



2023 Annual General Meeting

Mountain Bikers of the Central Okanagan

November 27, 2023, 7:00 pm





Land Acknowledgement

We would like to acknowledge that we are gathered here today on the traditional and unceded territory of the Okanagan syilx people. We recognize, honour and respect the presence of Indigenous people, past, present and future.



**WESTBANK
FIRST NATION**

Agenda

1. Introductions
2. Agenda (Formal)
3. Membership
4. Community & Events
5. Operations
6. Communications
7. Sponsorship
8. Trails Update
9. Financial Report
10. 2024 and Beyond
11. Q&A



Introductions



2023 Directors

- President: David Gluzman (re-election)
- Treasurer: Susan Moran (year 2)
- Secretary: Jordan Bell (year 2)
- Director: Ryan McKenna (re-election)
- Director: Cam Lainchbury (year 2)
- Director: Anton Platz (year 2)
- Director: Aimee King (year 2)
- Director: Diane Oorebeek (end of term)
- Director: Cameron Worman (end of term)
- Director: Andrew Draper (end of term)
- Director: Catherine LeBlanc (end of term)



Thanks to Out Going Directors

- Diane Oorebeek
 - ..and Joel!
- Cam Worman
- Andrew Draper
- Catherine LeBlanc



Agenda (Formal)

1. Call the meeting to order;
2. Determination that there is a quorum;
3. Approval of the agenda;
4. Approval of the minutes from the last Annual General Meeting;
5. Dealing with unfinished Ordinary Business or Special Business from the last General Meeting;
6. Directors' activities and decisions since the previous Annual General Meeting
7. Report on the financial statements of the Society for the previous financial year
8. Election or appoint directors
9. Meeting adjourned



Membership

Let's talk about you!





Membership

Why it's important

What's in it for you?



UPCOMING EVENTS

-  Trail Fit Tuesdays
Tuesdays - Gillard
5:30 pm - 8:00 pm
-  Gillard Trail Day
Saturday May 13 - Gillard
9:00 am - 12:00 pm
-  Group Ride & Social
Monday May 15 - Knox
5:30 pm



EVENTS



Mountain Bikers of the Central Okanagan

BECOME A MEMBER !

- ✓ Access to MTBCO events and swag
- ✓ Access to MTBCO member benefits
- ✓ Strengthen our advocacy & stakeholder relations
- ✓ Help secure funding to accelerate our goals
- ✓ Join a large, active, inclusive community
- ✓ Sustain & improve access to excellent trails

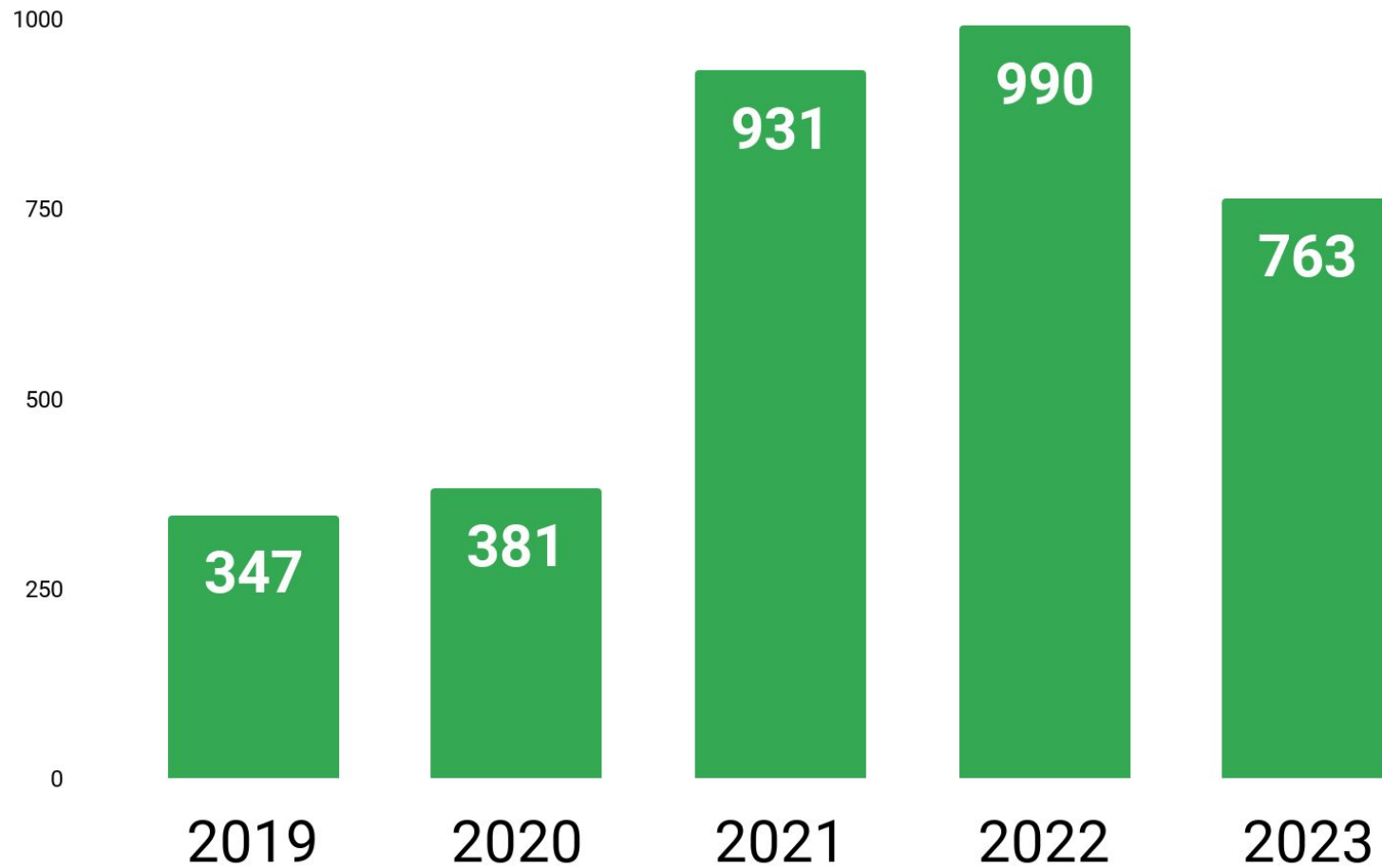


SCAN ME

TRAILS - COMMUNITY - EVENTS

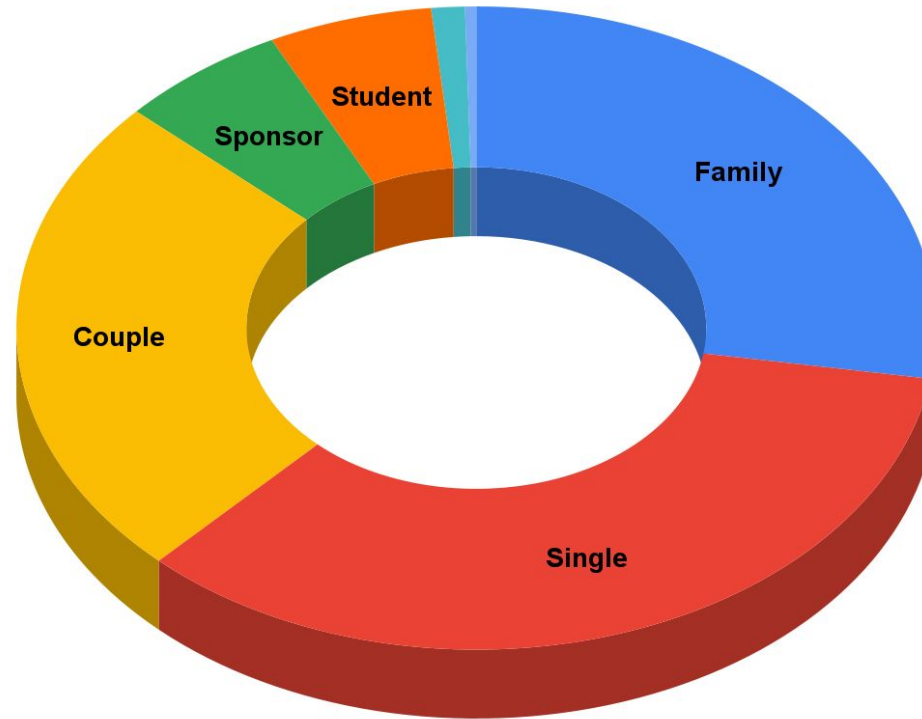
mtbco.ca

Membership YoY



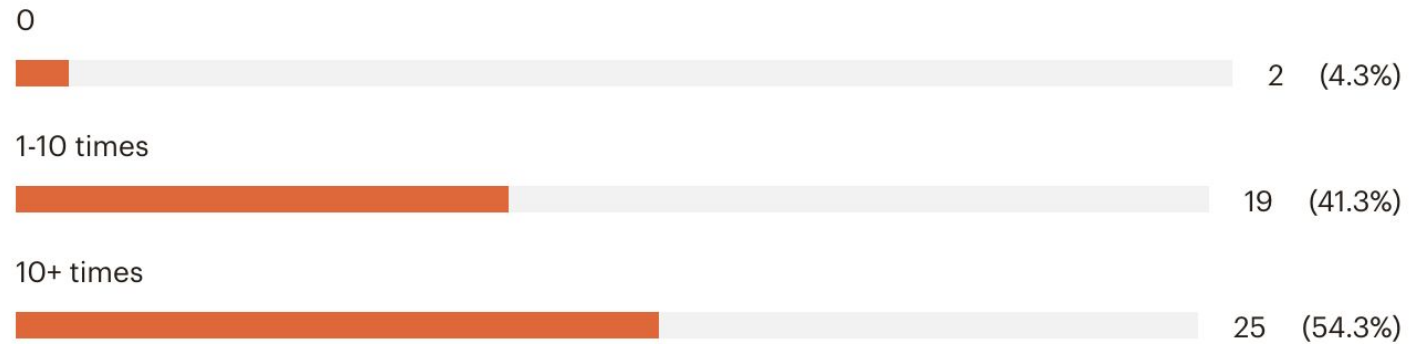
Membership Breakdown

- Family
- Single
- Couple
- Sponsor
- Student
- Directors
- Community



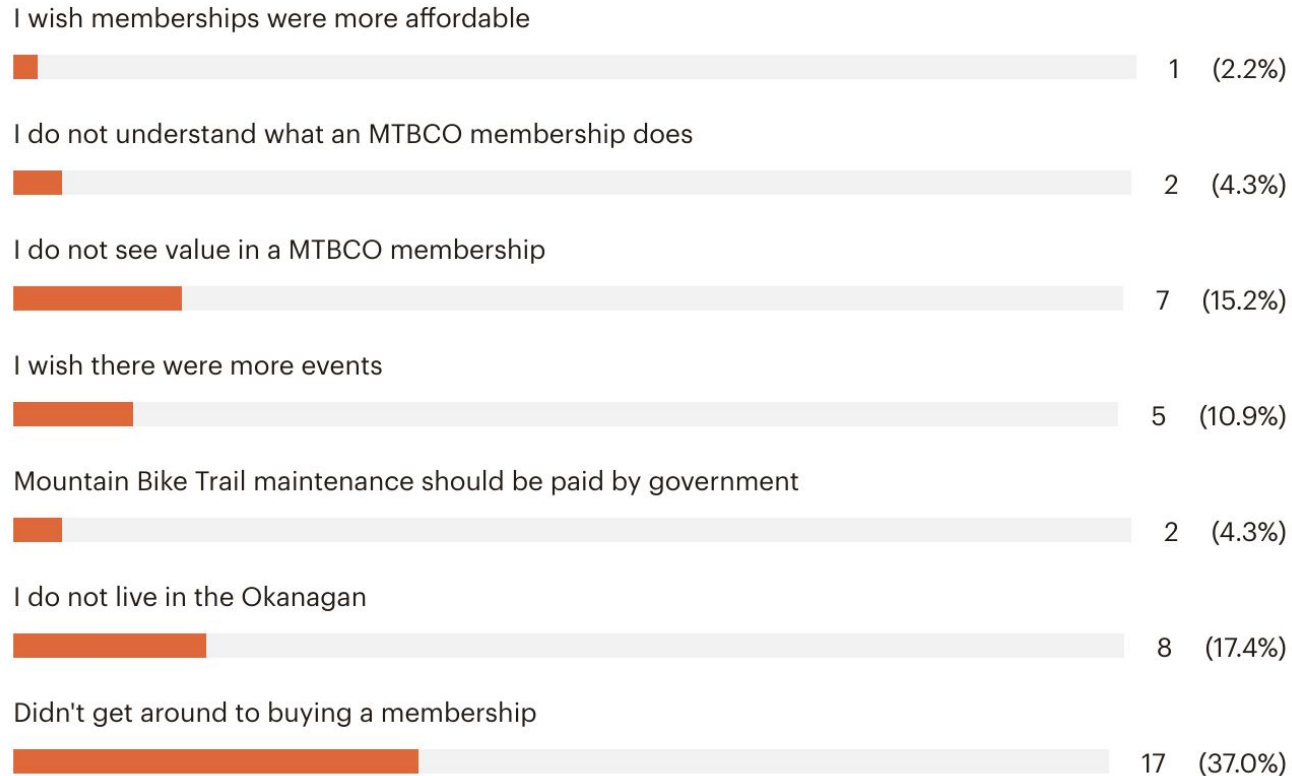
2023 Non-Member Feedback

“How often have you ridden the trails (in Kelowna) in 2023?”



2023 Non-Member Feedback


“What resonates most with you? Choose all that apply.”



2024 Initiatives

- More signage to encourage visitors to purchase memberships / day passes.
- Trailhead outreach
- Membership ambassadors
- Bike shop support (signage/cards)
- Clear goals
- Clear reasons why membership is important
- Celebrate milestones (prizes, parties)





Foster the expectation that
people who ride the local
trails should join and
support their trail
associations.





GUESS THE TRAIL





Community & Events





Events

Season goals:

- Inclusive (overall season)
- Diverse in nature
- High quality
- Managed risk
- Fun





MTB Season Kick-Off

- Collaboration with WKTCS
- 10 shops & Bike Big White
- OneUp “Airplane Mode” screening





International Women's MTB Day

- Group rides - all levels
- BBQ
- Activities for kids
- Community building





Kelowna Pride Festival

- Second year participating
- Race plate decorations
- Community connections





Group Rides

- Monthly rides followed by social
- Fire disruptions
- New climb trail means future rides

at Gillard





Gillard Climb Trail Kick-Off BBQ





2023
CRANKSGIVING
FESTIVAL & ENDURO





Cranksgiving Funduro

- 53 Registered Riders
- Multiple Route options
- 1 Timed Stage





Take a Kid Mountain Biking Day

- Approx. 20 kids
- PMBIA Certified Coaches
- Cyclepath Kelowna donating the use of the Sprockids equipment





Cranksgiving Enduro

- 83 Racers
- Zone 4 timing for all 4 Stages
- Canadian Outdoor Med







Community Support

- Spirit North
- Sprockids
- Elevation Outdoors





Thank you to our
volunteers!





2024 Events

- Events Committee
- Volunteers
- Feedback
- Ideas
- Sponsorship

email events@mtbco.ca



What was the original name of Big Drops?





Operations

Day to day, brand and tech.





Day to Day

How have we been working together

- 14 board meetings, in-person and virtual.
- ~1320 volunteer hours across the board.
- ~116 tasks completed in Notion.
- 5 Projects completed
- 11 Projects on-going



Month	Meeting Type	Participants	Date
November 2023	Director Meeting	Virtual	November 6, 2023
AGM Planning Meeting	Ad Hoc	S A J S R	October 30, 2023
October 2023	Director Meeting	Virtual	October 10, 2023
September 2023	Director Meeting	In-person	September 5, 2023
August 2023	Director Meeting	Virtual	August 8, 2023
July 2023	Director Meeting	Virtual	July 5, 2023
June 2023	Director Meeting	Virtual	June 5, 2023
May 2023	Director Meeting	Virtual	May 2, 2023
April 2023	Director Meeting	Virtual	March 6, 2023 6:30 PM
2023 Sponsorship Round 2	Ad Hoc	R S C S S J A	March 21, 2023
2023 Sponsorship Startup	Ad Hoc	R S C S S J	March 15, 2023
March 2023	Director Meeting	In-person	March 6, 2023 6:30 PM
February 2023	Director Meeting	In-person	February 6, 2023 6:30 PM
January 2023	Director Meeting	Virtual	January 2, 2023 6:30 PM



Day to Day – Insurance Update

- Comprehensive review was completed.
- Compared existing coverage to proposals from a new insurance provider.
- Decided to switch to Capri / Acera Insurance
- Major Wins:
 - Cost reduction (-\$2500 in premiums)
 - Better service with an industry leading insurer.
 - Speed inclusion
 - Liquor inclusion
 - Less Waiver signing requirements
- 2024: Work with MBTA on Comprehensive Group plan for BC Societies.

International Mountain Bicycling Association Canada & Member Clubs RELEASE OF LIABILITY, WAIVER OF CLAIMS, ASSUMPTION OF RISKS AND INDEMNITY AGREEMENT (hereinafter referred to as the "Release Agreement") BY SIGNING THIS DOCUMENT, YOU WILL WAIVE OR GIVE UP CERTAIN LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE OR CLAIM COMPENSATION FOLLOWING AN ACCIDENT PLEASE READ CAREFULLY!				SIGNATURE OF PARTICIPANT (or guardian)
Name	Last	First	Middle Initial	
Address	Street			
	City	Prov./State	Postal Code	
Club Name	Mountain Bikers of the Central Okanagan (MTBCO)			
and its (their) directors, officers, employees, instructors, guides, agents, representatives, independent contractors, subcontractors, suppliers, sponsors, successors, insurers, insurance intermediary and assigns (all of whom are hereinafter referred as "the Releasees")				

DEFINITION

In this Release Agreement: the term "Biking" shall include all activities, services and use of facilities either provided by or arranged by the Releasees, including, but not limited to: orientation and instruction sessions; recreational activities undertaken during the event, tour; travel by bike; all travel either within or beyond the designated boundaries, including in the backcountry and on logging roads and trails.

ASSUMPTION OF RISKS

I am aware that Biking (inclusive of Road & Mountain Biking) involves many inherent risks, dangers and hazards, including but not limited to: broken, uneven or slippery pavement, traffic exposures, exposed rock, earth, ice or other natural objects; trees, tree wells, tree stumps, forest deadfall; holes and depressions on or beneath the trail or surface; variable and difficult weather conditions; changes or variations in the terrain which may create blind spots or areas of reduced visibility; streams and creeks; cliffs; crevasses; travel on back-country roads; snowcat roads, road-banks and cut-banks; impact or collision with other bikes and vehicles, becoming lost or separated from the guides or other participants; mechanical failure of bikes and related equipment; extreme and rapidly changing weather conditions; encounter with wildlife including bears; avalanches; the failure to operate a bike safely or within one's own ability; negligence of other bikers and other persons; AND NEGLIGENCE ON THE PART OF THE RELEASEES, INCLUDING THE FAILURE BY THE RELEASEES TO SAFEGUARD OR PROTECT ME FROM THE RISKS, DANGERS AND HAZARDS REFERRED TO ABOVE. Communication in the alpine terrain may be difficult, and in the event of an accident, rescue, medical treatment and evacuation may not be available or may be delayed. Alpine weather conditions may be extreme and can change rapidly and without warning. I am aware infectious or communicable disease contracted through viruses, COVID, bacteria, parasites, and fungi which may be transmitted through direct or indirect contact or the negligence of other persons is also a risk.

I AM AWARE OF THE RISKS, DANGERS AND HAZARDS ASSOCIATED WITH BIKING AND I FREELY ACCEPT AND FULLY ASSUME ALL SUCH RISKS, DANGERS AND HAZARDS AND THE POSSIBILITY OF PERSONAL INJURY, DEATH, PROPERTY DAMAGE, PROPERTY DAMAGE TO YOUR BIKE OR LOSS RESULTING THEREFROM.

RELEASE OF LIABILITY, WAIVER OF CLAIMS AND INDEMNITY AGREEMENT

In consideration of the RELEASEES agreeing to my participation in biking and permitting my use of their services, equipment and other facilities, and for other good and valuable consideration, the receipt and sufficiency of which is acknowledged, I hereby agree as follows:

1. TO WAIVE ANY AND ALL CLAIMS that I have or may in the future have against the RELEASEES AND TO RELEASE THE RELEASEES from any and all liability for any loss, damage, expense or injury, including death, that I may suffer or that my next of kin may suffer, as a result of my participation in biking, DUE TO ANY CAUSE WHATSOEVER, INCLUDING NEGLIGENCE, BREACH OF CONTRACT, OR BREACH OF ANY STATUTORY OR OTHER DUTY OF CARE, INCLUDING ANY DUTY OF CARE OWED UNDER THE OCCUPIERS LIABILITY ACT, ON THE PART OF THE RELEASEES, AND FURTHER INCLUDING THE FAILURE ON THE PART OF THE RELEASEES TO SAFEGUARD OR PROTECT ME FROM THE RISKS, DANGERS AND HAZARDS OF PARTICIPATING IN BIKING REFERRED TO ABOVE;
2. TO HOLD HARMLESS AND INDEMNIFY THE RELEASEES for any and all liability for any property damage, loss or personal injury to any third party resulting from my participation in biking;
3. This Release Agreement shall be effective and binding upon my heirs, next of kin, executors, administrators, assigns and representatives, in the event of my death or incapacity;
4. This Release Agreement and any rights, duties and obligations as between the parties to this Release Agreement shall be



Brand

Evolving who we are and what we do.





Tech

Upgrades and Scale.

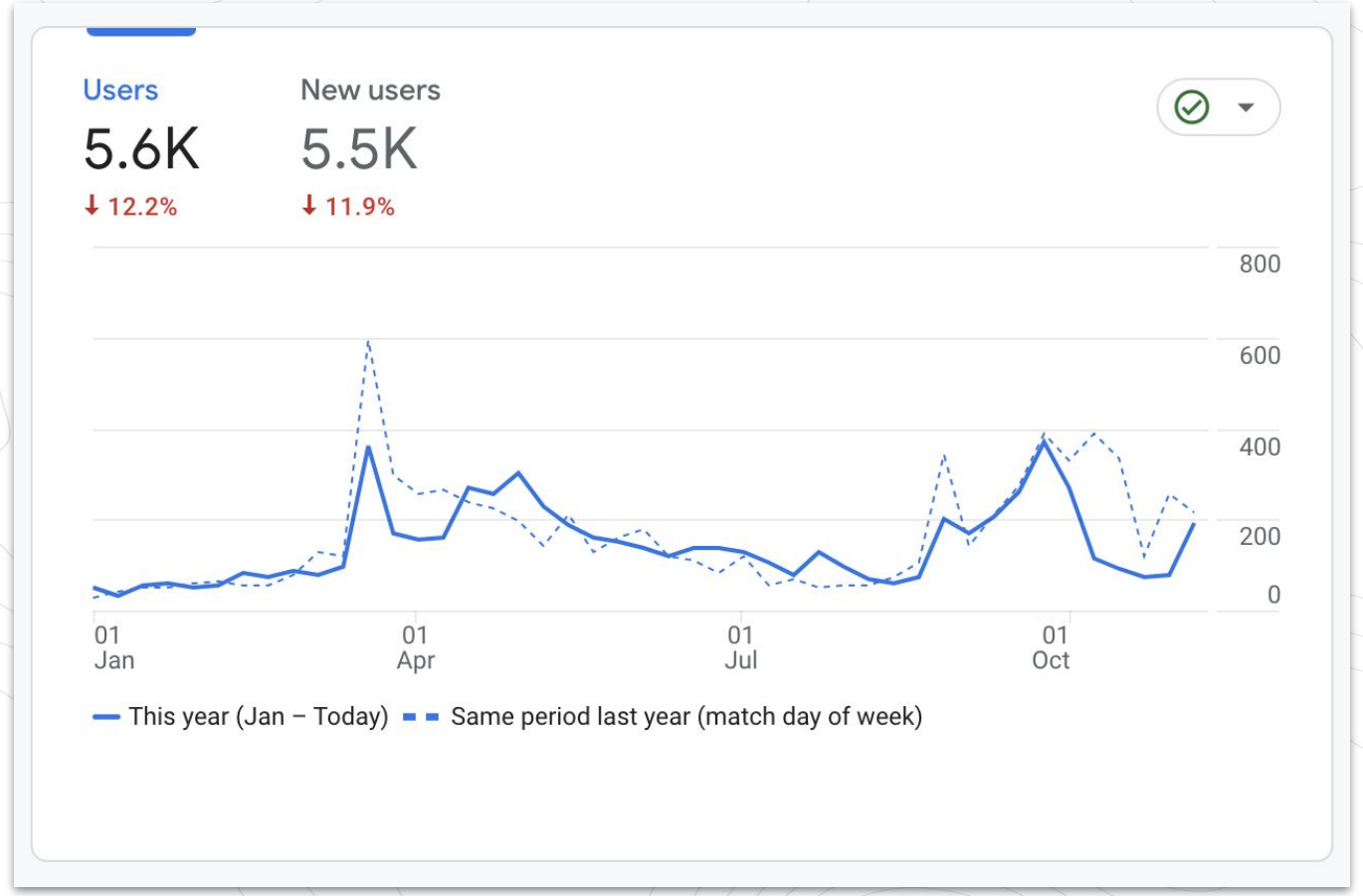
New Membership Platform





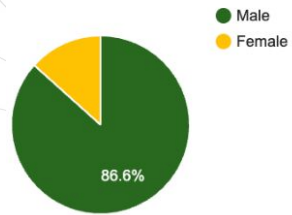
Website

Year over Year



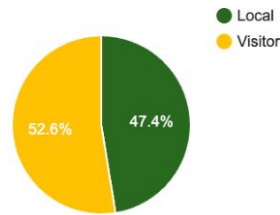
Trailforks - Gillard

Gender



Male: **1,024**
Female: **158**

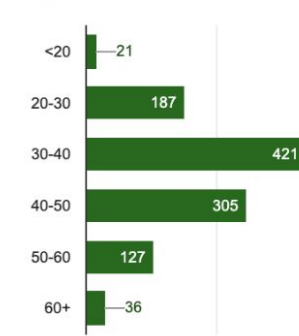
Visitors



Local: **865**
Visitor: **958**

*30 km local radius

Age



gender, age & visitor stats are

only shown for "all-time" or specific years. Other stats below are also removed for ranges < 1 year.

5,065

Total Ridelogs

1,852

Unique Riders

32,505

Trails Ridden

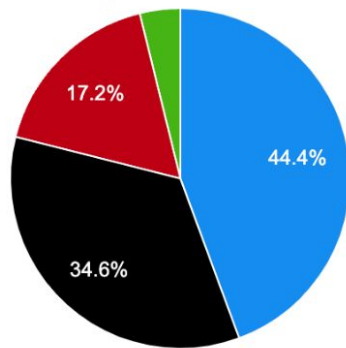
58

Avg Trails Per Ride

Trail usage statistics & demographics are based on ridelog gps data. Ridelogs are uploaded by users or synced from Stava, we then match their ride against trails in the database. When we determine a match a trail "checkin" is generated. A single ridelog can contain multiple checkins.

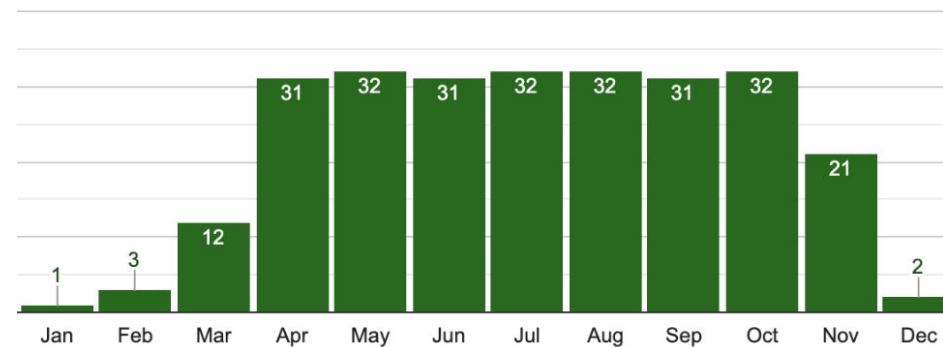
You can help generate trail usage statistics for the local trail association, which can be a valuable tool for trail advocacy. Start adding rides to the [ridelog system](#), bulk import your [Strava activities](#) then setup [automatic Strava importing](#).

Top Trail Difficulty Ridden



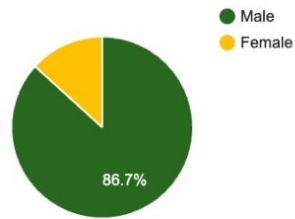
- Blue
- Black Diamond
- Double Black Diamond
- Green

Days Ridden Per Month



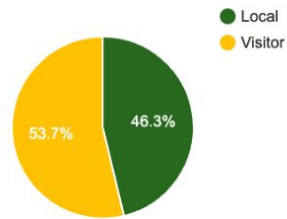
Trailforks - Crawford

Gender



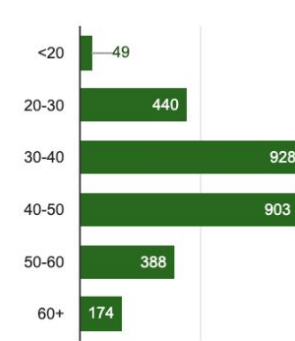
Male: **2,753**
Female: **421**

Visitors



Local: **2,511**
Visitor: **2,918**
*30 km local radius

Age



gender, age & visitor stats are

only shown for "all-time" or specific years. Other stats below are also removed for ranges < 1 year.

36,367

Total Ridelogs

5,514

Unique Riders

188,063

Trails Ridden

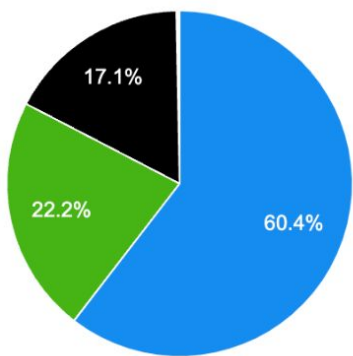
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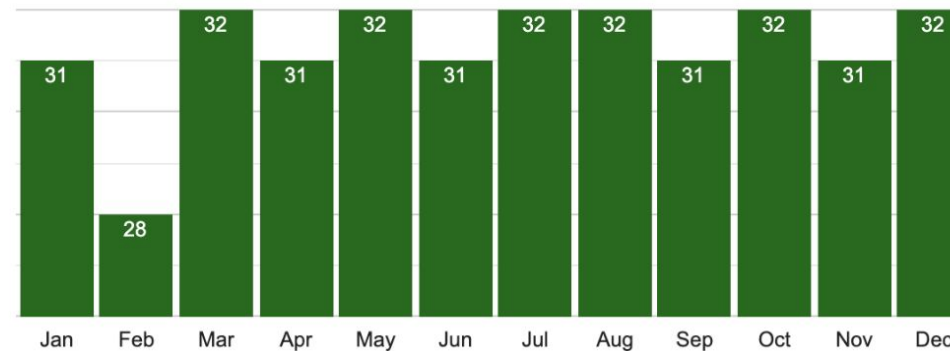
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Top Trail Difficulty Ridden



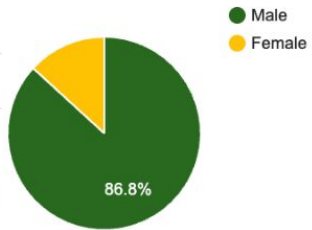
Blue
Green
Black Diamond
White

Days Ridden Per Month



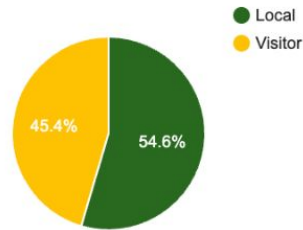
Trailforks - Knox

Gender



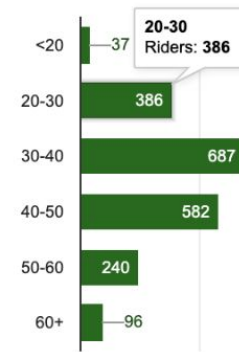
Male: **1,926**
Female: **293**

Visitors



Local: **2,008**
Visitor: **1,672**
*30 km local radius

Age



25,054

Total Ridelogs

3,729

Unique Riders

126,876

Trails Ridden

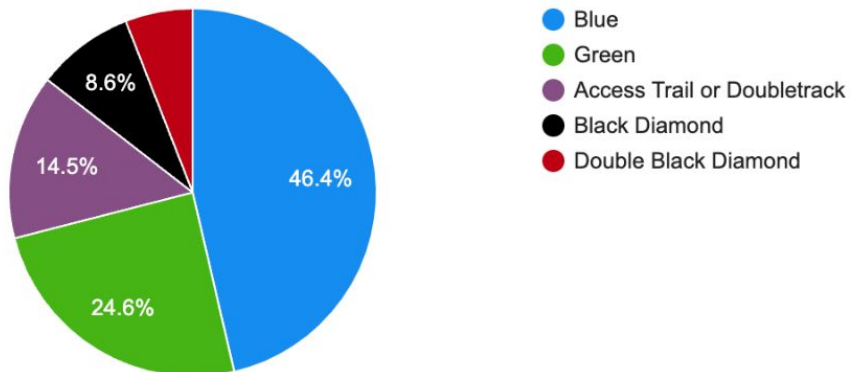
54

Avg Trails Per Ride

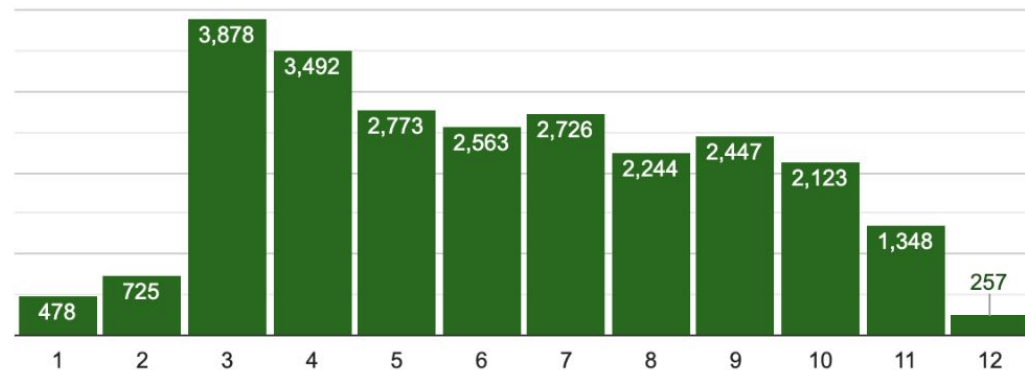
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Top Trail Difficulty Ridden



Rides Per Month



Next Year...

Working with MBTA on a pilot project to provide more data.





GUESS THE NETWORK





Communications

Newsletter, Social Media and Marketing





Marketing

Crank up the stoke



Email

Performance over time

Open rate

64%

↑ 10%

Emails sent

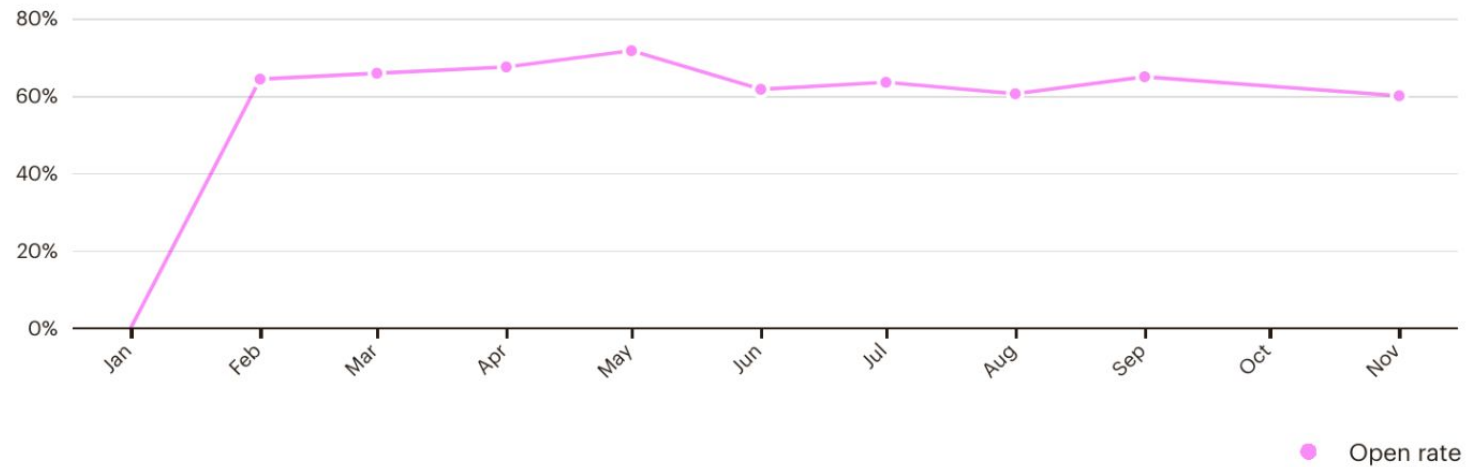
22,269

Email count

17

Emails by send date

Metric:  Open rate 

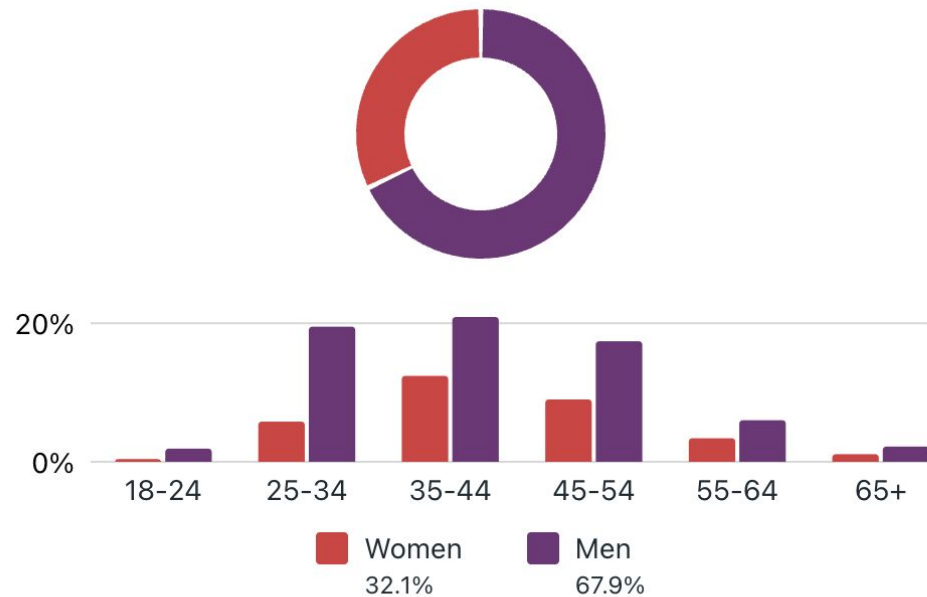


Social Media

Facebook followers ⓘ

2,664

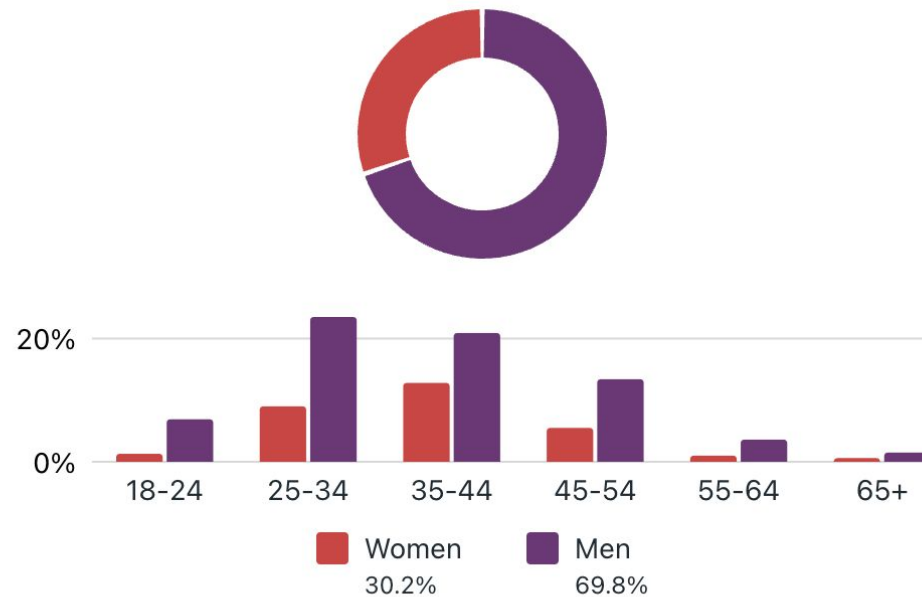
Age & gender ⓘ



Instagram followers ⓘ

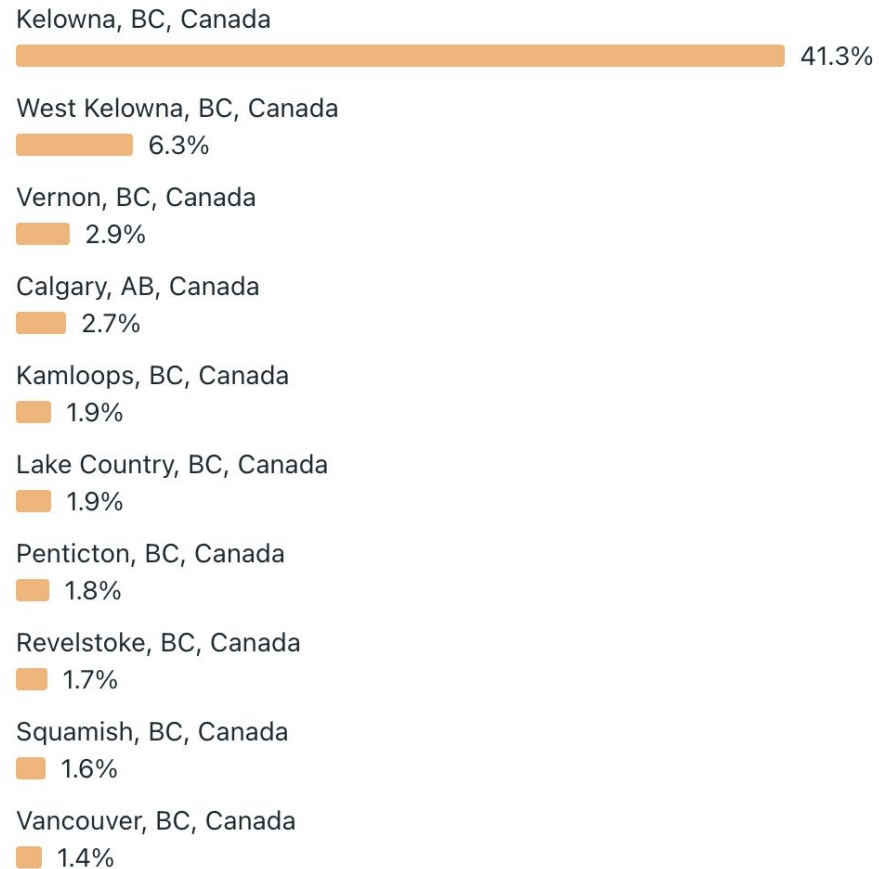
1,874

Age & gender ⓘ

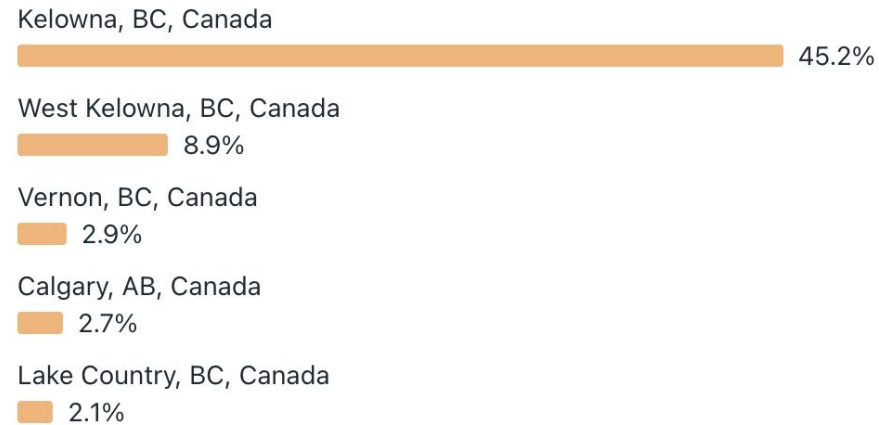


Social Media (FB vs Insta)

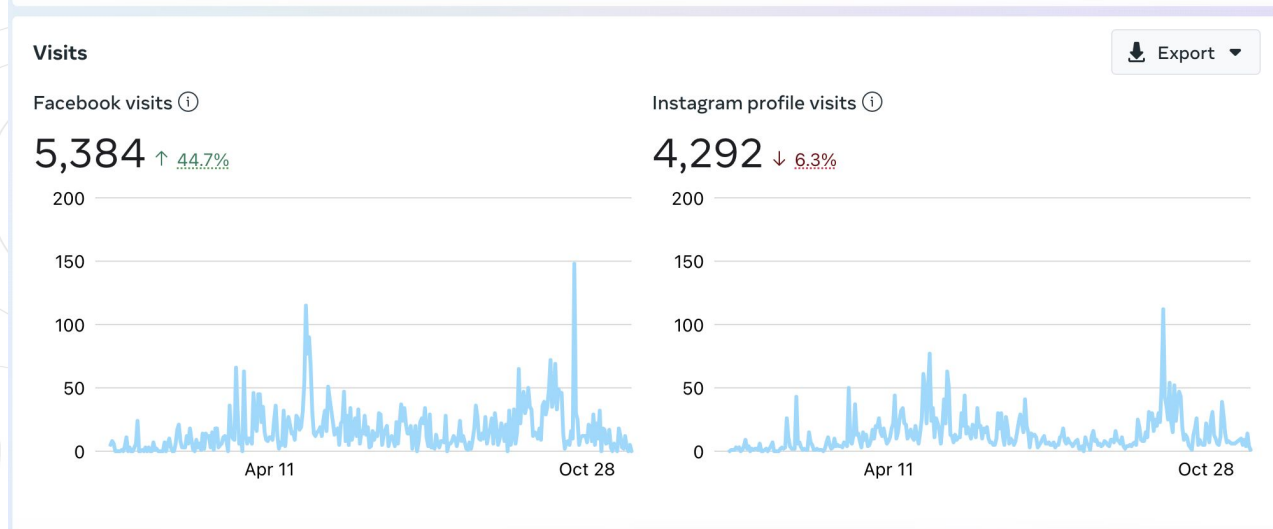
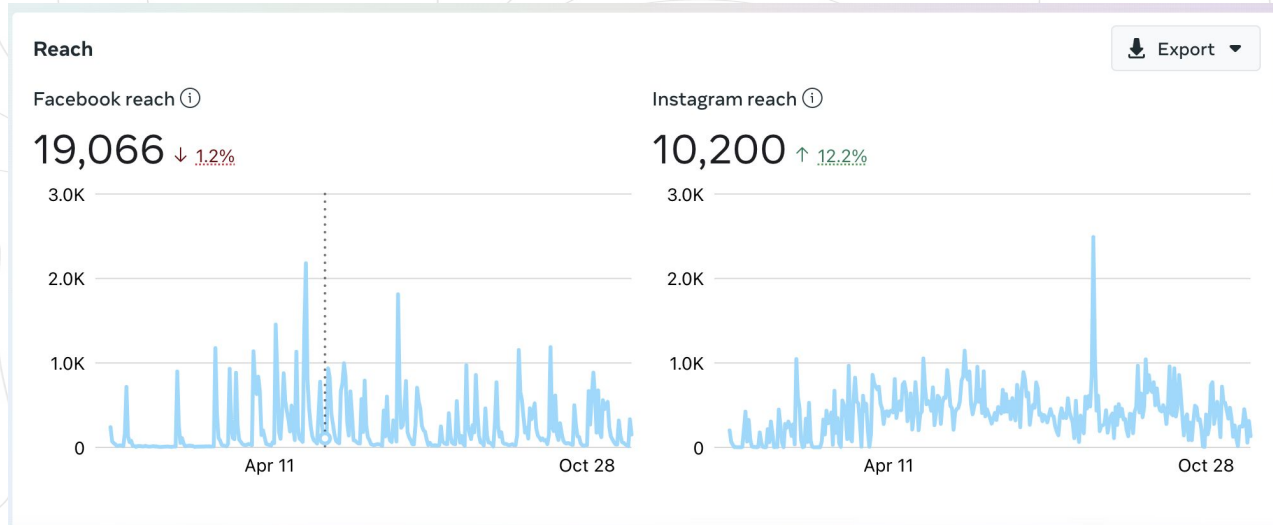
Top cities



Top cities



Social Media Reach (FB vs Insta)





Merch

Print on Demand Shirts

New Promo Items



Who sponsored the Tool Stand at Gillard?





Sponsorship

Huge thanks for all the help!





<https://mtbco.ca/sponsors>





GUESS THE TRAIL





Trails Update

2023 Year in Review - Future Plans





CRAWFORD

Myra-Bellevue Provincial Park

Accomplishments 2023

- 3 community trail days

Future Planning

- Vapour reroute
- Stronger engagement with BC Parks
- Crawford Trails Committee





KNOX MTN

City of Kelowna Municipal Park

Accomplishments 2023

- 1 community trail day

Future Planning

- Knox Trails Committee





GILLARD

Recreation Sites and Trails BC

Accomplishments 2023

- 6 community trail days
- 6 trail Fit Tuesdays
- ~15 trail crew outings
- 22 climb trail build days
- 15 features brought to RSTBC standards (100/135 completed)
- 5 trails brought to RSTBC compliance (36/43 completed)





GILLARD

Recreation Sites and Trails BC

Accomplishments 2023 Continued...

- Indigenous Archaeological Study
- Wobbly Pops rebuild
- We built a climb trail...!





GILLARD

Recreation Sites and Trails BC

Future Planning

- Interpretive signage from Westbank First Nation
- Parking lot expansion
- Blue trail to the parking lot
- Gillard Trail Committee
- Adopt-a-trail program





BIKING FACILITIES IN KELOWNA

- DeHart Pumptrack
- Hollywood Skills Park
- City of Kelowna is assessing other
land to use.



“We are planning to go to tender for the park in December and begin construction in spring 2024. In order to get the best contractor for the pump track component we are working to have this contracted separately from the general contract and will therefore be the last component built, likely early 2025.

I know you community is excited to see this project move forward, and in order to provide what we believe will be a superior pump track, this will be the best way to manage construction.”

- City of Kelowna (Re: DeHart Project)





BIKING FACILITIES IN KELOWNA

How do we move this forward?

MTBCO need to form a committee.





Financial Report



MTBCO Fiscal Year: March 31st



**Mountain Bikers of the Central Okanagan
Statement of Operations and Financial Position
As at Nov 26, 2023**

	Fiscal Year March 31, 2024	Fiscal Year March 31, 2023
Opening Cash Balance	\$ 76,145	\$ 72,451
Revenues:		
Sponsorship	14,862	21,753
Membership	21,546	17,570
Fundraising	542	11,426
Donations and Grants	5,727	6,755
Events	7,304	1,780
Interest	5	13
Total Revenues	49,985	59,297
Expenditures:		
Insurance	9,600	12,099
Contractors	-	10,589
Marketing and Promotion	3,819	9,486
Events	9,363	8,636
Trail building	4,964	6,411
General and Administrative	2,037	7,268
Fundraising	1,143	1,114
Community Support	510	
Total Expenditures	31,435	55,603
Excess of Revenues over Expenditures	18,550	3,694
Closing Cash Balance	\$ 94,695	\$ 76,145





2024 and beyond



Re-Elected by Acclamation

Director of Trails: Ryan McKenna

President: David Gluzman

Newly Elected by Acclamation

Director of Marketing & Communications: Marieke de Jonge

Director of Technology: Rob McLarty



2024 Director Openings

Director of Fundraising



2024 Potential Merger

In discussion since May 2023

- Benefits are clear
- Memorandum of understanding





How else can you get involved?

- Events
- Ride Leaders
- Advocacy
- Trail Crew
- Membership Ambassadors
- Special Projects

 contact@mtbco.ca





Q&A





Thank you!

- MTBCO Alumni
- Members
- Donators
- Sub Committees
- Volunteers
- Land Managers
- City of Kelowna
- Central Okanagan Emergency Operations
- First Responders
- Trail Associations

