

Minutes of the Board of Directors Meeting



June 6, 2023

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Ben Organ

Directors Present: James Nadel, Steve Lionais, Katherine Enns, Colin Brumelle, Eleri Harris, Robin Donovan, Ben Organ, Steven Boorne (remote)

ED: Deanne Cote (remote)

Regrets: Kevin Johnstone

Marketing: Gareth Critcher (remote)

Staff: Stephanie Taylor

Proceedings

Called to order at 7:06 pm by James Nadel

Approval of Agenda

Moved by: Robin

Seconded: Katerine

Approval of Minutes - deferred to next meeting

[May 2, 2023](#)

Moved: Ben

Seconded: Colin

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

www.nsmba.ca/board-meeting-minutes

Marketing/Membership Update

- Welcoming Gareth, new Marketing Manager
- Gareth presents marketing strategic plan
 - NSMBA customer marketing funnel (awareness > interest > desire > action > retention > loyalty)
 - First few weeks looking at defining positioning, style guide, tone of voice, customer segmentation
 - Goals; grow membership & trail passes, increase branded merchandise, enhance raffle & donations
- Brief discussion about raffle, still want to do it but not sure when since Gareth just started

Responsible Land Use

- Cypress project
 - Jeremy Powers has been selected as the builder for the climb trail, hopefully starting in July 2023
 - District of West Vancouver has approved the budget (\$200k+) which will come to us and we will subcontract to the builder
 - We will have a lawyer draft a contract since this project is a large amount of money
 - Can't announce this yet, District of West Vancouver will work with us to draft a press release soon
- Steve and Kat raised a point related to Thriving Non-Profits. Discussed merits of making profit versus breakeven for projects, we should be looking to make money even as a non-profit
- We submitted a proposal to upgrade Empress Bypass but BC Parks is now requesting that we have a partnership agreement in place with them

Community Impact

- 21 trail days for the month of May

- 1,200 volunteer hours
- First fiver: 192 finished, including 36 women and 19 youth
- Second fiver: 192 finished, including 34 women and 20 youth
- Fast Passes to skip the line at Fivers if you do a trail day are popular

Financial Resilience

- Question about whether we should charge more for Fivers, decision to delay decision on this until the end of the season for next year's Fivers
- WORCA and SORCA membership is \$60, consider raising membership prices next year
- Last module of Thriving Non-Profits and will present 3 strategies next week, course content and group discussions have been very valuable
- We have a bookkeeper (Miranda from Noma Bookkeeping), initial focus will be on payroll

Operational Updates

- We have hired a Sponsorship and Events Manager (Sarah), previously managed events and marketing at MEC. She is starting on July 4th
- Just posted job for permanent Trail Crew role (to replace Bishop), we're not in a hurry and want to find the right person
- Agreed to move the July Board meeting to 11th July rather than 4th July
- Agreed to skip the August meeting or do something social instead
- Volunteering expectations
 - Reminder that Directors need to volunteer for popups, Fivers, trail days etc. (as per <https://nsmba.ca/join-the-board-of-directors/>)
 - Expectation is 2 trail days per year, plus at least 2 community events
 - Community events schedule - https://docs.google.com/document/d/1xOT5MiB-V0OjFfkTtHNeMzwSCQz_j2vqH744RaiaHw/edit
 - Robin volunteered to be responsible for managing Board of Director volunteer requirements
 - Talked about attending / running more events in 2024, including more community events (e.g. with local First Nations) and more structure

Directors and Committee Updates

- No updates

In Camera

- Motion passes for staff compensation

Meeting adjourned at 9:09 pm by James Nadel

Next meeting: 11th July 2023 (1 week later than originally planned)