

Bicycle Nova Scotia Board of Directors

The Terrace
September 13th 2017

Minutes

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Present: Ryan Lindh, Zach Steinman, Iola Doucet, Gaynor Ferguson, Scott Davis, Mary Ellen Donovan, Jon Burgess, Alan Scott, Lorenzo Caterini, Mike Kennedy, Susanna Fuller, John Trites, Ben Buckwold, Jesslyn Fowlie

Regrets: Melissa Ross,

	ITEMS	DISCUSSION POINTS	ACTIONS/DECISIONS
1.	Bring to Order/Approval of Minutes	Introductions of all present. Welcome. Call to order 6:44pm Review Minutes and Actions from No minutes	<i>Motion:</i> <i>Actions:</i> Approved by all
2.	Trails Federation update, NSEN Membership	Madeline received a letter from NSEN and she wants to know whether we want to be members.? No, we don't need to be members, NSEN Membership.	<i>Motion: Susanna</i> <i>Actions Madeline reply saying no thanks</i>

		Milk fair in October in BMO soccer centre 11-13 th October(Wed-Fri). Ask bike shop local. Clayton Park Area. Can anyone from BNS make this??	
3.	Bike Touring Book	<p>Touring Book of Nova Scotia</p> <ul style="list-style-type: none"> - last book was in 1994, BNS lead publisher and author was Corey Watts - follow up / incorporation of Cycle NS as a baseline for some areas - Touring account has \$16,000.00 in it from revenue - two publishers interested - builds on our strategic plan towards NS as a bicycle destination <p>Proposal: BNS invest \$18,000.00 in project via a contract with Adam Barnett over the next 18 months / two years, with the aim to recuperate costs and get some grants to write book as well, revenue neutral at best.</p> <p>Published in 1994, by Corey Watts and a few others interested in this was when this was last done with some success.</p> <p>Ben, Adam and Susanna meet a few times whether BNS has publisher and owns the book. \$16,000 in the bank from</p>	<p><i>Motion:</i> Susanna, Second Mary Ellen</p> <p><i>Actions:</i> approve the BNS bike touring Book and we will contribute \$10,000</p>

the revenue of the last book and touring money. We could also get some grants. Would we like BNS to be involved? Vote on Adams doing two days a week over 1-2 years to get the book out there.?

The book will contain, maps, rides and put in the best rides and which have good rides, Plus the rides are 100K get some smaller rides and family rides. Not like Micheal's Trail book. What is the demand, how are these selling?

Distribution: get the bike shops to carry them and sell them.

Mountain biking where to ride what to expect clubs and how to get involved?

Sponsorships could be included.

Cost about \$25 to buy.

Plus use the online platform so the use can interact.

We should give the go ahead and speak with the publishers and who do we choose? We will put about \$10,000 toward it and get grants for the rest. The publisher is doing the graphics and photographs. They would sell the book to

		<p>BNS for \$10. Boston globe has one, it is a great thing to have out there. Motion approve the BNS bike touring Book and we will contribute \$10,000 and get grants for \$10,000. Susanna, Second Mary Ellen For more see in appendices.</p>	
4.	CCN Membership	<p>CNN is a platform to help with user friendliness for join BNS. How do we get people to join BNS. Zone 4 works well for races but not for general membership. Adam is been doing some research on the CCN and what this would look like and how we do this? General Membership and general communications, zone4 competitive races would stay and CCN for all other. Welcome letter what we do and membership cards. How does it fit with AD&D insurance. Taxing our current structure would Alan be OK with someone else taking over the registrar? Cost per member similar to zone 4.</p>	<p><i>Motion:</i> <i>Actions:</i></p>

		<p>We would know who has membership and what clubs they belong to, i.e. General member and part of say WOW.</p> <p>Zone 4 can be sent out via email. We can pro rate if people and then come Jan 1st that they are in the data and sent an email to say join BNS as a member.</p> <p>This way you would be covered and get insurance. We can make General membership from April to April. We would need to have a bylaw change??</p> <p>BNS makes a perfect Christmas Gift.</p> <p>Madeline would be taking on a lot gathering and processing the information. This would need to be automated.</p> <p>Motion to Ask Zone4 BY Susanna Fuller Seconded BY Lola</p> <p>Capabitiy from zone4 to match or exceed the CCN Membership??</p> <p>Zone4 personalised email custom letters and lots of other things we just need to ask them. Adam to bring back to the board.</p> <p>Here is the what CCN sent me in terms of a mock up of how the site might work/look like.</p>	<p>Motion: BY Susanna Fuller Seconded BY Lola</p> <p>Action To ask Zone4 if their system that we are currently using can be expanded to incorporate a general memberships, card, emails, etter, etc.</p>
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		<p>- Here is the main landing page for BNS which is the jumping off point: https://ccnbikes.com/#!/memberships/bicycle-nova-scotia</p> <p>- It's important to note that the wording on most of all these pages is completely customizable so if you see something you want changed be sure to let me know.</p> <p>- You can apply the coupon code "BNS_Admin_TEST" to the checkout/billing page to waive the online fee - that way you'll be able to see the on-screen confirmation and receive the confirmation email (again, both can be completely customized if you wish to change anything)</p>	
5.	<p>Vote on 2nd attendee for CCC Congress</p>	<p>The CCC Congress happens October 21st 2017, policy is that we have president or co president lola going. Bear Mountain in Victoria, plus one another to attend. Who will this be? Athlete development, VP Road and Mountain bike.</p> <p>Jon would like to be part of this?</p> <p>What goes on is we talk with other provinces about what's new where we are and going and what we would like to take to the seminars?</p> <p>Womans task force to get more girls or</p>	<p><i>Motion: Jon Burgess and lola Doucet going</i></p> <p><i>Actions: Madeline to process</i></p>

		<p>females involved. Disc brakes to be allowed at races a topic to be discussed and next time it would be beneficial if Lorenzo Caterini goes before he retires for CX nationals.</p> <p>One person goes through by Cycling Canada and BNS pays for the second person.</p> <p>Motion for who goes beside Jon Burgess, Scott seconded by Susanna Fuller. Disc brakes and CX nationals to LC retires</p>	
6.	Email Scam	<p>Today BNS was scamed \$8000. Someone hacked into Susanna's email account and a transaction was initiated to get the money back. Break down on BNS part. Police and Anti-Fraud dealing with the case now very sophisticated.</p> <p>Dropbox and icloud are not very secure and the US security go through so nothing is private we need to look into a Canadian company sync.com (is the Canadian equivalent) taking over our storage of files..</p> <p>SNS do they know about the scam??</p> <p>Madeline to email all SNS.</p> <p>We have 2 dropboxes which we could move to sync.com and clean up the</p>	<p><i>Motion:</i></p> <p><i>Actions: Madeline to email SNS about scam and look into sync</i></p>

		<p>dropbox. 30 day passwords, paper work to confirm transactions over \$500 to help tighten security.</p>	
7.	<p>Vote Macdonald Park And MacIntosh Run</p>	<p>DNR has given approval and Waverly given go ahead for skills park, Shauns trail \$2001.96. The second phase is on hold while DNR do geological studies, we wait on what DNR find. BNS to fund the phase one design of the trail. We need to have an agreement that we can have access to the site forever not let them change the mind as people prefer hiking and cyclist are a pain we need it to be cyclist have priority. Land use agreement needs to be in place? \We need the design first? Term sheet to get in place, Bikes will be first hikers second. There are also Nordic trails here and how do bikes and Nordic user cohabitate. They only cross the trails and not follow the Nordic trails. Motion to initial design pending we get an agreement for land use. Approved moving to land agreement use. Scott and lola</p>	<p>Motion to initial design pending we get an agreement for land use. Approved moving to land agreement use. Scott and lola</p>

MacDonald park uses Trailflow as the contractor. Is this an agreement between Trailflow and BNS.

Does Ryan step down from BNS??

MacIntosh Run

Kaarin Tay is asking for \$700 from BNS to build in some bridges. We need some logo on signage. This is on the signs already.

May be a user pay system to help pay and maintain trails and bridges. People should pay \$\$ to use the trails or sell bump stickers people who ride there should pay membership from the core group who ride there.

Form a club and pay from a membership and help maintain the trails. Fight trail to grow then form a club.

Keppoch and Kingdom trails, have membership or day pass. This has not been brought forward to the fight trail board. Option 1 we can pay for a short board walk but you need to do a cycling infrastructure or a similar thing a to Keppoch and Empire trails.

Option 2 we can loan them the money?

Motioned Lorenzo Caterini and seconded by Mary Ellen

Action to support skills and not infrastructure

		<p>Not paying for infrastructure. Go fundme page for the trail and target the people who use the trail Trail system for trails in the HRM area membership to use all these trails to help with costs and maintance? We can support in another way not infrastructure LC Motioned Seconded Mary Ellen All voted Maybe Lorenzo can put something together for them on how to get to help and set up like the Nordic HRM Group?</p>	
8.	Chris Bennett Logo design	<p>BNS logo redesign and asked Chris Bennett three phase design and some of the collateral t-shirt etc \$3000 for the job lot. No other quotes. Money from General Revenue Motioned by Scott seconded by LC and All in favor except JB How much time she would like in the meeting.</p>	Motioned by Scott seconded by LC and All in favor except JB
9.	Conflicts on the board	<p>What do we want to do for mountain bike trails? Issue is Aug 17 2017 HRM not sure as</p>	

BNS initiative. Chuck Sutton wanted to know if we took on Macdonald park and be separate from BNS and we want to engagement of a committee to enable us to create trails. Mountain bike and Bikeways came under BNS. Ryan and Chuck meeting about state of mountain bike trails and floating a mountain bike association. There was a third meeting where several BNS members turn up and wanted to know as to where Chuck was standing whether as a BNS representative or independent chair. Jon questioned Chuck about why he was chairing the meeting and Lola was questioning whether Chuck was or was not representing BNS.

Day of meeting email from Susanna saying she wasn't in favor with this.

Chuck responded to Susanna. Counselor was not happy and was upset with what happened in the meeting.

Grass roots have brought forward trails BNS haven't brought forward any trails and people weren't happy with BNS as the way in which it was handled.

Promote the sport.

Action Anyone who has a comment about what has happen to Chuck to email privately to Susanna, Lola and Mary Ellen.

Spider lake trails and liability insurance was made and we switched companies without any apology to Chuck as he had been working on insurance too and his work was cast with nothing for all the hard work from BNS.

BNS not beneficial to recreational Mountain bikers there is a working group. Chuck is part of a working group and is this a conflict. BNS not building infrastructure but skills.

Organically growing to serve the needs of the community. They need to seek funds all trails or just on your trail.

Bylaws are being put together. They are trying to get organized and get projects on the go developing and move them forward. Chairing a meeting as BNS and then was approached by Consular and then you are representing BNS and also MacIntosh and advocating for Regional Mountain bike trails Association. You went against the board from BNS and that you were given direct order from BNS.

The organisation is moving forward and drafting bylaws for this association. \$10,000 provincial money to move

		<p>forward helping grass roots associations with environment, permits, skills and not infrastructure etc.</p> <p>Get trails on the ground is Chuck Sutton goal. All board members have conflicts and do you feel that you Chuck Sutton can do his best for BNS or for the Mountain Bike Trails Association or both?? Chuck not sure and wants to move forward. The board needs to tell you what they want and then Chuck can decide what he wants to do.</p> <p>It is great that there are 20 people already sitting round and deciding how and building trails.</p> <p>Anyone who has a comment about what has happen to Chuck to email privately to Susanna, Lola and Mary Ellen.</p> <p>We need a ATVNS !! solution to move forward.</p>	
10.	Sector updates	<p>Sector Updates</p> <p>I have been trying to get a meeting with TIR Minister (Lloyd Hines) but have not been successful as yet. Now that fall is upon us, I am hoping to get an hour or so to begin a discussion with him soon. I would like to discuss:</p>	

- Postcard with the 1M Rule to be mailed out for all vehicle registration renewals for three years. That will cover almost all vehicle owners in the province.
- Planning repaving projects on secondary roads, and new construction, with Active Transportation in mind
- Speed limits based on Active Transportation
 - Lowering them for roadways with no paved shoulder

2. Still trying to get a meeting with the CO of Nova Scotia Division of the RCMP to discuss enforcement:

- Of both motorists and cyclists
- How to get our Incident Reporting system to distribute Incident Reports to relevant detachments, and whether the RCMP will allow it
 - Also what we would need to do to the Incident Report format to make it so they can be used by the RCMP

3. Making contacts with the Active Transportation committees in the various municipalities to see what their plans for

roadways are; beginning with West Hants.

I have irons in the fire but not a lot of progress as yet.

- Most recreational clubs will be wrapping up group rides over the next month and starting to plan for next year. We need to confirm how we are going to handle registration (CCN, Zone 4), insurance fees (ADD, etc) for the upcoming year. This info needs to be communicated to clubs soon as they will be determining club fees for next year soon and they will need to ensure that all costs are recouped. This seems like quite a large issue to sort out at a board meeting. I'm wondering if we should organize another meeting to deal solely with this topic.
- Recreational Ride Guide needs to be finalized (working on this with Mary Ellen & Madeleine). This will require board and Sutton approval prior to being forward to clubs.
- New Blue Route section from Halifax to Lunenburg opened. Celebratory "Rum Runners" trail ride was organized by Adam and held on July 28th. Lots of board support at event.
- New Blue Route section from Port Hastings to Inverness opened.

Celebratory "Celtic Shores Coastal" trail ride was organized by Adam to be held on October 1st. Volunteers needed.

- Spend a week cycling on Route Verte in Quebec and have some photos of cycling infrastructure if anyone is interested.

MTN comp updates:

- final xc races of the season have wrapped up. Points caculating is almost complete. I am missing some results but should be able to sort it out soon.
- at least two more gravity events, one Enduro and a DH before MTN bike race season is over. Potentially an extra enduro may be added in.
- due to an incident at the xc race at Keppoch it has been brought to our attention that BNS should develop an official policy on violence or other forms of harassment at events. I am close friends with one of the people involved in the incident at keppoch, so can not be involved in any potential sanctions or actions resulting from this. But, I do feel that BNS needs to address the issue. It has come up at events and the public (and those directly involved) want

		<p>answers.</p> <ul style="list-style-type: none"> - I had been in contact with velo nb as they requested details on where we got our race plates, forwarded contact info and my feedback on the service over. - Canada claimed DH world champs gold thanks to a great performance by Miranda Miller! Awesome!! <p>Marketing activity Formed marketing committee and created the marketing vision for BNS Engaged Chris Bennett to design new BNS logo and collateral Participated in/represented BNS at events, including the Rumrunners Trail Opening and other rides Fundmetric has completed BNS fundraising system, they're in the process of tweaking and adjusting. I hope to be operational within a month.</p> <p>Other McDonald Park Phase 1 has received DNR approval and is going ahead. Phase 2 is still on hold as some final DNR approvals work through. We anticipate an answer within a month. Plan right now is for</p>	
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	<p>phase 2 to occur in 2018. Worked with Ben on setting up a family ride with Halifax Police in 2018</p> <p>I've been meeting and corresponding with Ben and Adam on various project related activities</p> <ul style="list-style-type: none"> - back and forth still with RAP groups to find a time for meeting - Block funding report submitted - outreach to Deputy Minister of TIR over summer - engagement with Department of Energy - CCH proposal has been approved - worked with Ben on ACOA funding release and work plan changes - found a work spot for summer students 		
	Next meeting	October 11th 2017	Action:
	Adjourn	Meeting adjourned at 21:45 pm	

Submitted by: Gaynor Ferguson

Appendix A – Sector Reports

INCLUDE ALL SECTOR REPORTS AS SUBMITTED HERE

Sector, Submitted by: Scott Davis

Marketing Vision:

Remember how free you felt when you got your very first bike?

Cycling is the largest and fastest-growing year-round sport in Nova Scotia. BNS works to make cycling **fun, safe, and accessible** by promoting the cycling lifestyle through **thought leadership, outreach, and community engagement**. Added to this is the growing recognition of the economic opportunities, particularly in rural areas, delivered by a strong cycling culture. Our goal is for Nova Scotians of all generations and abilities to share in the fun and freedom of that very first ride.

Core BNS Strengths

- Recognition that cycling brings a sense of freedom
- Strong and growing cycling community
- Strong understanding of cycling lifestyles, issues, and trends
- Solid reputation at provincial level
- Nova Scotia cyclists competitive at the international level
- Increasing financial support from PNS
- Strong networks with other sporting groups
- Blue Route Leadership
- Recognition of economic opportunities delivered by cycling

BNS Management Model



Core Marketing Functions

Fundraising:

- To reduce dependence on government largesse by diversifying funding base BNS should implement Fundmetric CRM and hire a dedicated fundraising professional. Fundmetric would provide powerful analytic, community engagement and event management tools.

Communications:

- To exert influence, inform the public, and manage the sport BNS should tighten messaging and communications style, develop media strategy and contacts, manage social media, co-ordinate messaging with partners and reorganize website to capture interest of first time viewers.

Promotion

- To raise visibility, promote events, and support fundraising by managing brands, promoting through networks and connections, and developing a promotions strategy.

Analytics

- To identify trends and data and measure results by developing analytics capacity, using partners, Fundmetric, and other sources. To provide clear, concise reporting to partners, and through media communications channels and website.

Marketing Priorities

Leadership

- Implement Community Management Model
- Develop analytical capacity
- Develop structured outreach program to communities, municipalities, and business community
- Implement Fundmetric and hire and train fundraising/community engagement specialist
- Rebrand BNS to appeal to “consumer” market and develop branding collateral (events, biz cards, etc)
- Develop lobbying strategy/plan
- Develop engagement/regional planning strategy for municipalities and businesses (ex: economic development/benefits of cycling infrastructure)
- Develop Scope of Work for design work

Outreach

- Update website to be more functional and less informational (how-tos, relevant, actionable information)
- Obtain demographic information on cycling community, especially events that are growing/succeeding (Gran Fondos, R2T, Century rides) and seniors’ engagement with the sport
- Increase participation in community events and engagement with private sector (Bike Friendly Business)
- Develop “evolution” program to help youth and their families transition from recreation into specialized cycling (BMX) and competitive cycling
- Encourage youth cycling through outreach, school programs, promotion of events
- Develop media templates
- Develop media plan/talking points

Community Engagement

- Focus social media on community building (liking, etc) and Nova Scotia issues, events, groups. Decrease focus on advocacy/external news
- Develop/participate in safety events, maybe sponsor a police ride, get involved with Michelin, Brain Injury folks, etc
- Build media/communications relationships with community groups
- Provide information to the public, answer inquiries
- Manage resource programs (“How to build a mountain bike trail”)
- Manage landholder relationships, disputes
- Handle marketing collateral
- Manage volunteers, logistics

Bike NS Book Proposal

Scenario

In the last year or so, two NS publishers have expressed an interest in creating a “Where to Cycle in NS” book. They feel the time is ripe for this sort of book and that it has some great potential. They also see that there is great value in partnering with BNS, partly to do with the resources we have available, but also to do with credibility.

I have been in conversation with the publishers and have been offered a contract to write the book. I’ve been doing research into this sort of thing for years (my own personal interest) and I feel confident that I could write a quality book that would meet the needs of many types of riders. It would also be a book that would help promote cycling and cycling initiatives in NS (racing, Women on Wheels, Gran Fondos, etc.).

My sense is that this would be a wonderful opportunity to create a compendium of all the elements of cycling in the province and promote all the types of work that BNS is part of.

(For those that don’t know, BNS published a book back in 1995 called “Nova Scotia by Bicycle”. So we have done something like this before. I believe this was a self-published book. The value of having a publisher is their ability to market and distribute the book, as well as utilizing their designing and editing skills.)

The Challenge

I’ve been doing some research and have discovered that writing a book isn’t very lucrative. I’m pretty passionate about doing this book, but I am trying to make it worth my time financially as well. So I’m looking into options and to see how I might get some funding to write the book.

I’m hoping that BNS might consider investing some money into this project, seeing it as a way to meet BNS mandates and to help bolster cycling of all sorts in NS. It could also be a way to raise money for the organization. (I’m looking into other options for funding as well and am open to ideas.)

The Ask

BNS invests \$18,000 over the next year to support my writing of the book. And/or help to secure other funding that would pay for the time to properly invest in this book.

This would be the approximate equivalent of 2 days a week over the next year.

The publisher will be covering all costs associated with travel and accommodations during the writing of the book.

Return on Investment

Meeting many of the mandates of BNS by reaching out to a large audience to promote and encourage cycling of all types in NS.

Once the book is published, there is an opportunity to buy the book at half price and sell for the full dollar amount (most likely \$20). By selling the book at events, online, etc. we would be able to make back some of the money that was invested into the book.

Example:

500 books bought at \$10 and sold for \$20 = \$5000

1000 books bought at \$10 and sold for \$20 = \$10,000

Ideally we could get funding to support the writing of this book. If that were the case, all profits made from the sale of the book would go directly to BNS.

(I’m also open to other options that people might have. Part of this conversation is to figure out a contract that might work for everyone involved.)

What the book might include

- Sanctioned mountain biking areas. Where to ride, what to expect.
- High quality maps of the rides featured.
- Different length rides based on towns/regions around NS.
- Promote cycling clubs. Where they are and how to get involved.
- Promote the racing scene in NS. How to get involved. Different types of races.
- Tip to tip to tip. Long distance across the province. How to connect town to town. (Blue Route)
- Feature on Cabot Trail. How to get there. Shuttles. Planning.
- Destination trails highlighted. List of other trails not yet complete such as the Salt Marsh trail.
- Listings of Gran Fondo type events
- Blue Route. It's vision and suggestions with putting together.
- Include Cycle NS maps.
- Small write ups of all the bike businesses and shops.
- Section on riding with kids. Where you can do this. Highlight specific trails. Thinking about trailers, etc.
- Index for what rides are suitable for different riders: people with young kids, hard-core riders, mountain bikers, scenic rides, food and wine routes, etc.