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BOARD OF DIRECTORS MEETING

February 17, 2025

6:45pm to 8:15pm

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: Nara Henderson

Directors Present: Nara, Rob, Brent, Mike, Steve, Anjulie, Raj, Jeff, Penny, Eleri

Staff Present: n/a

Regrets: Cynthia, Rachid

Proceedings

Called to order at: 6:45 pm

Approval of Agenda

Moved by: Rob

Seconded by: Anjulie

www.nsmba.ca/board-meeting-minutes

Agenda

Maximum 90 minutes

1. Approval of Minutes (5 mins)
2. Offline Updates (10 mins for any discussion)
3. Quarterly Financial Update (15 mins)
4. Trails Working Group Presentation (45 mins)

A. Approval of Minutes (Max 5 minutes)

02. Directors Agenda/minutes - Jan 20 2025

Moved: Mike **Seconded:** Raj

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

www.nsmba.ca/board-meeting-minutes

B. Offline Updates (Max 10 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. Monthly ED Update: January 2026

- a. Working with North Shore Tourism Association and Peter Larose on the trail strategy research.
 - i. Will be fed into Trail Strategy
- b. Encouraging TAP sales with new partners
- c. Upcoming Partner Appreciation Event on Mar 11, 2026
- d. 3,375 members
 - i. Renewal rate back to historical average
 - ii. Under on new members
 1. Membership campaigns are in the planning stages? Are there plans we can see? Tied to 15% membership growth.
Steve Lionais to check in on (a) what % we are down, (b) plan(s) to shore this up - marketing, campaigns, etc. (per the examples sent by Anjulie to Cynthia/Gareth).
 2. How many people donate who are not members - can we connect the dots here, incent donors to become members.

B. NSMBA AI Policy

- a. Needs review and commenting by all board members
<https://docs.google.com/document/d/1qcviB2xBwipqgkIDlmlIO2E56Cb4rUffASgy-QifzU/edit?usp=sharing>
- b. Should be voted on for adoption at next meeting
 - i. Note developed from a corp AI policy that has been run through their legal (as a basis)

C. Review and vote on an updated Terms of Reference for the Events committee. Note, we propose changing the name to Community Impact & Engagement Committee, plus some other changes. **Directors - please review ahead of tomorrow's meeting**

- a. https://docs.google.com/document/d/1cdxzskxryJwYXO3ep8V_dBTc64FAZOSoteMwdacxb8o/edit?tab=t.0#heading=h.d7et2jsxid56



- b. More of a forward looking, strategic guidance committee for ED
- c. 3 confirmed committee members, 2 others have expressed interest
- d. Committee reports to the board, Cynthia is a key stakeholder
- e. Suggestion to connect back to KPI's in our 2026 plan and insert into the TORs. Eleri Harris
- f. Board vote - unanimous in favour
- D. Added to the agenda - vote to approve TORs for Fundraising committee. Unanimous in favour.
- E. Discussion of a proposed new annual community event - Digger Day. A mini mountain bike festival to celebrate Digger as he approaches retirement.
 - a. It's going ahead this year, planned by Sean Brassil. It'll feature a trail day on Lower Digger, demo bikes by Santa Cruz and Shimano, NSMBA table selling merch and memberships, maybe a meet-and-greet with a few local heroes. It's being held April 25th, a day before Digger's birthday.
 - b. I'd like us to discuss board feelings about making it an annual signature event.
 - i. Board is in favour
 - ii. Start with hosting in 2026 as Digger Day, create an annual event out of it after reassessing how the first one goes.Eleri Harris
- F. Propose Spring community engagement event
 - a. Past attendance has been low - board preference would be to time a community engagement event with something compelling/good reason for community to gather w/ NSMBA & discuss
 - b. Potentially trail strategy release/input could be a compelling reason to host a community engagement event at that point in time. Note - Cynthia doesn't have time to organize, so committee would need to.

C. Quarterly Financial Update (15 mins)

- A. Financial update for Q1 (Raj)
 - a. See Quarterly Budget Update: [2026 Q1 Budget Comparison](#)
 - i. TAP and Memberships in the negative (biggest impact -\$27K together)
 - ii. Trail crew + Admin salaries/wages are now being split (donations cannot go to admin)
 - iii. West Van has a line item in their proposed/new budget \$60K for NSMBA trail work (approval as late as May - not yet official but has been to



- council)
- iv. Corp credit card now, FYI
- b. See Full Working Budget: **2026 NSMBA Budget**.xlsx

D. Trail Strategy Update Presentation & Discussion (Max 45 mins)

- a. Draft Survey: NSMBA Trail Strategy Phases Outline 2025-2026
- b. Draft Timeline: NSMBA Trail Strategy Phases Outline 2025-2026
 - i. Events committee & trail strategy group to connect and decide on community engagement
 - ii. Mike Nelson will add link to the Test Tool
https://shuswaptrails.com/files/T_E_S_T_2020_Master_.pdf
 - iii. Cynthia is working on the survey plan

E. In Camera (Max 15 Minutes)

Adjournment of Meeting at: 8:04pm

Next Meeting: March 31, 2026 (Third Tuesday of the month)