

Minutes of the Board of Directors Meeting



February 7, 2023

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Kevin Johnstone

Directors Present: Ben, James, Rob, Eleri, Cooper, Katherine, Steve, Colin

ED: Deanne Cote

Regrets: Steven

Marketing: Andrea McFarlane (regrets)

Trail Crew Lead: Sarah McLeod

Proceedings

Called to order at 7:03pm by James Nadel

Approval of Agenda

Moved by: Colin

Seconded: James

Approval of Minutes -

[January 10, 2023](#)

Moved: Ben **Seconded:** James

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

www.nsmba.ca/board-meeting-minutes

Marketing/Membership Update

Refer a friend campaign: aiming to get 1000 additional members

North point brewing: NSMBA beer. Percentage of revenue to be received.

25th anniversary logo draft received

Just shy of 2600 members, 100 members over where we were at last year

Increase in members using autorenew. Discussion on "exit interview" for lapsed memberships

Ben to provide technical help to Steve/Andrea

Eleri suggests option to pay for NSMBA membership at the same time as muddbunnies membership. Deanne suggests this could also be successful with NS Ride. Deanne to speak with Eleri, then to follow up with Andrea.

BC bike show March 4-5, they asked if we would like to set up a 10x10 tent, est. cost \$1500.

Cooper recalls in the past they have comped us entry. Cooper suggests that it might be a good time to speak with potential sponsors. Would need volunteers to help at the booth.

Responsible Land Use

Trail Update - Sarah McLeod

Recovering from dry summer.

Trail crew has been working on dreamweaver. Lumber delivery to replace. Bridge replacement: applying for in stream work permit, DNV job.

Skid road to be worked on with DNV.

Boogieman to be worked on by trail crew.

Cambodia: Sarah had help from Rob on work plan. Hoping to start work April 24. Deadline to finish end of the year. Less lumpy to connect to Camb., bridge to be installed.

DNV: basic maintenance approved. Walk-throughs and re-route to be scheduled. New person coming aboard to replace Wayne.

Metro is completing assessments, taking care of danger trees.

RSTBC: submitted work plans

West Van: waiting for more details from builders

North shore bike park: trail crew to help build skills/skinny section

Community Impact

Matt Bond reached out to James/Deanne on urban cycling projects being on the budget chopping block.

Request to consider letting membership know about that. We don't have a policy statement on what issues we will support, consider making one. For this issue, it seems like something we want to promote.

Discussion on involvement in politics and promotion of candidates. Cooper advises that we need to be careful to avoid electioneering so we keep our charitable status.

Kelli of EB/Deanne coordinating on scaled down version of FN bike program. Will still go ahead.

Financial Resilience

No update.

Operational Updates

Ethan replaced Rajiv as content creator. Available to start full-time April 24 to September. Part-time starting in March.

Directors and Committee Updates

In general, projects should be completed within a year. Committees should be established today or soon. Caution to not overcommit, need to avoid burnout. Cooper suggests that committees have board members but also engage general members. They will have deliverables, but their intention is to research and advise the board and staff on recommendations. Recommendations can be implemented as appropriate. Katherine suggests focusing on a few groups instead of 5, suggests email survey to determine which groups are most important. Ben suggests OKRS structure for setting goals and tracking progress. Steve suggests benchmarking and setting objectives/outcomes, keep staff accountable and support them in goals. Need to be mindful of the workload that the staff is under.

Community engagement team

Trails for All Committee

HR and Finance committee

- Standing committee?

Trails Working Group

Fundraising and Financial resource development team

- Standing committee?

Trail Academy Team

- Get something up and running this year, set up for a more permanent fixture
- Could be ad-hoc, not necessarily repeated year after year

New Website: Ben

- Improve ease of update, aesthetics, and security
- Needs to be done

- Squarespace seen as best value/functionality
- Two options: 1. \$434/y, ~\$500 content migration. Basic template. 2. One time cost of \$5,000-\$15,000 + \$434/y, custom template created by a designer.
- Grant opportunity: one time system and processes investment, program and services redesign. Colin to have a look.
- Eleri suggests including inclusivity in web design
- Kat: grant won't cover graphic design. Advises that we need the grant to proceed.
- James suggests that we consider the functionality of the free website template before committing to spending money on it, but still look into the grant
- Reconvene next month to discuss

Meeting adjourned 9:16pm by James Nadel

Next meeting: March 7, 2023