

Minutes of the Board of Directors Meeting



April 4, 2023

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary:

Directors Present: Steve Lionais, Rob Donovan, Ben Organ, Kat Enns, Kevin Johnstone

ED: Deanne Cote

Regrets: Steven Boorne, Colin Brumelle, Eleri Harris

Marketing: Andrea

Trail Director: Sarah McLeod

Proceedings

Called to order at 7ish pm by James Nadel

Approval of Agenda

Moved by: Ben Organ

Seconded: Kattherine Enns

Approval of Minutes -

[March 7, 2023](#)

Moved: Ben Organ

Seconded: Rob D

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

www.nsmba.ca/board-meeting-minutes

Responsible Land Use

- DNV imposing themselves on the trails that we are permitted to work on
 - Been 1 year working with DNV, their trail crew insistent on working on NSMBA adopted

trails

- Discussion on events, meeting on Monday
- RSTBC - S.57 Authorization has been renewed, good for the next 5 years
- Beer/BBQ after trail days?
 - Food OK, beer no. Suggestion to go to brewery.
 - Suggestion to let builders know they can expense food for after a TAP day.

Community Impact

- Pop up events
 - Need volunteers

Financial Resilience

Marketing Update:

- Refer a Friend campaign has picked up, but it's not driving big numbers
 - Short of 5,000 member goal pace
 - Would need 228 new members this month to be on pace.
 - 97 new members in March
- We have more than 385 more members now than this same time last year.
- Suggestion to win prizes ie. bike, swag, fiver entry for referring a friend
- 25th anniversary merch.
 - Tshirt, jersey, water bottle
 - Later (fall): 5 panel, stocking stuffer
 - Stump design, fern design chosen
 - Suggestion to place front logo in the middle
 - Suggestion for both mens and womens sizing and colours
- Season opener: Wednesday Apr 26, 2023, North Point brewing
 - Consensus on "The Big Smooth" name, white can
 - Suggestion to get Geoff Gullivich and Thomas Vanderham
- Bookkeeping services
 - Suggestion to have some redundancy (backup), ask James how he's doing
 - Board generally in favour of hiring someone for payroll and taxes

Operational Updates

- Insurance time!! Fetching quotes
 - Insurance renews May 6, compare to previous year
 - Will need to decide before the next board meeting so stay tuned to your email for more info.
- JOBS!!! Please review the following three positions that need to be filled
- Marketing Manager (need ASAP)
- Partnership & Events Manager (Need ASAP)
- Social Media/Marketing Support (Start in September after Ethan)
- Filling all three roles at the max in the salary range will bring us about \$16K over the approved budget for staff wages this year. However, if Marketing and Sponsor folks do their jobs well, they should be able to make up that money (ex: 2 more Cedar sponsors, or 4 gold sponsors will bring in \$20K which will cover the difference).
- James suggests multi-year plan is to funnel some resources into trail crew into future years
- Digger suggests that he donates \$1,000 to the NSMBA, challenges 100 people to match donation
- Ben, Steve, James volunteer to sit in on interviews
- Suggest that Kat check budget
- TD account closed!

Directors and Committee Updates

- Website: postponed to next meeting
 - Trails for All Committee - TOR
 - Ben presents mandates for committee
 - Trail Academy Committee
 - Kevin/Rob working on mandates, will update
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Meeting adjourned 9:24 pm by James Nadel

Next meeting: