

Bicycle Nova Scotia Board Meeting

April 14th, 2021

Meeting Called to Order: 6:34pm

Attending:

Alan Ehrenholz (Secretary), Iola Doucet, Shane MacInnis, Jeff Houser, Jeremy LeBlanc, Nathaniel Bowlby, Shawn Marshall, Susanna Fuller, Tracy Hey, Darryl Osborne, Rob Carter, Jon Burgess, Lorenzo Caterini (joins 7:40pm)

Staff: Alison Carlyle (leaves at 7:00pm), Courtney Morrison

Regrets: Andree Crepeau, Mary Ellen Donavan, Janel Hayward, John Trites, Eric McLean

1. Introductions

Welcome Courtney Morrison!!

Round of introductions so Courtney can get acquainted with the Board members.

2. Review of Minutes/Action Items

From Last Meeting:

- Last meetings had several approval discussions.
- Can-Bike is moving forward.
- Membership numbers were looking good in March.
- Permit conversations are ongoing. First road race is scheduled for May 16.
- HopOn: We now have a contact at HRM Recreation, looking at summer program options.
- Admin officer position is now filled!

3. Standing items (Budget, New Proposals/Funding, Staff Reports)

- Staff Reports:
 - o We are looking to fill a position; job has been posted. Hoping to have someone in the position as soon as possible. Looking for hiring committee.
 - **Robert and Susanna will form hiring committee.**
 - o E-Bike rebates: Store owners have issues with how they are the ones that must take the fiscal responsibility in this situation.
 - **Action Item: Will speak with Department of Energy and Mines.**
 - o Nova Scotia is spearheading the HopOn program.
 - o Younger programs are seeing growth.
 - o Budget has been distributed. The next project is to update the accounting software (Quickbooks) to allow us to compare budget to actual expenditures.
 - **Jeremy to reach out to Mike.**

4. Where to Cycle II

- Nothing new to add currently. Positive thoughts towards taking the first steps in this process. Looking to move forward with this in the fall.
 - o **Susanna to reach out to Steve. Courtney to call Nimbus.**

5. Summer Tour Rides

- Looking into RumRunner's ride for the end of the summer.
- Coco Events looking to organize a ride in the valley (Scots Bay) in late July. Looking for some additional support with social media/media/advertising.
 - o **Susanna, Courtney, and Rob to discuss logistics.**

6. Brunello

- The work is almost done! Hoping to do a media piece with the final bit of work. Will also do an inaugural ride.
- BNS members will have free access (\$5 otherwise) – how will this occur? Some sort of tag/sticker?
 - o Work with Brunello to come up with a system.
 - o Is this a wider topic – can it be tied together with membership?
 - o Can it be prominently displayed on a bike? Advertising opportunity.
 - **Courtney to investigate options.**

7. Social Media Ad Campaign

- Looking at targeting our own followers, as well as other activities (Nordic, climbing, etc)
- Targeting is general, race, and women on wheels specific.
- A focus is on rider insurance – it is permanent across categories and activity types.
- Have developed website to include more ways for people to join as members.
- Looking at using statistics from the BNS website and Zone4 to assist with future changes to the campaign.
- TO DATE: ~80 Provincial Licenses, ~45 UCI Licenses, ~340 general memberships
 - o **Shane to reach out to Steve to make campaign adjustments.**
 - o **Courtney to ask Steve about graphic files.**

8. Sector Updates (red flags, important issues)

- Blue Route meeting last Friday. Exciting developments with new paved shoulders, trails, and future developments. Good progress and exciting developments coming.
- Permit conversations are ongoing. First road race is scheduled for May 16. Decision to be made by Friday.

9. Short items/Voting items:

- Teen Ride: Looking to create a steppingstone for teens to get into cycling. Create a ride with BNS coaches. Address a development pipeline gap. Build into grass roots programs. Looking for additional coaches.
 - o **Connect potential coaches with lola.**

Meeting Adjourns at 8:08pm

**Future Bicycle Nova Scotia Board Meeting Dates
Wednesdays @ 6:30 pm**

May 12, 2021

June 9, 2021

September 8, 2021

October 13, 2021

November 10, 2021

December 8, 2021