meeting.
- b. Hiring.
 - 1. Summer Student Trail Labourer - Hired Bishop, still looking for a second person - will put the job posting back up and will keep it until the right person is found - Summer position and Trail Labour for Fall.
 - 2. Summer Student communications admin - Hired Andrea
 - 3. Trail maintenance - Interviews happening this week
 - 4. ED - 2 informal chats, met with a consultant who could help with the hiring process (market the position, meet with the board to get good understanding, pre-interview, build ads, head hunting, etc.)
 - a. Christine is proposing to set a budget of \$5,000 for these services. The consultant (Brianna) will update us of the spending through the process.
 - b. Board approves the spending plan.
- c. **GOALS:** \$500,000, 3000 Members
- d. **May 2021 Revenue:** still need to update
- e. **Memberships:** 2,592 members
 - i. 1512 Individual Adult memberships
 - ii. 255 Family (x4)
 - iii. 23 U13

iv. 37 Youth

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

- i. Instagram: 20,785
- ii. Facebook 12,848: (followers) / 11999 (likes)
- iii. Twitter: 3986
- iv. Youtube: 56
- v. Email list: 5198

g. **TAP Update**

- i. Private Trail days
 - 1. All sponsors and builders updated
 - 2. **COVID Protocols**
 - i. [Health and Safety Protocols](#)
 - ii. [Trail Day Protocols](#)
- h. **Spring Raffle** - \$20,495 raised so far (open until June 16th)
 - i. Weekly social media posts

E News Topics:

- Trail Jargon of the Month: Don will send an idea
- June Trail Update
- Statement of Solidarity
- Town Hall Recording
- We're hiring (Executive Director)
- Recreate Responsibly
- Spring Raffle - link
- Permits (how do they work?!)
- Reporting trail issues
- Trail Days

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

Volunteer Total	90.8
BOD/Advocacy	28.25
Fromme	4
Seymour	58.5

Meeting adjourned 8:44 PM Moved By: Cooper Quinn

Next meeting: **July 6th , 2021**