

Minutes of the Board of Directors Meeting



July 5, 2022

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Vanessa Lebrun

Directors Present: James Nadel, Katherine Enns, Robin Donovan, Isabelle Deguise, Vanessa Lebrun, Steven Borne,

ED: Deanne Cote, Stephanie

Regrets: Ben Organ, Brent Hillier, Cooper Quinn, Colin Brumelle, Jackie Hicks, Ken Coopland,

Communication: Stephanie Taylor

Trail Crew Lead:

Proceedings

Called to order at 7:08 called to order by James Nadel

Approval of Agenda

Moved by: Rob Donovan

Seconded: Isabelle Deguise

Approval of Minutes - deferred to next meeting

[April 5, 2022](#)

Moved: Rob

Seconded: Steven

[May 3, 2022](#)

Moved: Rob

Seconded: Steven

[June 7, 2022](#)

Moved: Rob

Seconded: Steven

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

www.nsmba.ca/board-meeting-minutes

Responsible Land Use

1. Metro
 - a. Cambodia Feature Update
 - i. Metro doesn't want to have any man-made double black TTF on their land and want to label Cambodia as a Black trail (not Double Black trail).
 - ii. The wooden feature was changed to meet the requirement
 - iii. Once done and approved NSMBA will move on and do the prescribed work
2. BC Parks
 - a. No Updates
3. CMHC (RSTBC)
 - a. No Updates
4. Grouse Mountain
 - a. No updates *yet*, however, DNV recently had a meeting with the new owners and have opened dialogue about working together and with NSMBA on trails.
5. District of West Vancouver
 - a. Cypress East Climb Trail Update
 - i. Working on route flagging (Blue) but the dirt is not good (initial route was over 4km long)
 - ii. Looking at building a hiking-only trail to keep the hikers out of the biking trails
6. District of North Vancouver
 - a. Stakeholder meetings for new Natural Areas Trail Strategy (community and one-on-one)
 - i. The Official Community Plan → Parks and Open Space Strategic Plan → Natural Areas Trail Strategy
 - b. 2023 Fromme Trail Development
 - i. Stemming from 2007 Fromme Mountain Sustainable Trail Use and Classification Plan DNV noticed that many items in the plan have not been executed
 - ii. This means potential new trail development identified for NSMBA - Extension to Bobsled (between 2& 3rd switchback) and a connector to bypass Baden Powell between Espresso and Mtn Hwy.
 - c. Dark side
 - i. Questions rising from people on Indian Arm Drive / Private Road.
 - ii. DNV will put signs before end of the trails to mention it is a private road
 - iii. Considering connectors to avoid the road.
7. City of North Vancouver

- a. No updates

Community Impact

- 1. Diversity
 - a. Board Diversity Forum recap
 - i. Work on the application platform to provide more information to applicants, attract specific skillsets, diverse applicants.
 - ii. Diversity can be any of these: Age, Gender, Background, Ethnicity, Culture, Experience, Nationality, Sexual orientation, Education, Professional background, Level of ability, Socio-economic status
 - iii. [Resources](#) from the forum
 - iv. HUB Cycling -
 - 1. [DEI](#)
 - 2. [Join the Board](#) example
 - b. VIMFF Summer Fest was a great success with \$700 in merch sales
 - c. MTb Tourism Symposium - “Partnering for Success”
 - i. Sept 14-16, Silverstar Resort
 - ii. \$235 early-bird registration
 - iii. Accommodation \$149-\$210/night (3 nights)
 - iv. Gas

Financial Resilience

- 1. Memberships
 - a. Planning session with Steve Lionais, Andrea, Ryan, Stephanie
 - b. Goals set for the next year
 - i. 5,000 members total (revenue generated approx \$250K+)
 - ii. 75% of current lapsed memberships reactivated (975)
 - iii. 1,325 new members
 - iv. Learn about the ridership
 - 1. Demographic Data from 100% of our members
 - 2. More accurate rider usage #'s
 - 3. More representation of women
 - 4. Annual survey

- c. Marketing plan in the works for campaigns on how to reach and attract members. This will be an ongoing project for the next year and will likely take up 50% of Andrea's capacity
- 2. Cooper needs to close the TD accounts

Operational Updates

- 1. Staffing
 - a. Discussion around Andrea's contract/role: Marketing Manager
 - i. Board agrees on the task description
 - ii. Some points need to be revised: duration, salary (OT management).
 - b. Discussion around Sarah's contract/role
 - i. Land Managers and Trail Work Planning
 - ii. Financial Responsibilities
 - iii. Support Trail Crew Staff and Volunteer Builders
 - c. Deanne working on an organizational chart
 - d. HR Committee will have a meeting near end of July to go over the renewal strategy (tentative July 27th @7:30pm)

Directors and Committee Updates

- 1. Raffle round-up - Andrea shared report with lessons learned with the board
- 2. Fiver
 - a. Vanessa has had training sessions for Meos (timing) system with Brian - Thursday July 7th will be a test run as Brian will be away. Will try to take over for the remaining of the season, with Brian's support.
 - b. Maya still managing volunteers 100% for the remainder of the season. After that, NSMBA will take over the Toonier email address in preparation for 2023.
- 3. Colour the Trails Discussion
 - a. NSMBA supporting them for the Epic Grant (\$16k)
 - b. We will look into other ways to support the community (social rides, etc.)
 - c. Deanne meeting with Judith Kasiama on Friday.

Meeting adjourned 9:16 PM by James Nadel

Next meeting: **August 5th, 2022 - 7pm**