

Minutes of the Board of Directors Meeting



January 10, 2023

ONLINE

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Kevin Johnstone

Directors Present: [Andrea McFarlane](#), [James Nadel](#), Rob Donovan, Colin Brumelle, Steve Lionais, Kat Enns, Eleri Harris, [Kevin Johnstone](#)

ED: Deanne Cote

Regrets: Steven Boorne, Ben Organ

Marketing: Andrea McFarlane

Trail Director: Not present

Proceedings

Called to order at 7:02 pm by James Nadel

Approval of Agenda

Moved by: Eleri

Seconded: Colin

Approval of Minutes -

[October 4, 2022](#)
[November 1, 2022](#)
[December 13, 2022](#)

Moved: rob
Moved: rob
Moved: eleri

Seconded: Eleri
Seconded: colin
Seconded: rob

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

Marketing / Membership Update

2889 members last year

2739 this year

220 renewed, 150 lapsed

Automated email to renew membership

Goal of 5000 members for 2023

26 gifted memberships, to continue with this program

Responsible Land Use

Data analytics project: potential opportunity for summer student (Leanne, James' partner)

- Colin volunteers to help out, [Steve Lionais](#) likes this project
- Cooper suggests keeping secret trail information away from land managers, employing trail counters
- Colin has contacts at Strava

Metro Vancouver/LSCR: CBC - work plan to be drawn up after trail is assessed in the spring (warranty expires), seeking TAP sponsor and builder

- TAP reports: interest in having the NSMBA be the point of contact and have the work plans come through us
- Cambodia: work plan from Sarah
 - Likely open after bridge dropped in, which requires aquatic assessment within 30 days window in August, goal to have trail dialed by that point in time
 - Rob is working on trail building plan based on Cambodia

Community Impact

Filming on Lower Ladies

- Request to do dirt bike stunt, James in contact with DNV and Digger

Partnership with North Shore Bike Park for North Shore zone, location for AGM

Canadian parks and recreation association: each and every one grant, should hear back in January. This money will go to first nations youth mountain biking through EB

Same game program: 2 spots left, about terminology on gender equity, offer to reimburse through online program

Financial Resilience

2023 budget discussed in last meeting, reviewed again

Steve expresses concern with note that salary expenditures will need to decrease if revenue doesn't increase. To track.

Need to determine a cost for trail academy

- Not interested in replicating previous version
- Would like to have key members input in the next month or two to get it off the ground
 - Cooper, Rob, Kevin, Brent to advise
 - Need title sponsor, suggestion to reach out to arcteryx first

To lump together membership and trail boosts

Cooper to consider clause on non-profits and profits/loss

James Nadel suggests that [Steve Lionais](#) learn the role of treasurer to provide redundancy in the event that Kat needs to move on

- Suggestion to hire a bookkeeper to assist Kat

Trail boosts in December: no limit on amount of trail boost now. Number of donors about the same, value is about \$3300 (about double the \$1600 that would have been generated under previous cap of \$15)

Operational Updates

Third-Party Events in 2023: expect donations

- Norco Dirt Series - Aug 19 & 20
- Trans BC (Enduro) - June 12 & 13, also running in Whistler and the Fraser Valley
- Dirty duo: March. NSMBA not notified. Deanne to reach out and request trail maintenance and ensure permits in place

25th Anniversary

- Brainstorm ideas around an event. Working with Cory to do logo. [Andrea McFarlane](#) discussing with Northpoint brewery to do 25th anniversary brew. Will happen on a Saturday. Idea to kick off season with "25er". Need to have permit in by Jan 31 if it takes place on DNV land.

Directors and Committee Updates

To set up committees regarding trails for all, fundraising, trail academy, trail builder committee ect.

James to consider.

Meeting adjourned 9:12 pm by James Nadel

Next meeting: Tuesday, February 7, 2023