

Minutes of the Board of Directors Meeting



July 11, 2023

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Kevin Johnstone

Directors Present: Eleri Harris, Steven Boorne, Steve Lionais, Ben Organ, Rob Donovan, Kevin Johnstone (online)

Staff Present: Deanne Cote, Gareth Critcher (online), Sarah McLeod, Sarah Oehm, Stephanie Taylor

Regrets:

Proceedings

Called to order at 7:04pm by James Nadel

Approval of Agenda

Moved by: Ben

Seconded: Rob

Approval of Minutes - deferred to next meeting

[June 6, 2023](#)

Moved: Kevin

Seconded: None

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

www.nsmba.ca/board-meeting-minutes

Marketing/Membership Update

- New Staff: Sarah O. partnerships and events manager
- Gareth presents June update:
 - Followers and interactions generally increasing
 - Fiver preview a success
 - Future projects: campaigns, new website (squarespace mockup to replace wordpress)
- Website expired briefly, Ben sorted it out.
- Deanne: we will not hit 5000 (or 4000) members this year. On track to meet 2021 level of 3500 members. Budget will be slightly negatively affected. To put into place a strategy now to boost membership next year. We will start to see negative effects starting in October.

Responsible Land Use

- Kiosk on Cypress trails to be proposed. Design in progress.
- Cypress Climb update:
 - Rare Earth (contractor) mobilized, work starts tomorrow.
 - DWV working on communication plan, NSMBA will follow lead of DWV. We have an official contract. Template to be used on other other contracts. High fire risk. Contractor will stop work when next level of fire risk increases. Should be roughed in by November.
- Question on social media posts on unsanctioned trails. James suggests that we develop a policy.
- Cabin fever:
 - Pinch flat alley to cabin trail, new trail, now open.
 - NSMBA to publicize.
- CBC back under NSMBA umbrella.
- Cambodia: work underway, on schedule for completion mid-August.

Community Impact

- 17 trail days, 263 volunteers, almost 900h.

- WTNB 56 women 6 junior.
- Casual fiver 58 total.
- North Shore Crisis Center: James requests update after WTNB fiver.

Financial Resilience

- Miranda (bookkeeper) started, working to get bank access.

Operational Updates

- Camera and equipment: Ethan requests purchase of our own camera equipment. Wish list for \$7k. Perhaps we can do some promotion for a camera shop and they can give us a deal. Gareth to present a budget to Deanne. Could also rent a camera for certain events.
- Fivers: lots of curve balls this year.
 - WORCA has toonie events planned well in advance, meetings are more info. Sessions than planning.
 - Deanne and Sarah have been splitting this duty, perhaps we can divide the duties up further.
 - Suggestion to reduce the number of fivers.

Directors and Committee Updates

- Trail Academy: schedule an initial meeting in the next two weeks to discuss how it is structured, successes/blocks, what we envision a trail academy looking like.
- Trails Working Group: builders survey to be completed by September.
 - Concern from staff that the efforts of this group duplicate that of staff, board suggests group works towards higher level trails strategy. To discuss next steps in September.
 - Data analytics from Trailforks to be included in this group.
- Trails for all committee: suggestion to include indigenous artwork.
 - Could ask British Properties if they have a public art budget.
- BOD recruitment:
 - Link to BOD recruitment page broken.
 - Staff to identify key traits and skills needed.
 - Suggested to have a screening process and narrow a pool of applicants.

Meeting adjourned 9:23pm by James Nadel

Next meeting: