

Minutes of the Board of Directors Meeting



May 2, 2023

ONLINE & IN PERSON

Board Members

Meeting Chair: James Nadel

Meeting Secretary: Kevin Johnstone

Directors Present: James, Eleri, Stephanie, Ben, [Steve Lionais](#), Cooper, Colin, Katherine (online)

ED: Deanne Cote

Regrets:

Trail Crew Lead: Sarah McLeod (regrets)

Proceedings

Called to order at 7:08pm by James Nadel

Approval of Agenda

Moved by: Ben

Seconded: Steve L

Approval of Minutes - deferred to next meeting

Moved: Steve L

Seconded: Ben

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

www.nsmba.ca/board-meeting-minutes

Marketing Update

- 3802 ppl reached, 90 referrals, 59 converted, \$2950 earned
- Suggestion to continue referral program even without incentives

- Some website links were broken, but have been fixed
- Increase in members from last month, and last year
- Expect increase in membership with fivers
- Season opener: tickets sold out, 55 attendees, successful event
 - Suggestion to do it again next year

Responsible Land Use

- DNV/NSMBA crew conflict: resolved. Deanne met with staff members and established a process for delineating responsibilities
 - Builder, then trail crew, then DNV
- Neds is open

Community Impact

- Break the cycle: gender justice and housing fundraiser
 - Secured a sponsor for the badges
 - WTNB Fiver: all proceeds go to break the cycle
- Fromme gate closes at 8pm

Financial Resilience

- Bookkeeper quote:
 - \$550 vs \$1100 per month (family run vs more of an “enterprise” set up), Kat moves, board approves
 - Decision to go with family run business (Miranda)
- Insurance update:
 - Dropping Oasis, signing with CapriCMW less money, better coverage (no aggregate, personal injury went from \$2m - \$5m)
- Financial update? Are we on budget? (Question from Steve L)
 - Profit/loss (Nov22-Mar23) = \$45K Budgeted vs \$60K Actuals = \$15K over
 - Rev = \$365K budgeted, \$296K actuals = \$30K under
 - Included golden dirt = \$37K and \$50K in grant (we received \$25)
 - Memberships and boosts up \$6k from last year, TAP hit \$88k by end of March
 - Exp = \$320K budgeted, \$237K actuals = \$83K under

- Included golden dirt - \$37K, salaries/cont. under by \$38K
- Cash balance as of March 30, 23 = \$396K = 6 months of burn available
 - Year end forecast = \$270K = 4 months of burn
- Sponsorships - Is there anything we need to be aware of here? (Steve L)
 - We were looking for a Fiver sponsor, did that happen?
 - We have one month to find a sponsor, Copper Penny Distillery is slow to respond but is positive
 - Bond training interested

Operational Updates

- Marketing manager: 4 interviews, 2 responded.
- Sponsorship management: 1 application for escape velocity role
- Fiver volunteers: 3 ppl confirmed for Thursday, need 8. We have put a post on social media.

Directors and Committee Updates

- Steve volunteers to take on social committee head
 - Website:
 - Squarespace: looks good but lacks some refinement. Easy to put together. Annual cost: \$430.
 - Big challenge is content migration. Marketing: which content do we want to keep? \$500.
 - Agree in principle that website will change, Colin and Ben to coordinate on marketing manager and decide on path forward. To get quotes on website change over.
 - Committee terms of reference:
 - Suggestion to conglomerate the general information for committees
 - TAC: advisory committee briefing staff once they have info
 - TFA: more substantive, monthly update
 - Discussion on internet trolls: do we have a policy? Suggestion to delete troll comments. If unsure, ask the trails for all committee
 - Suggestion to create an operational handbook on difficult situations
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Meeting adjourned 8:50pm by James Nadel

Next meeting: June 6, 2023