



Submit your volunteer hours please: <https://www.cognitoforms.com/NSMBA1/Hours>

BOARD OF DIRECTORS MEETING

16 September 2025

6:30pm to 8:00pm

Our Vision: Trails for all, trails forever.

Our Mission: We are a volunteer-driven non-profit organization dedicated to caring for a sustainable trail network within the community.

Board Members

Meeting Chair: Steve Lionais

Meeting Secretary: Ben Organ

Directors Present: Steve Lionais, Robin Donovan, Eleri Harris, Ben Organ, Nara Henderson, Anjulie Latta, Michael Nelson, Rachid Nayel, Raj Brar

- **Staff Present:** Cynthia Young

Regrets: Ali Shuparski

Proceedings

Called to order at 18:50

Approval of Agenda

Moved by: Anjulie Latta

Seconded: Nara Henderson

www.nsmba.ca/board-meeting-minutes

Agenda

Maximum 90 minutes

1. Approval of Minutes (5 mins)
2. Learning/Sharing (10 mins)
3. Offline Updates (15 mins for any discussion)
4. Policies & Procedures (10 mins)
5. Goal Setting 2026 (30 mins)
6. General Business -in camera (15 mins)



A. Approval of Minutes (5 minutes)

[August 19, 2025](#)

Moved: Ben Organ

Seconded: Rachid Nayel

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

www.nsmba.ca/board-meeting-minutes

B. Learning/Sharing (Max 10 minutes)

a. Decolonizing Trails

i. Pre-watch the following videos:

1. How mountain biking started (7:03 to 9:32):
<https://www.youtube.com/watch?v=kn8muQ24h8Y&t=425s>
2. "Crown land" and unceded territory (21:23 to 23:54):
<https://www.youtube.com/watch?v=kn8muQ24h8Y&t=1282s>
3. Links between recreation and colonisation (26:05 to 31:30):
<https://www.youtube.com/watch?v=kn8muQ24h8Y&t=1571s>
4. Doing things in the right way (35:23 to 40:01):
<https://www.youtube.com/watch?v=kn8muQ24h8Y&t=2072s>

ii. This article by Patrick is also worth a read:

<https://cyclingmagazine.ca/mtb/how-do-we-decolonize-our-mountain-bike-trails/>

C. Offline Updates (Max 15 minutes)

Any updates from committees or staff that can be referenced offline should be linked here. If there's anything that needs to be discussed, please flag it under here.

A. Financial Update - Monthly Revenue Report (August 2025)

a. Membership/Sponsorship

B. Board Recruitment

- #### a. Looking for suggestions from your network for potential board members. We currently have only 2, but I'm sure we can each think of at least one person in our networks we think might be a good fit. Please add to the sheet:

☒ NSMBA_Board_Committee_Leads_Details.xlsx

- #### b. Refer to the skills matrix: ☒ NSMBA_Board_Skills_Matrix.xlsx

- #### c. Leveraging our network is the best way to recruit people

C. Community Open House

- #### a. October 2, 2025 6:00-9:00pm. Details here:

<https://nsmba.ca/community-open-house/>

- #### b. Representation from our board at this meeting is important. Please make an



- effort to attend
 - i. RSVP to the calendar invite (yes or no)
 - ii. Bring a fully charged device
- c. See Q&A document to align on expected questions
- d. There will be a silent auction. Spread the word!
- D. Working Trail Strategy Group
 - a. Trail Strategy Collaboration proposal letter submitted to the First Nations of the North Shore
 - b. Squamish Connect portal account established for future submissions/proposals
- E. Cypress East Trail - Call for Artists
 - a. Ben to liaise with Willie from Squamish Nation about Tsleil-Waututh response to Call for Artists update
- F. Committees
 - a. Finance update
 - i. We're in a strong position but sponsorship is drying up at the end of the season
 - ii. Moved \$30k to GIC
 - iii. Some money coming in from silent auction and another payment from DNV is due
 - b. Quick recap on committees status
 - i. Which committees need members?
 - 1. Events Committee needs community members (Brian Earle will join, need 1 or two more)
 - 2. Trails for All Committee needs 2 community members and will need 2 new board members in December
 - ii. Recruiting members from the community
 - 1. We'd like to publish [this page](#) soon.
- G. Executive Director Update:
 - a. [Cypress Trail Opening](#) was a big success
 - b. [Silent Auction](#) goes live tomorrow - approx. \$18,000 worth of items to bid on. Bidding will all be online and closes at 8pm at the Community Open House
 - c. Steve and I filming with Tandem on Thursday
 - d. Women's+ Enduro on Saturday - over 100 participants registered
 - e. Community Open House Oct 2, 2025 - 3 directors have RSVP'd Yes
 - f. Collab beer with BEVA in October
 - g. Builder Meeting Oct 16, 2025

D. Policies & Procedures (10 mins)

- a. Quick discussion on policies for Trans athletes in our events
- b. Process for establishing policies (of any kind) going forward.

E. Goal Setting Discussion (30 mins)

- a. Review of 2025 OKR's
 - i. Objective 1
 - 1. KR1 - is mostly done and we'll be doing open house in October
 - 2. KR2 - will be done after the open house, before the end of 2025
 - 3. KR3 - hasn't been done yet
 - 4. Thinking has evolved on how to create the strategy, Mike and Cynthia and Trails Working Group to revise objective and KRs for 2026
 - ii. Objective 2
 - 1. KR1 - membership revenue is a bit lower \$173,000
 - 2. KR2 - sponsorship revenue currently lower \$133,600
 - 3. KR3 - merchandise revenue way lower \$4,000
 - 4. KR4 - haven't been pushing this
 - iii. Objective 3
 - 1. KR1 - we did a community survey, but didn't get $\frac{1}{3}$ of members responding (actually 556 responses which is ~20% of members)
 - 2. KR2 - will be done as a community impact report
 - 3. Anjolie will send community impact report to Cynthia
- b. Discussion: What do we want to accomplish in 2026?
 - i. Trail apprenticeship program
 - ii. Break-even financial position
 - iii. Membership growth, increasing awareness and adding more benefits for membership
 - iv. Rethinking sponsorship strategy
 - v. Trailwork / full-time trail crew
 - vi. Increasing volunteer hours and community engagement
 - vii. Advocate for new trails
 - viii. Pay a Living Wage (\$27 per hour)
- c. Detailed discussion next meeting so we can finalise OKRs before the AGM

F. General Business - in camera (Max 15 mins)

Adjournment of Meeting at: 20:26

Next Meeting: October 21, 2025