

Minutes of the Board of Directors Meeting



December 13th, 2022

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Ben Organ

Directors Present: Eleri Harris, Steve Lionais, Kevin Johnstone, Colin Brumelle, James Nadel, Ben Organ, Katherine Enns

ED: Deanne Cote

Regrets: Robin Donovan, Steven Bourne

Communication: Andrea McFarlane

Trail Crew: Todd Fiander, Sarah McLeod

Proceedings

Called to order at 7:04 pm by James Nadel

Approval of Agenda

Moved by: Todd Fiander

Seconded: Colin Brumelle

Approval of Minutes - deferred to next meeting

[October 4, 2022](#)
[November 1, 2022](#)

Moved:
Moved:

Seconded:
Seconded:

Approved minutes are available by request. The NSMBA publishes a quarterly summary.
www.nsmba.ca/board-meeting-minutes

Election of officers

1. Nominations
 - a. **President:** Jimmy Nadel (incumbent), nominated by Kevin Johnstone, votes passes unanimously
 - b. **Vice-President:** Eleri Harris, nominated by Kat Enns, vote passes unanimously
 - c. **Treasurer:** Kat Enns (incumbent), nominated by Jimmy Nadel, vote passes unanimously
 - d. **Secretary:** Kevin Johnstone, nominated by Kat Enns, vote passes unanimously
2. Only appointed 9 directors this year, gives us flexibility to add more directors throughout the year to add missing resource or address lack of diversity

Responsible Land Use

1. Trails for All
 - a. Want to understand where board members are at, what training might be useful to new and existing board members
 - b. Various levels of experience but most board members would benefit from some training on First Nations and diversity
 - c. Deanne provided update on previous work with Tsleil-Waututh and new grant application for 2023
 - d. Steve mentioned that it would be useful to have focus and strategic plan as diversity is a broad topic
 - e. Potentially establish Trails for All committee
2. Discussion about where to put proceeds of 25th Anniversary merch sales
 - a. Need to announce this in February
 - b. Agreement in principle but need to discuss the details and overall strategy for engagement with First Nations
 - c. Todd suggested having First Nations carvers work on heritage trees on certain trails

Community Impact

1. Same Game Challenge
 - a. Program run by Canadian Women in Sport

- b. 6 month program where we work with a mentor who walks us through a gender equity tool
- c. Able to bring 5 people from NSMBA

Financial Resilience

1. Purchasing Policy Update
 - a. Cooper will go to bank soon to remove himself from the account
2. Thriving Non-Profit Program
 - a. Have been accepted into this program, run by the West Vancouver Foundation
 - b. Helping non-profits diversify finances
3. Confirm assumptions for membership revenue
 - a. Budget was based on 4,000 members (\$200k)
 - b. Should report number of members vs target monthly in board agenda
4. Confirm assumptions for sponsorship revenue
 - a. Budget was based on \$130k for TAP and sponsorship combined (\$80k for TAP and \$50k for sponsorships)

Membership Updates

1. Update on current membership & growth
 - a. Lots of members didn't renew in January 2022, membership dropped from high of ~3k in December 2021
 - b. Average renewal rate was 58%
 - c. Improved membership reminder emails
 - d. Peak season spike in membership in May
 - e. Currently 43% of members have auto-renew turned on
 - f. Update on current and upcoming marketing activities

Operational Updates

1. Membership Amendments

- a. Opportunity for improving membership and providing more options for how to donate and making it easier
- 2. Fivers
 - a. Intro to Fivers event prior to Fiver season
 - b. 4 “chill” Fivers (on Saturdays) and 4 regular Fivers (starting with chill)
 - c. Also youth specific Fiver
 - d. Discussion about women’s specific Fiver(s)
 - e. Need to decide how season pass would work

Directors and Committee Updates

- 1. Long-term project: Review of TAP program
 - a. Kevin going to interview TAP builders to see what additional support they would like from the NSMBA
 - 2. Shorter-term project: Review/revival of Trail Academy
 - a. Board priority to revive this in 2023
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Meeting adjourned 9:37 pm by James Nadel

Next meeting: **January 3rd, 2023**