

Minutes of the Board of Directors Meeting



November 1st, 2022

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Ben Organ

Directors Present: Colin Brumelle, Robin Donovan, Cooper Quinn, James Nadel, Ben Organ, Isabelle Deguise, Katherine Enns

ED: Deanne Cote

Regrets: Steven Bourne, Brent Hillier, Jackie Hicks, Ken Coopland

Communication: Andrea McFarlane

Trail Crew Lead:

Proceedings

Called to order at 7:08pm by James Nadel

Approval of Agenda

Moved by: Colin Brumelle

Seconded: Rob Donovan

Approval of Minutes - deferred to next meeting

[October 4, 2022](#)

Moved: Rob Donovan

Seconded:

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

www.nsmba.ca/board-meeting-minutes

Responsible Land Use

1. DNV

- a. Meeting about illegal trail building, Braemar Park continues to be a challenge - lots of poor quality building. DNV want to develop signage about why illegal trail building is bad. Ask is for NSMBA to provide support with signage and try to direct rogue builders efforts into sanctioned building
- b. Anything DNV develop would be approved by us first
- c. Consensus that this is fine provided we can review the materials

2. Trail Academy

- a. Admin staff have had discussion on next iteration of Trail Academy, turning it into more of a mentorship programme rather than a classroom-style open to everyone
- b. Rotation through different builders for different skills (e.g. woodwork, rock armouring) during 8-10 week program, then become a “second” on a trail with an established builder, and after this they are “qualified” to be a lead builder on a trail
- c. Hopefully relaunching Trail Academy in 2023, but no firm timescales yet
- d. Discussed value in classroom-style learning for getting a large volume of people in “at the bottom”, even if classroom learning wasn’t implemented in the best way previously
- e. Could potentially open up an RFP process and pay someone to come in and lead this
- f. Consensus is that it’s important to resume the Trail Academy in some form to ensure new builders are being trained, start simple and then iterate

Community Impact

1. AGM in-person only

- a. Concerns raised by some members about lack of online voting
- b. Cost of a hybrid event (\$11k) is a big factor in decision to not run event online this year
- c. Plan is to record the event and post the recording afterwards, rather than livestream, to encourage people to attend so that we can make quorum (3% of members)
- d. We would need to change bylaw 3.19 (“No Electronic Participation or Voting in General Meetings”) by special resolution in order to allow virtual voting and/or proxy votes, but this cannot be done in time for the AGM

- e. Discussed method of voting, by paper ballot with verification of membership standing
 - f. Task list for AGM, need some volunteers
2. Tsleil-Waututh program for 2023
- a. Endless want to get involved again
 - b. Applying for a grant through Canadian Parks and Recreation to cover the cost of Endless staff, rentals, equipment etc.
 - c. Kids enjoyed the riding more than the trail building
 - d. Reach out to Squamish and Musqueam about offering the program to them in 2023

Financial Resilience

1. Draft budget for 2023
- a. Likely increase in sponsorship income
 - b. Other revenue increases due to more staff
 - c. Discussion around raffle and whether we can repeat the same revenue as last year with Ken stepping down from the board

Operational Updates

1. Marketing Plan - Andrea
- a. Want feedback from Directors on the marketing presentation
 - b. Worked on updating lapsed member emails and an auto-renew email campaign
 - c. Also working on marketing campaign around community, physical promotion (trail signature, stickers and QR code, work signs, OOH signage), digital strategy (transparent with trails, informative / educational, shore sessions, member feature), guides to riding on the Shore
 - d. Work on membership options, welcome email, membership check-ins, feedback surveys, membership packages
 - e. Also some thoughts on Fivers, season opener, and adding more diversity to Fivers, virtual challenge, trail day series

Directors and Committee Updates

1. Special resolution of Bylaw 3.19 - No electronic participation or voting in General Meetings
 - a. Already discussed previously

Meeting adjourned 9:06 pm by James Nadel

Next meeting: **December 6th, 2022**