



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

BOARD OF DIRECTORS MEETING

21 October 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: Ali

Directors Present:

- **Staff Present:** Anjulie, Mike, Rob, Ben, Ali, Raj, Elerie, Rachid, Steve

Regrets: Nara

Proceedings

Called to order at: 6:51

Approval of Agenda

Moved by: Rob

Seconded: Ben

www.nsmba.ca/board-meeting-minutes

Agenda

Maximum 90 minutes

1. Approval of Minutes (5 mins)
2. Learning/Sharing (5 mins)
3. Offline Updates (10 mins for any discussion)
4. AGM Planning (10 mins)
5. Goal Setting 2026 (45 mins)
6. General Business -in camera (15 mins)

A. Approval of Minutes (5 minutes)

[September 16, 2025](#)

Moved: Anjolie **Seconded:** Rachid

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

www.nsmba.ca/board-meeting-minutes

B. Learning/Sharing (Max 5 minutes)

- a. How to have an inclusive AGM
 - i. Advertise early and on different forms
 - ii. Better signage for the room
 - iii. Bike parking info included
 - iv. Comments QR code/ app (Slido?)
 - v. Multiple formats (in person + zoom)

C. 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. Committees

- a. Finance update
 - i. Work continues on the 2026 budget. [Draft Budget for board to review.](#)
 - 1. Projecting small ~\$5k loss for the year
 - ii. Brief update of current financial position (still targeting a break even close to 2025).
 - 1. Spend next week reviewing and will be signed digitally
- b. Board Recruitment
 - i. Applications are [now open](#) for next year's board.
 - ii. Applicants [can be viewed here](#). We currently have 2 new submissions.
- c. Quick recap on committees status
 - i. Some committees are short on directors/members. Committees are responsible for recruiting their own members. Has there been any movement on recruiting new 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. Steve: I don't see any reason why we can't move forward with this now.
- d. Builder Meeting follow-up



- i. A few of the builders were quite vocal about the need for a Town Hall. Does the format and context work for a “Town Hall” at the AGM?
- e. Trail Group
 - i. Propose to revise the Trails Committee group to Trail Working Group and adopt new terms of reference that align under the Responsible Land Use Pillar of the 2022-27 NSMBA Strategic Plan document.
 - ii. Feedback due by EOW if anyone has any

D. AGM Coming Up on November 20 (10 mins)

- a. Discuss what the plan is for the meeting
- b. Need some people to volunteer to help prepare
 - i. Steve, Rachid, Eleri, Ben, Ali, Raj (or Rachid)

E. Goal Setting for 2026 (45 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 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 (take out from goals)*
 - 1. *Wanted 5 and got 5 this year*
 - 2. *More structure, aiming to run maybe next spring (pool of applicants is from trail days)*
 - ii. Break-even financial position
 - 1. Budget to break even again in 2026
 - a. This would give us strong financial footing to build off

- b. Diverse funding and revenue sources
 - c. Structured grant writing
 - d. Fundraising Committee (donor structure)
- iii. Membership growth (5,000), increasing awareness and adding more benefits for membership
- iv. Rethinking sponsorship strategy
 - 1. Corporate membership addition (\$500 and 4 memberships)
 - 2. Add donors status?
- v. Trailwork / full-time trail crew
- vi. Increasing volunteer hours (15,000) and community engagement
- vii. Advocate for new trails
- viii. Pay a Living Wage (\$27 per hour)
- c. Goal: Land on up to 3 main objectives for 2026
 - 1. Take-away for Cynthia is to then come up with a plan to meet those goals. (add in measurable and timely goals)
 - ii. Financial resilience
 - 1. Break Even Budget
 - 2. Diverse revenue streams
 - 3. Living wages
 - 4. Restructure sponsorship strategy
 - 5. Membership growth
 - iii. Trail strategy
 - 1. Documents
 - 2. Assessment tool
 - 3. Engagement with stakeholders
 - 4. First Nations involvement
 - a. Working relationship with the two nations of the shore
 - 5. Community feedback/ involvements
 - 6. Data driven results
 - liii. Trail work/ community engagement
 - 1. Increase volunteer hours (15,000 volunteer hours)
 - 2. Apprenticeship program
 - 3. Builder community involvement
 - 4. Events (Fivers, open house, builder meetings)
 - 5. Increase and build community engagement

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

Adjournment of Meeting at: 9:03pm

Next Meeting: November 17 2025 (6pm-8pm)

