

Minutes of the Board of Directors Meeting



Tuesday, March 7, 2023

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Kevin Johnstone

Directors Present: Rob, James, Ben, Steven B, Kat (zoom), Stephanie, Eleri, Colin (Zoom), Steve

ED: Deanne Cote

Regrets: Andrea McFarlane

Communication: Stephanie

Trail Crew Lead: Sarah

Proceedings

Called to order at 7:04 pm by James Nadel

Approval of Agenda

Moved by: Steve B

Seconded: Rob

Approval of Minutes - deferred to next meeting

[February 7, 2023](#)

Moved:

Steve L

Seconded:

Colin

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

- 9 partners, 3 store discounts, \$900 prize draw
- 23 people referred, 15 memberships (65% conversion rate)
- Email blast, instagram
- Discussion on why uptake of this program has been slow
- Eleri to share links on NS Ride and Vancouver Trail Shredders
- 5000 member goal by Oct 2023
 - Need 325 new memberships per month
 - 4000 member goal = 182 new members/month
 - Discussion on ideas to advertise and increase awareness of our organization
 - Kiosks, on trail signs, community centers
- Total membership increased since last year
- BC Bike Show
 - Jimmy, Ben, Steve L, Eleri, Ryan volunteered at booth
 - Success, lots of traffic
- 25th anniversary logo: discussion on colours and logos

Responsible Land Use

- Cambodia project schedule
 - Meeting with LSCR, coordinated on schedules with Meghan
 - Bridge can happen at any time, likely towards the end of the project
 - Updating permit
 - Metro has a plan to create a cohesive network of trails. They would like to send out a survey to the riders.
- LSCR Permit Update
- LSCR Survey
- Marr creek bridge: have specs, aluminum, no timeline as of now

Community Impact

- No update

Financial Resilience

- Insurance review underway, May 6 renewal. Spoke with “Bicycle Broker” at the bike show

Operational Updates

- Request for funding support - Leadership Training

- Need a leader to ask questions to staff to guide organization, starts in April, funding to be provided
- Deanne to send link
- Deanne to present on OKR's for 2023
 - Grow membership (financial resilience)
 - Reactivate trail academy (responsible land use)
 - Trails for all assessment tool (community impact)
- Request for participation in brainstorming sessions by the board
 - Deanne to provide a list of areas staff may need help in

Directors and Committee Updates

- Further discussion around committees to be formed
 - Trails working group - varying support
 - Trail academy team - generally ranked high, board agreed to form
 - James to put together terms of reference
 - Kevin and Rob volunteered, external people to be brought in
 - Fundraising and financial resource development team - varying support
 - Trails for all committee - varying support
 - Staff wants this committee, board approves this committee
 - Ben, Eleri, Kat to contribute
 - Community engagement team - varying support
 - HR & Finance Committee - ranked near bottom
- Support 'teams' that staff can call on as needed, ie, the HR Team

Meeting adjourned 9:23pm by James Nadel

Next meeting: Tuesday April 4, 2023