

Bicycle Nova Scotia Board Meeting
March 10th, 2021
Meeting Called to Order: 6:35pm

Mary Ellen: Add Hubbards Streetscape Survey to Agenda

Present: Alan Ehrenholz, Lola Doucet, Shane MacInnis, Andree Crepeau (leaves 7:30pm), Eric McLean, Jeff Houser (leaves 8:13pm), Lorenzo Caterini, Mary Ellen Donovan, Jeremy LeBlanc, Nathaniel Bowlby, Shawn Marshall, Susanna Fuller (arrives 6:50pm), Tracy Hey

Regrets: John Trites, Darryl Osborne, Rob Carter, Janel Hayward

Staff: Steve Bedard

Previous meeting minutes not reviewed

Short Items/Voting Items

1. Leader/Sweep Vests
 - a. Steve: First aid partnership and leader sweep vests. Would suggest a motion to proceed with partnership with Priority First Aid
 - b. Mary Ellen: Can we work to ensure accountability on the part of the clubs we are giving this to?
 - c. Steve: A deposit would be one strategy. We would give the first aid kit to the president, and it would be their responsibility.
 - d. Andree: Could be challenging for clubs to coordinate and keep track of them.
 - e. Mary Ellen: Can we even just have black marker to put the club's name on the first aid kit?
 - f. Steve: They do go back to Priority First Aid, so unsure if we can print on them.
 - g. Lorenzo: It could be the case that these are underutilized and sit in someone's home. They might not be brought on rides. It would be good to ask for a deposit.
 - h. Lola: Is there a cost if we do not return the kit?
 - i. Steve: Yes, it could cost us \$40.25 (cost of kit)
 - j. Nathaniel: Do the kits need to be restocked before they are returned?
 - k. Steve: The mid-season re-supply cost is about \$5. Would be good for BNS to have first aid kits available at our events.
 - l. Nathaniel: Makes sense for events – maybe not for club rides.
 - m. Lola: Deposit would be useful to get the first aid kits.
 - n. Susanna: We should provide this value to our clubs. Do we need to send them back annually?
 - o. Steve: Yes, annually.
 - p. Mary Ellen: Would the deposit simply be retained? Would reduce amount of money going back and forth – less administration.
 - q. Susanna: I am ok with this being a sunk cost to BNS. Would be a great service for our members.
 - r. Steve: We are losing clubs – so we should be trying to provide value to the clubs.
 - s. Lorenzo: Can it attach to a top tube?
 - t. Steve: It is essentially a fanny pack. Could have done a larger pack – but would riders have used them in a larger bag?
 - u. Lorenzo: Can we find a way to attach it to a bike? I think this would increase usage.

- v. lola: Could we do bar bags to put the first aid kit in? Are the clubs going somewhere?
Steve: The clubs are folding, but some leave and stay in operation (Halifax Mountain Bike). What is the direction?
 - w. Mary Ellen: There will be uptake on the recreational side.
 - x. Lorenzo: How many do we really need? 40? 15?
 - y. Steve: There is a larger kit with an AED.
 - z. Lola: There are two different side of things. Competition and Recreational. Competition clubs see benefit from races. This could be a value add for the rec side of things.
 - aa. Mary Ellen Moved
 - bb. Andree Crepeau Second
 - cc. Motion passes (Lorenzo against)
2. Membership Marketing
- a. Steve: We would generally use \$1000 for advertising, would like to increase. Would like to reach out to groups that we do not normally talk with.
 - b. Susanna: We should reach out to East Preston. I have a contact there. We also may want to reach out to Welcoming Wheels.
 - c. Steve: We will be reaching out to HCC at the end of the month.
 - d. Move: Increase up to \$1700 (Susanna)
 - e. Second: Shane MacInnis
 - f. Motion passes unanimously.
3. Can-Bike subsidy/rebate
- a. Steve: instructor courses starting in May. Some of our PRO outcomes are tied to this. We have previously approved to \$3000 for Jenna to fly to Ontario for master training. We are redirecting this money to have folks in NS to take courses in NS.
 - b. Lorenzo: Who are we offering this to?
 - c. Steve: We would run it like a race event.
 - d. Lorenzo: Why are we paying for this?
 - e. Susanna: We would offer this and take a percentage off the top.
 - f. Lorenzo: I cannot vote on this without knowing the financials.
 - g. Susanna: We will support the training, then the trainers would offer their services through BNS and we would regain our initial investment. However, we do not know all the specific financials.
 - h. Lorenzo: That makes some sense. The end goal should be to get BNS members from this program.
 - i. lola: We could run a promotion that if you take the course you get some money off BNS membership.
 - j. Susanna: We need to make registration as simple as possible for folks. We also need to ensure that our instructors do not start to compete against us.
 - k. lola: We need to remind people to register.
 - l. Susanna: Moves to allocate up to \$3000 to support people to take CanBike training if they run courses for BNS for a minimum of two years by signing a non-competition agreement.
 - m. Second: Andree Crepeau
 - n. Motion passes unanimously.
4. Inverness County Bicycle Fleet
- a. Steve: May not need a vote. Looking for BNS letter of support to assist with getting bike lockers, repair stands, and a small bike fleet.

- b. Susanna: Does not require a vote.
5. Where to Cycle Reprint
- a. Steve: Looking to order 500 more copies at \$14.50 a copy. We sell at \$19.50 (bike shops) and \$24.50 (retail)
 - b. Mary Ellen: We need to have the books available.
 - c. Susanna: I support this. What are our margins?
 - d. Steve: We would net approximately \$1200.
 - e. Shane: We are the authority on where to cycle in NS.
 - f. Steve: Total price tag is \$7250.
 - g. Lola: Do we have the money?
 - h. Susanna: Yes, and we will get the money back over time. Are we supplying the bike shops? We should notify bike friendly businesses.
 - i. Steve: We are the ones that supply the bike shops, and yes, we can send notification to bike friendly businesses.
 - j. Mary Ellen Moves to spend \$7250 on Where to Cycle books.
 - k. Shane seconds
 - l. Motion passes unanimously.

NSDTIR and Racing:

Nathanial: I submitted for the race permits. NSDTIR has highlight the riding single file rule unless you are passing. NSDTIR has said that it is the Motor Vehicle Act and that there is nothing they can do about it. Concern is that this law makes it prohibitive to hold road races. We need to decide if we can lobby the government to change this in the new transportation act to allow for organized rides.

Susanna: Can we see the language for the Quebec exemption?

Nathanial: I do not know the language, but they must have it. We should pursue this as a strategy.

Susanna: We have a meeting for the Blue Route soon, I can bring this up at the minister/deputy minister level.

Nathanial: I do not know what changed.

Susanna: With the ongoing consultations, we have an opportunity to make some change. It should be treated like a parade.

Nathanial: It used to be called a parade permit.

Susanna: This affects any number of groups, fondos, etc.

Shawn: Add the tourism draw of these events.

Nathanial: Will reach out to other boards and see what they have done.

HopOn and Other Summer Programming

Steve: In school phase (May-June) to have school programming during school hours, (end of June-August) to get community support to have HopOn programming, and also Brunello. BNS will hopefully be providing staffing, covered in part by Canada Summer Jobs, and the rest by BNS.

Susanna: We need to make sure we are the program deliverer and that folks do not go out on their own.

Lola: Anyone offering this would have to go through us. We are looking at purchasing the shirts for staff. We are one of the first two provinces to put this on (BC and NS). Any other summer programming thoughts? Races?

Steve: I will share the link. Tom wants to do a race on the 23rd. There is a group in the valley that would like to partner with us to put on a 2-day tour in the valley.

Lola: What about the Cape Breton ride? Should we do it?

Lorenzo: PEI has organized it the last two years.

Steve: Velo Cape Breton also does one.

Lorenzo: Could also do something in the valley. Could be bad optics to "take over" the event.

Steve: Member survey shows support for more tour/rec events.

Temporary Administrative Officer Position

Susanna: Steve has put together a great job position. Should post by Monday. Should strike a hiring committee (2-3 people). Mary Ellen, Alan Ehrenholz volunteer. Janel to be engaged.

Sector Updates

Mary Ellen: Hubbard Streetscape survey. BNS did a letter of support for the project. Can folks fill out the survey? Steve to share. Also, share on social media channels.

Lola: Rules for BNS Racing Scene have been updated.

Meeting Adjourns at 8:15pm