

Bicycle Nova Scotia Board of Directors
Bedford Hy
April 10, 2019
Minutes

Present: lola, Susanna, Jeff, Darryl, Mary Ellen, Ryan, Mike, Tim, John, Shawn, Rob

Regrets: Lorenzo, Gaynor, Darren

Staff: Steve, Ben

	ITEMS	DISCUSSION POINTS	ACTIONS/DECISIONS
1.	6:30 Welcome & call in other board members		
2.	Review of Minutes/action items from Feb/19		
3.	Retreat planning	Short discussion on how to achieve an effective and purposeful strategic planning meeting.	<i>Action: lola and Susanna to discuss</i>
4.	Standing - Budget – new proposals/Funding – staff – office lease	No discussion	
5.	Merchandise – Bike Book - Marketing	<p>Merchandise status – More cost effective to do bulk order of jerseys – design needed and quotes. Looking at 200 jerseys & socks. Total cost indicated at \$10k - \$50/jersey per Decoste. Potential to sell through Zone 4.</p> <p>Bike Book - ETA is June 2019. Adam has asked for marketing assistance with the bike book.</p> <p>Membership/Marketing – Steve identified the need for a BNS laptop to take to events to facilitate on the spot membership sign-up. Proposal that attendees at least be encouraged to sign up for the BNS newsletter if not interested in a membership. The importance of BNS having a presence at major cycling events was recognized as necessary to confirm BNS relevance. Board members expressed a willingness to participate in events to effect that</p>	<p><i>Action: Steve to do a business plan for May board meeting. Steve to work with John on design.</i></p> <p><i>Action: Bike Book Marketing Committee: Mike, Ben, Lola, Steve, Susanna, Mary Ellen</i></p> <p><i>Action: Unanimous approval of \$1800 for acquisition of laptop for membership sign-up at events together with additional marketing materials.</i></p> <p><i>Action: All board members to send Steve a list of all cycling events, including non-BNS sanctioned events. This will facilitate board</i></p>

		presence.	<i>members identifying opportunities to assist with giving BNS a presence at major cycling events.</i>
6.	Insurance	Issue raised was insurance opportunities related to one-off bike events if insurance costs can be priced cost effectively. Agreement that it represents an opportunity to increase profile for BNS, provides added value to membership and has the potential to increase membership.	Action: <i>Steve to continue discussions with Marsh and return to Board with a proposal.</i>
7.	Prepping budget	<p>Budget to be tabled at May board meeting. Will be circulated for comment before the end of April.</p> <p>General agreement that Cycling Canada provides no value to recreational membership yet Cycling Canada looking for fees from recreational membership. Ongoing point of discussion with CC.</p> <p>General agreement that YU12 race fee structure needs attention. Needs to be designed potentially with a discount to encourage youth membership and race participation.</p> <p>Providing insurance for short-track events to build grassroots support needs to be considered in the design of the budget.</p> <p>Mike noted that \$1,000 generally in budget for discounted memberships.</p> <p>2019 budget will include money for marketing given the membership improvements resulting from the 2018 marketing investment.</p>	<p>Action: <i>Sectors to provide Treasurer with (1) expected revenues, (2) required spending needs and (3) nice-to-have spending needs to facilitate budget prep.</i></p> <p>Action: <i>Mike, Steve, Nate and Shaun to put together a proposal for May board meeting re U11 racers.</i></p>
8.	Sector Updates (red flags, important issues)	n/a	

<p>9.</p>	<p>Short items/Voting items – Bike Week 10 general memberships to give away – rental fees for double lane – Pedal Magazine</p>	<p>Bike Week: Proposal to give away 10 general membership</p> <p>Paracycling: Steve proposed that a double lane of the Canada Games Centre be rented on both April 21 and April 28, 2019 for a Try-A-Ride paracycling session. Cost in total is \$128 plus tax. The concept is to build confidence in the disabled community in their potential for paracycling. It was noted that the Canada Games Legacy Fund offers a 50% discount.</p> <p>Pedal Magazine: Discussion about whether to continue to provide linkage to Pedal Magazine on membership applications/renewals. Discount creates a benefit to interested members. Question of whether request should be made for enhanced benefits to BNS such as promotion articles.</p>	<p><i>Motion: Motion to approve proposal to provide 10 general memberships during bike as a promotion unanimously approved.</i></p> <p><i>Motion: Motion to approve expenditure of \$128 plus tax in support of the Try-A-Ride paracycling event at the CCC - unanimously approved.</i></p> <p><i>Action: lola to speak with Evan & John re paracycling grant opportunities.</i></p> <p><i>Action: Agreement to continue Pedal Magazine discount subscription linkage to BNS memberships. Decision to ask for 2 articles re noteworthy Nova Scotia cycling happenings such as the Kentville Canada Games event.</i></p>
	<p>Next meeting</p>	<p>May 8, 2019</p>	<p>Action:</p>
	<p>Adjourn</p>		

Submitted by: Mary Ellen

Appendix A – Sector Reports
INCLUDE ALL SECTOR REPORTS AS SUBMITTED HERE

Sector Updates

Executive

Co-Presidents

Treasurer:

Mike:

Off Road Advocacy: Tim Farmer

MTB Competition

Staff Updates:

Ben

4. Harvest Moon Trailway Map and Cycle NS Reprint

5. Bike Friendly

6. Blue Route

7. Nabila

8. Rum Runners Trail Kiosk Project

9. BNS Headquarters