



2024 Annual General Meeting

Mountain Bikers of the Central Okanagan

February 19, 2025, 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.



Thank you!

- MTBCO Director Alumni
- Volunteers
- Members
- Donators
- Partners and Sponsors
- Sub Committees
- Land Managers
- City of Kelowna
- City of West Kelowna
- District of Lake Country
- RDCO
- Central Okanagan Emergency Operations
- First Responders
- Trail Associations



Agenda

1. Introductions
2. Agenda (Formal)
3. Membership
4. Community & Events
5. Operations
6. Communications
7. Sponsorship
8. Trails Update
9. Financial Report
10. 2025 and Beyond
11. Q&A





Introductions



2025 Directors

- President: David Gluzman (year 2)
- Vice President:
- Treasurer:
- Secretary:
- Membership:
- Trails Kelowna: Ryan McKenna (year 2)
- Trails Lake Country: Brad Pederson (year 2)
- Events: Aimee King (year 2)
- Trails West Kelowna: Alex Needham (WKTC appointment)
- Fundraising: Alessandro Papa (year 2)
- Marketing & Communications: Marieke de Jonge (year 2)
- Technology: Rob McLarty (year 2)



Thanks to Outgoing Directors

- Susan Moran (Treasurer)
- Jordan Bell (Secretary)
- Clayton Benko (West Kelowna Trails)
- Anton Platz (Membership)



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 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

Motion to Approve last General Meeting Minutes

Special General Meeting, November 5, 2024

Preliminary Matters

David Gluzman called the meeting to order at 7:00pm and took the chair. Marieke De Jonge appointed Aimee King to act as Secretary of the meeting. Aimee King noted purpose of meeting was to consider amalgamation of the Society with the West Kelowna Trail Crew Society. Appointment of Secretary/Scrutineer Chair confirmed that the board of directors of the Society arranged for Marieke De Jonge and Aimee King to act as joint Secretaries and Scrutineers of the meeting. Notice of Meeting Chair confirmed that notice of the meeting was forwarded to the members of the Society in accordance with the Societies Act and the Society's by-laws. Notice contained the resolutions regarding the amalgamation. Quorum Secretaries and Scrutineers confirmed that there was quorum present, being 81 of the 789 members of the Society. The number of members required was 24 (being 3% of the Society's members) and as such the meeting was properly constituted for the transaction of business.

Commencement

Chair called and constituted meeting for transaction of business.

Explanation of Voting Procedures

Chair explained the voting procedures and the number of votes required for a passing resolution, that number being 62.

Amalgamation

RESOLVED THAT the amalgamation as between the Society and West Kelowna Trail Crew Society is approved, and that the Society will enter into, adopt, and carry out the terms of the Amalgamation Agreement as circulated. Ryan McKenna motioned that the special resolution regarding the amalgamation with West Kelowna Trail Crew Society be approved. Cam Lainchbury seconded the motion. No discussion from members took place. By a show of hands the vote was passed.

Conclusion

Ryan McKenna moved that the meeting adjourn. Carried by Cam Lainchbury. Motioned by Aimee King and carried by Mike Kirk.

Meeting adjourned at 7:19 pm.

Motion to Amend MTBCO Bylaws

Remove:

3.4 Notice of General Meetings

C.

(ii) notice of the date, time and location of a General Meeting:

A. is published, at least once in each of the 3 weeks immediately before the General Meeting, in any newspaper circulated in the local Metro Vancouver Regional District area; or

Add:

3.15 Methods of Voting

At a General Meeting, voting must be by a show of hands, an oral vote, **online voting system** or another method that adequately discloses the intention of the Members in good standing, except that if, before or after such a vote, 25 or more Members in good standing request a secret ballot or a secret ballot is directed by the chair of the meeting, voting shall be by a secret ballot.





Operations

Day-to-Day



2024 Retrospect

- Lake Country
- West Kelowna Trail Crew
- 11 board meetings, in-person and virtual.
- ~1500 director volunteer hours across the board.
- ~1000 Volunteer hours
- Building to scale the region





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

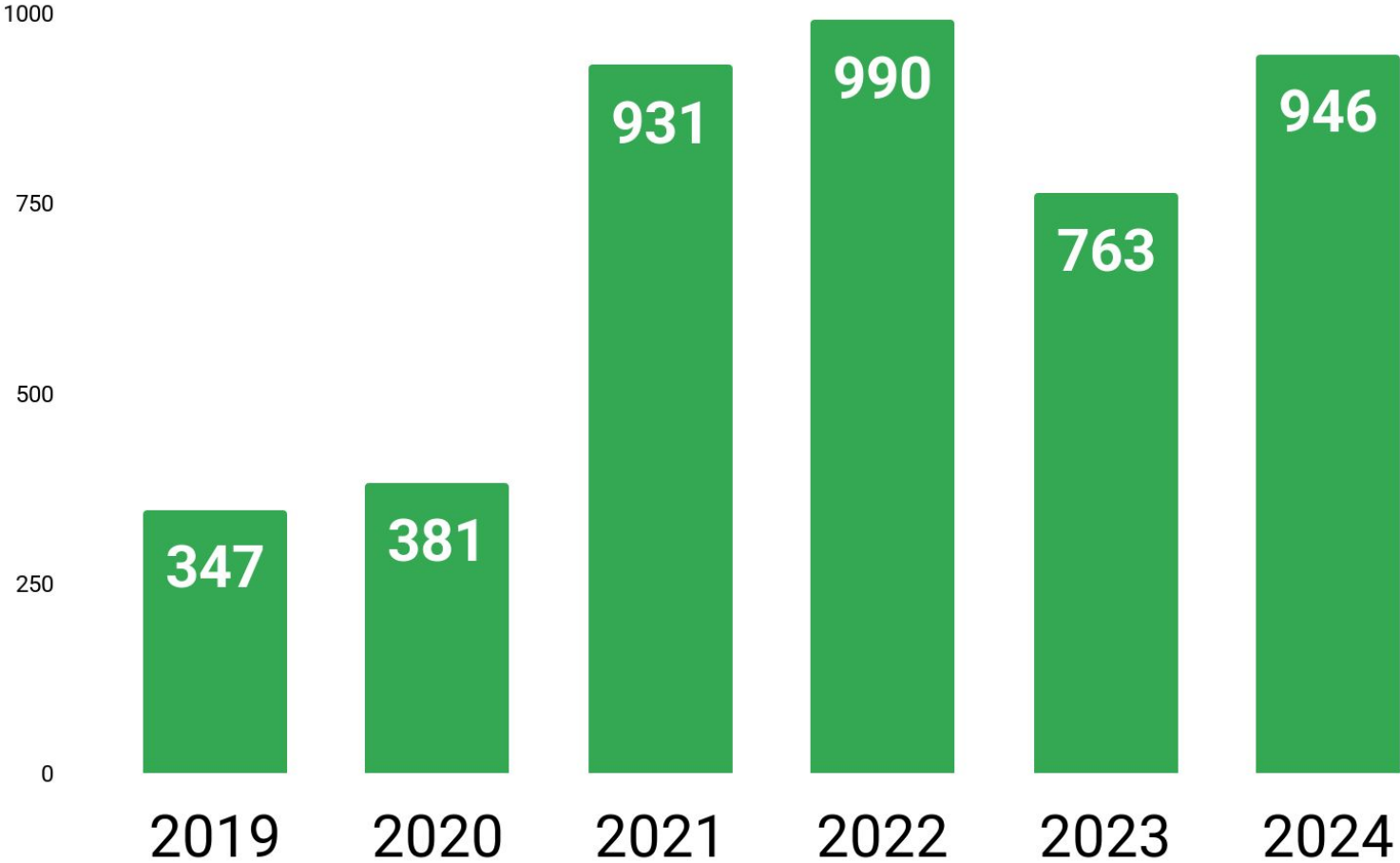


SCAN ME

TRAILS - COMMUNITY - EVENTS

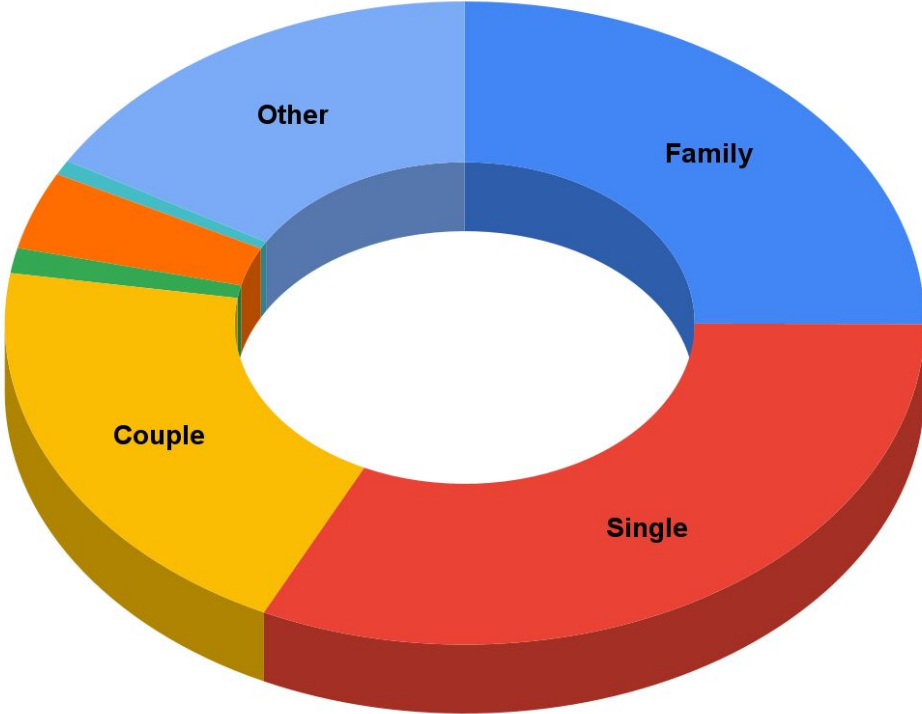
mtbco.ca

Membership YoY



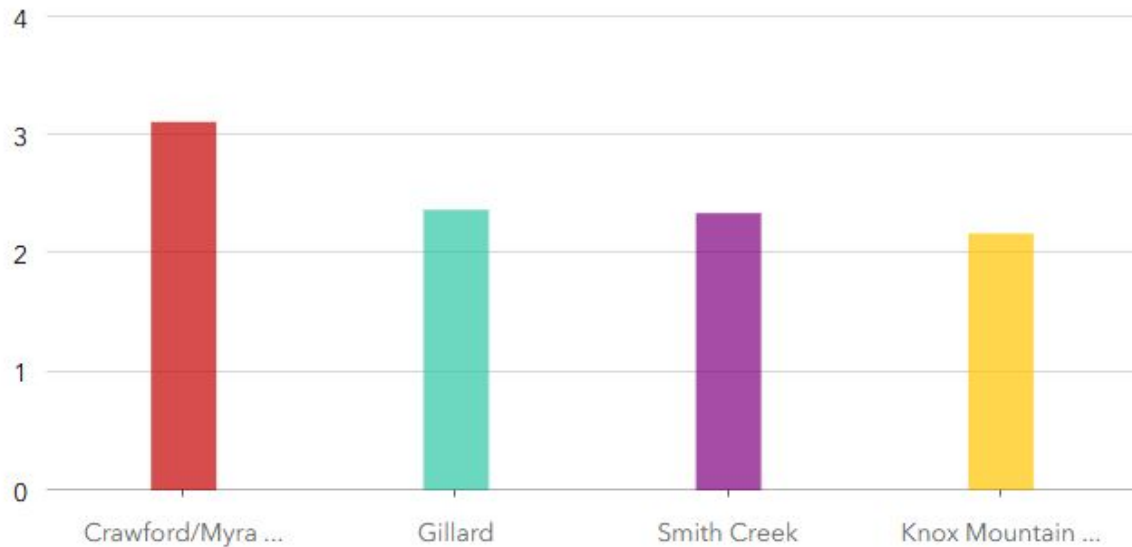
Membership Breakdown

- Family
- Single
- Couple
- Sponsor
- Student
- Directors
- Other



Member Feedback

Where are you riding the most?

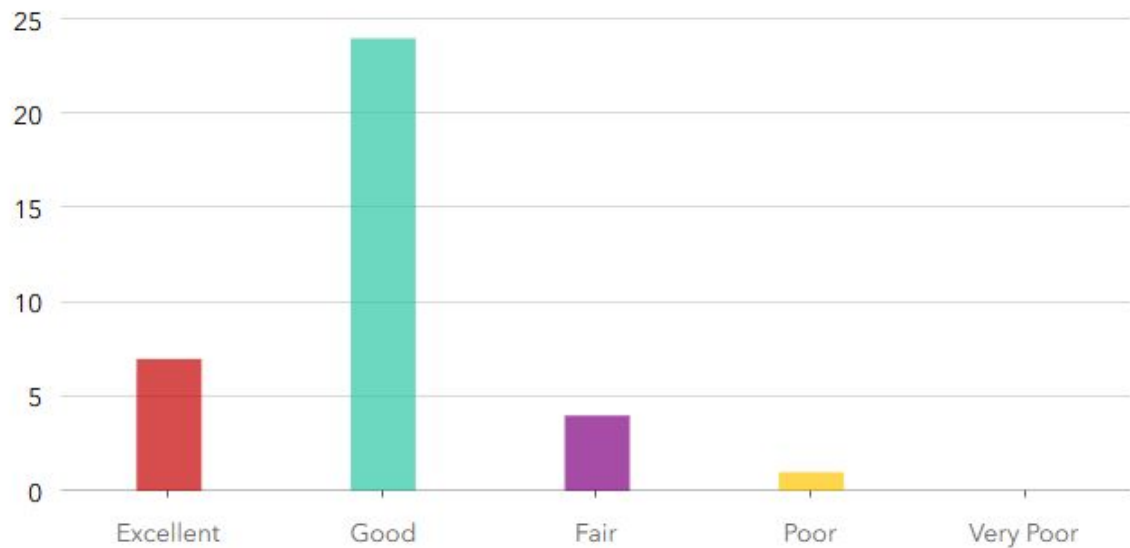


Rank	Answers	1	2	3	4	Average score
1	Crawford/Myra Bellevue	37.14% 13	45.71% 16	8.57% 3	8.57% 3	3.11
2	Gillard	34.29% 12	8.57% 3	17.14% 6	40% 14	2.37
3	Smith Creek	17.14% 6	22.86% 8	37.14% 13	22.86% 8	2.34
4	Knox Mountain Park	11.43% 4	22.86% 8	37.14% 13	28.57% 10	2.17



Member Feedback

How are the trail conditions?

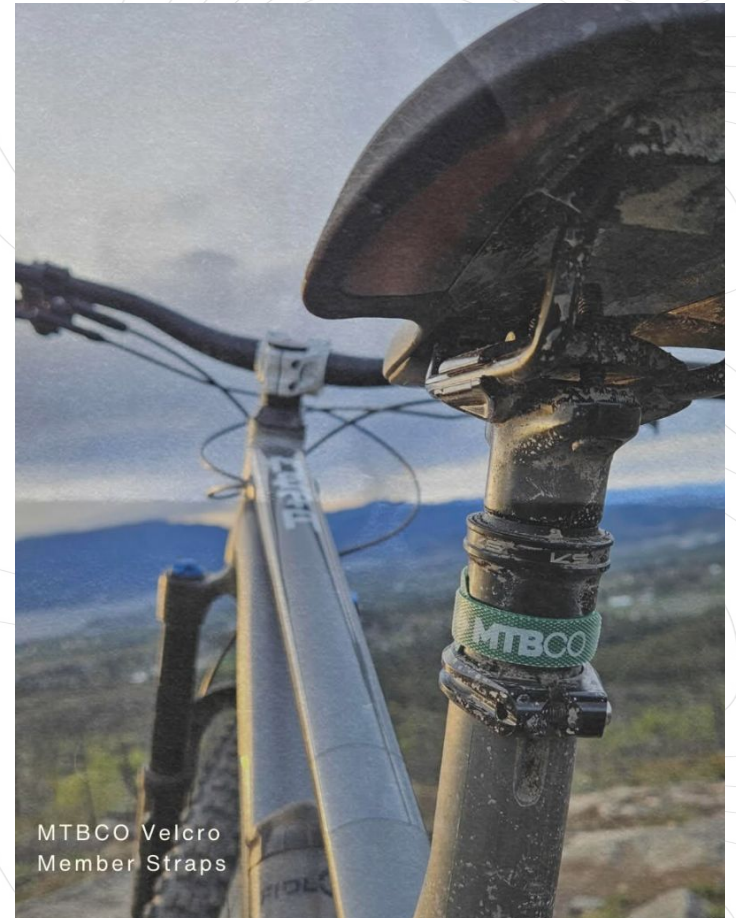


Answers	Count	Percentage
Excellent	7	19.44%
Good	24	66.67%
Fair	4	11.11%
Poor	1	2.78%
Very Poor	0	0%



Changes with Membership

- Slight gain in membership numbers
- Bigger area Slight increase in membership
- Membership straps, visit a shop
- Improved membership benefits
- Trail pop-ups



MTBCO Velcro
Member Straps



We Need Feedback

- Only 5% of our members responded.
- Your feedback shapes MTBCO
- From the answers we can summarize, plan, and implement future development.

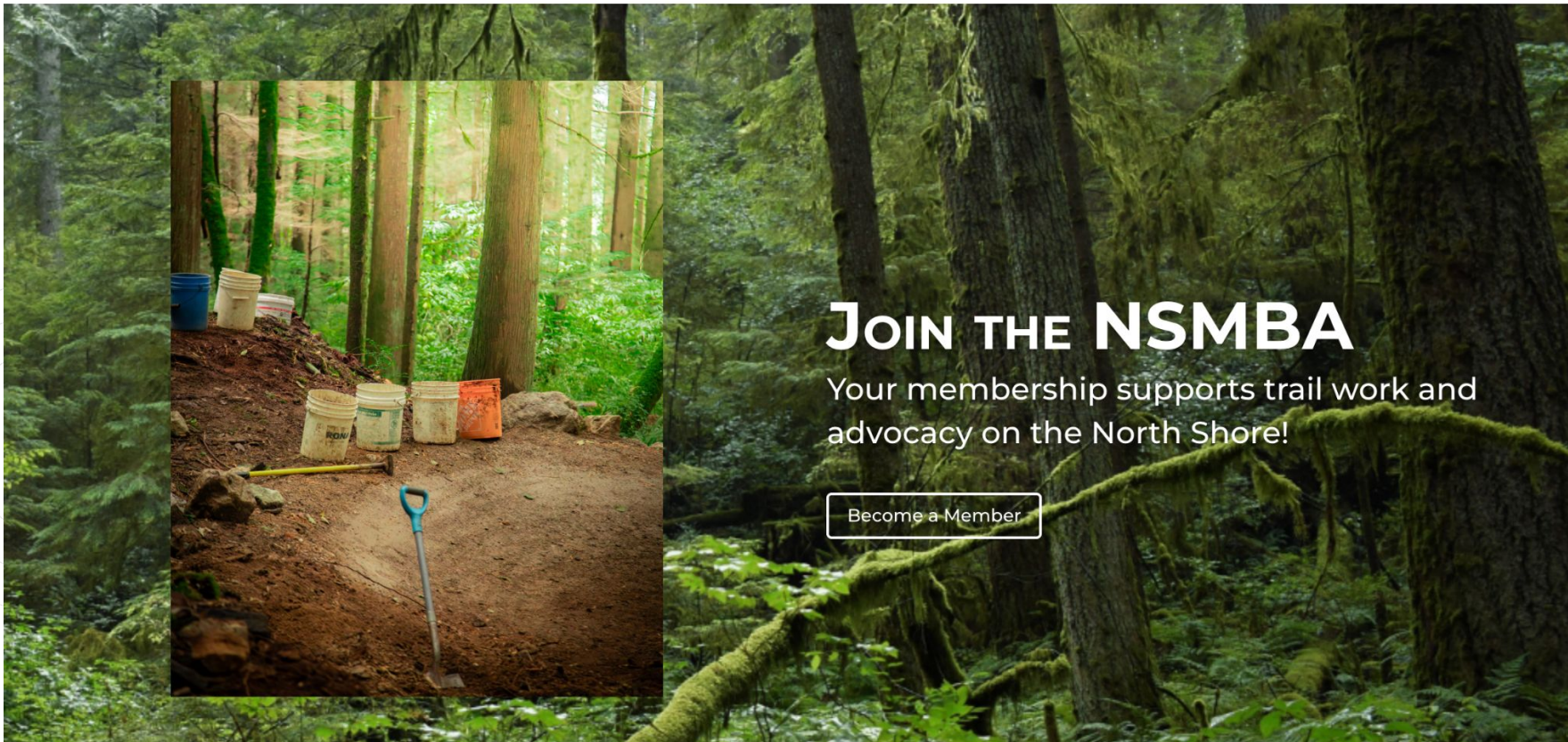


Inspiration for the Future

f t i 0 Items



About ▾ News ▾ Events ▾ Trails ▾ Get Involved ▾ JOIN SHOP 🔍




Inspiration for the Future

The screenshot shows the website for the Valemount & Area Recreation Development Association (VARDA). The header includes the logo, website URL (ridevalemount.com), phone number (+1 250 566-4817), email (info@ridevalemount.com), a 'Donate' button, and social media icons for YouTube and Facebook. A navigation menu lists various activities: Snowmobiling, Sled Skiing, Mountain Biking, Fishing & Camping, News, Membership, Sponsorship, About, ATV Info, and Webcam. The breadcrumb trail reads 'Home » Mountain Biking Membership - Home'. The main heading is 'Mountain Biking Membership', followed by a call to action: 'Want to show your support and be a part of the Valemount Bike Park Community? Please become a member!'. Below this is a banner image of a mountain biker in a forest, with the VARDA logo and text: 'Please help support the ongoing maintenance and development at the Valemount Bike Park. Become a member. www.ridevalemount.com/mountain-biking'. A secondary call to action says 'PLEASE SUPPORT THE BIKE PARK by becoming a member.' At the bottom, there are tabs for 'Mountain Bike', 'Donations', and 'Snowmobile', with 'Mountain Bike' selected. A search bar is located at the bottom left.



The screenshot shows the 'Allan Creek Cabin Webcam' page. It features a video player with a timestamp of '02-18-2025 Tue 11:00:20' and the text 'Allan Creek Cabin VARDA'. Below the video player is a 'View Webcam' button. At the bottom, there is a section for social media with the text 'Follow us on Instagram'.

The Instagram profile for 'ridevalemount' is shown. The profile picture is a circular logo featuring a mountain biker. The bio text reads: 'ridevalemount Helping public recreation out of Valemount, BC'.



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



MTBCO Merchandise Programs



MOUNTAIN BIKERS OF THE CENTRAL OKANAGAN

MTBCO Socks Sunset Edition

\$19.99 CAD

Shipping calculated at checkout.

Quantity

Add to cart

Buy with **shop** Pay

More payment options

Show your support for MTBCO with some rad socks.

Take on the toughest terrain with confidence and comfort, thanks to the Outway Mountain



NEW – MTBCO Merchandise Programs

OKGN x MTBCO Core Tee

MSRP \$55
Pre-shrunk 100% Ringspun cotton
Heatpress logo
Unisex fit S-3XL



Ash Greene Artist Tee

MSRP \$55
Pre-shrunk 100% Ringspun cotton
Heatpress logo
Unisex fit S-3XL
Designed by local artist, Ash Green



OKGN x MTBCO Headwear

4 Icon Snapback

MSRP \$55
Cotton with Embroidered Decoration
Unisex OSFM



Diamond 7 Panel Cap



MTBCO Sticker

MSRP \$8
Locally printed 3"
Waterproof



NEW – MTBCO Merchandise Programs

MTBCO Volunteer Tee

\$25 Unisex S-3XL

Not available for sale aside from MTBCO purchase for volunteers



MTBCO Lead Jersey

Est Pricing - \$90 - based on volume ordered
Available for MTB Leader and Sweep purchase



• Available Sizes: Men | Women (2XS - 5XL) | Youth (6-12)

• Default Fit: Athletic



Additional Product Specifications

- RL Durango durable lightweight fabric (domestic)
- 100% Polyester



NEW - MTBCO Merchandise Programs



BIKE TREK



CHANGING GEARS



INTO THE MOUNTAINS



VINTAGE PEAKS



pela



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
- Feature local shops
- Bike Big White
- Membership promotion
- Prizes





International Women's MTB Day

- Skills Clinic by BOLD MTB Coaching
- Group rides - all levels
- Post-ride social & prizes
- Community building





Group Rides

- Community building
- Groups - All levels
- Featuring local networks
- Post-ride social & prizes





Cranksgiving Weekend

- Two day event:
 - Funduro
 - Take a Kid Mountain Biking Day
 - Enduro **SOLD OUT**
- 100% volunteer run:
 - Organizers
 - 50+ Volunteers on event weekend
 - Photographers
- Local sponsorship supports:
 - Keeping costs low for participants
 - Professional Zone 4 timing & First Aid
 - BBQ
 - Awesome prizes
 - Coolest medals around
 - Sprockids skills equipment for TAKMBD







2025 Events

- Season Kick-Off
- Women's MTB Day
- Lake Country Skills Park Grand Opening
- Monthly Group Rides
- Monthly Single-Stage Races
- Cranksgiving Weekend
- and more?

Support needed:

- Events Committee / Leads
- Volunteers
 - Ride Leaders
 - Course marshals
- Feedback or ideas
- Sponsorship or support

[email events@mtbco.ca](mailto:events@mtbco.ca)





Technology

Keepin' things going...



Tech

Upgrades and Scale.

New adopt a trail system

New Maps

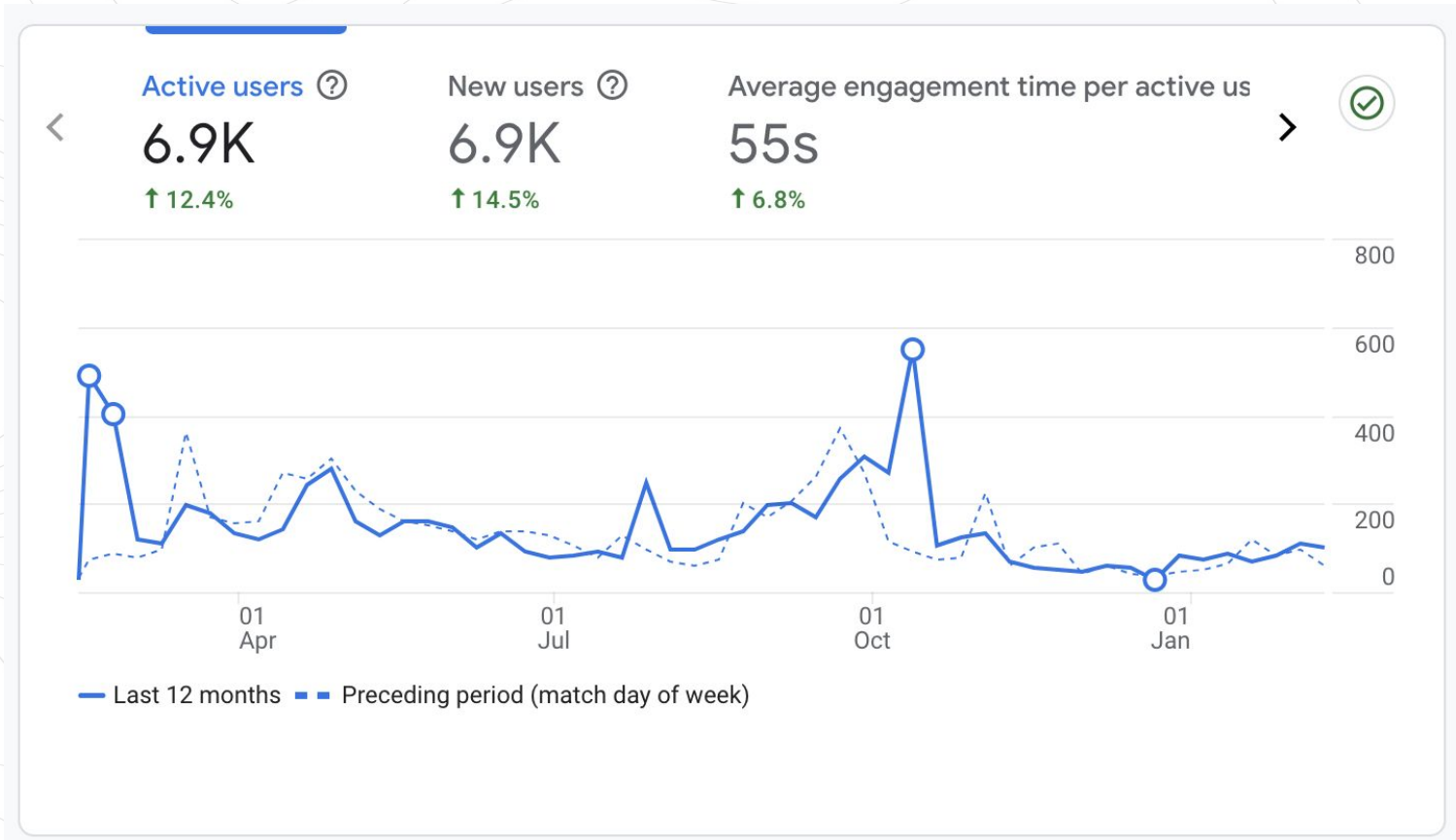
Consolidation of WKTC and Lake Country Information





Website

Year over Year





GUESS THE NETWORK



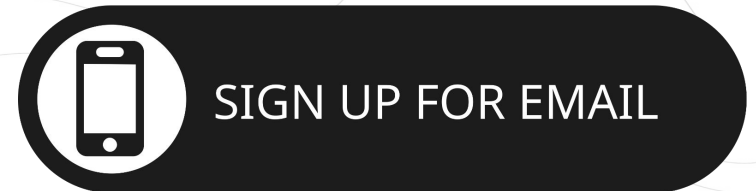


Marketing & Communications

Newsletter, Social Media and PR

Email

- Monthly Newsletter - updating you on:
 - Trail Conditions
 - Monthly Group Rides & Social
 - Merchandise
 - Trail Maintenance Days
 - Member Perks
- Event-Specific Emails
- Board Meetings



Email

AUDIENCE

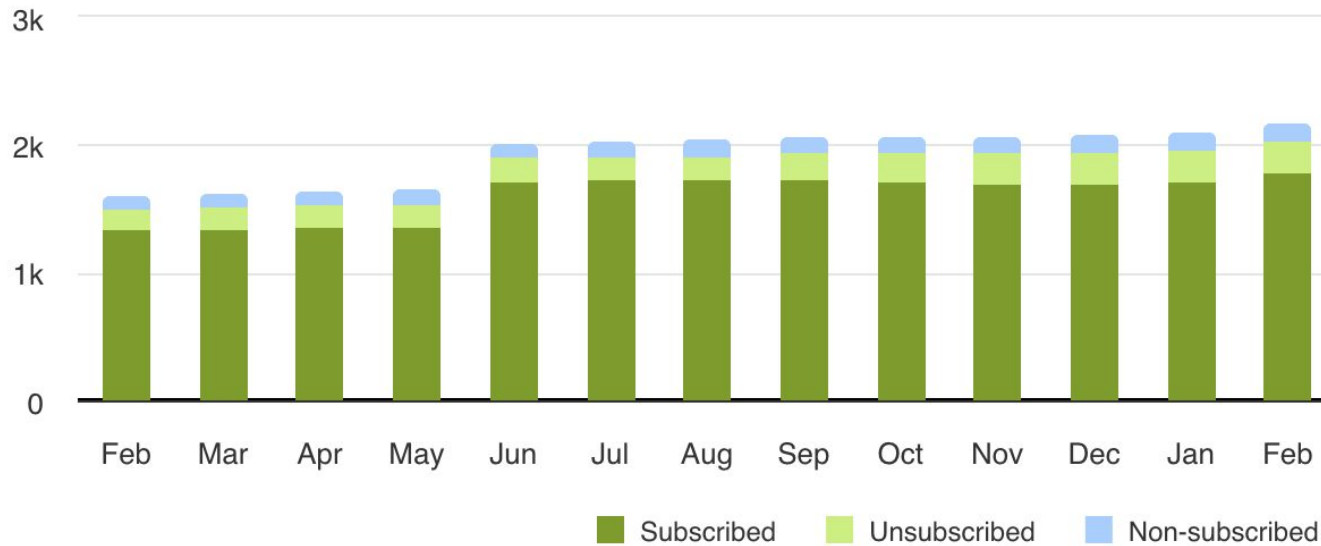
Total email subscribers

1,794 ↑ 33.7% compared to last year

Day

Week

Month



Status breakdown

Subscribed	82.2%	1,794
Non-subscribed	6.5%	142
Unsubscribed	11.3%	247



Email

ACTIVITY

Open rate

41.7%

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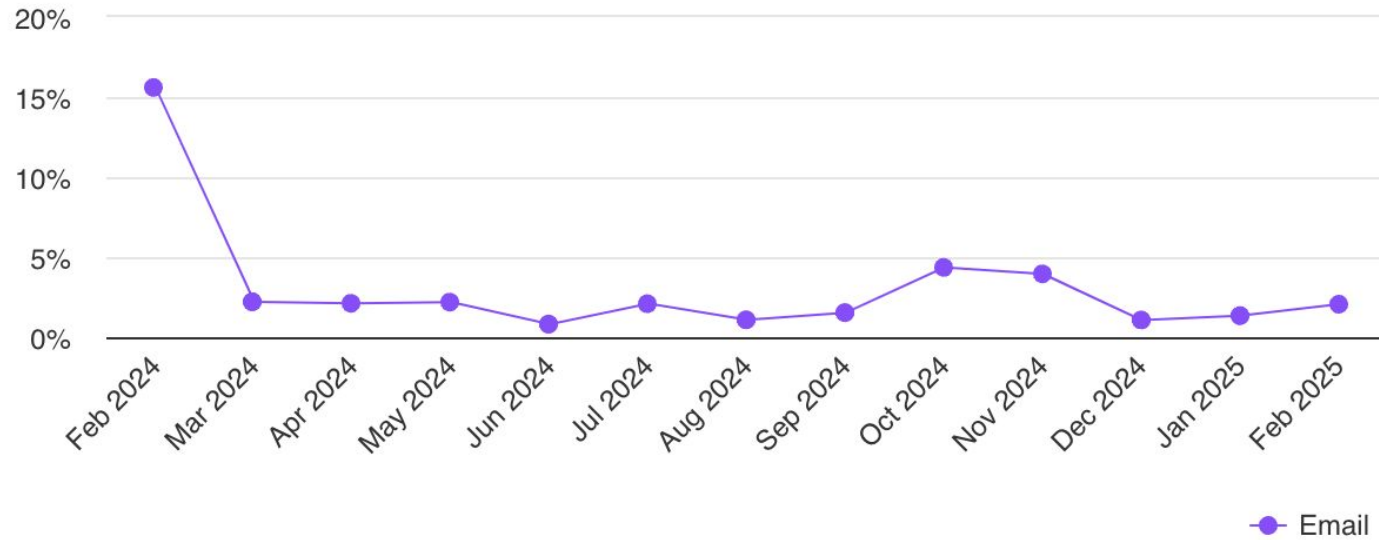
Compared to last 365 days

Metric:  Open rate ▼

Day

Week

Month



Total message count 22

Email 22

Total messages sent 34,165

Email 34,165



Email









NEWSLETTER

Best Performing:

March 2024
68.5% Open Rate

Worst Performing:

June 2024
24.4% Open Rate

Channel	Messages	Type	Sent ↓	Deliveries	Open rate	Click rate
	Newsletter December 2024 2025 is Coming: What's Next for MTB...	Regular	12/30/2024	1,706	33.1%	1.6%
	Newsletter October 2024 Lake Country Bike Park Update, Amal...	Regular	10/27/2024	1,727	57.2%	8.9%
	Newsletter July 2024 Celebrating Our Community: Rock Sla...	Regular	7/31/2024	1,719	64.8%	8.3%
	Newsletter June 2024 It's Bike Park Season! 🏔️ & what el...	Regular	6/29/2024	1,719	24.4%	0.58%
	Newsletter May 2024 On the Menu: Social Rides 🐾 & Trai...	Regular	5/24/2024	1,371	67.8%	2.7%
	Newsletter April It's event season! Kick-off Party, ...	Regular	4/23/2024	1,358	63.4%	3.6%
	Newsletter March 2024 March 23rd: First Trail Day of 2024...	Regular	3/19/2024	1,353	68.5%	3.8%
	Newsletter February 2024 🏠 Save the Date: Gillard Adopt-...	Regular	2/22/2024	1,339	64.8%	3.7%



Facebook: Audience

Demographics

Lifetime

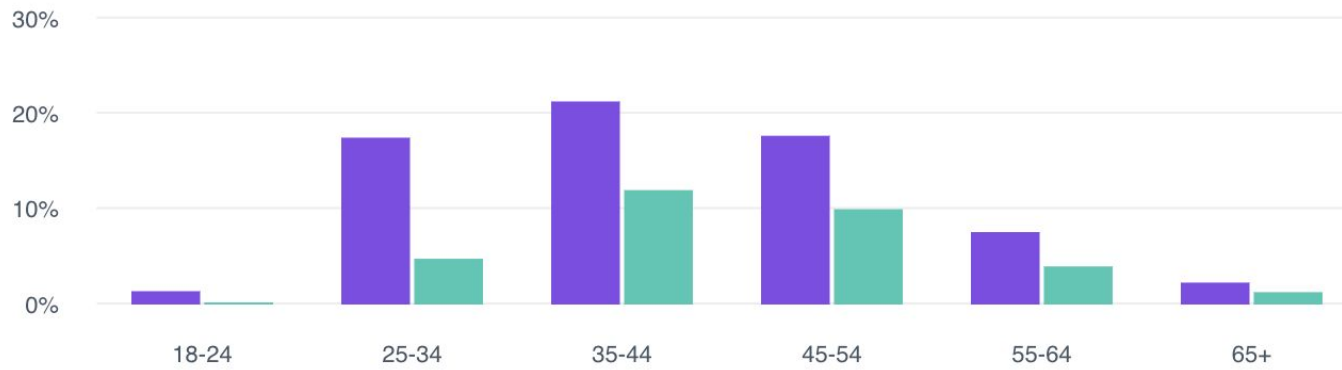
Followers i

2,747

Age and gender

Men 67.80%

Women 32.20%



Location

Towns/cities Countries

Kelowna, BC, Canada	1,104
West Kelowna, BC, Canada	160
Calgary, AB, Canada	81
Vernon, BC, Canada	74
Burnaby, BC, Canada	72
Revelstoke, BC, Canada	48
Kamloops, BC, Canada	47
Lake Country, BC, Canada	45
Vancouver, BC, Canada	43
Penticton, BC, Canada	34



Instagram: Audience

Audience

Demographics

Trends

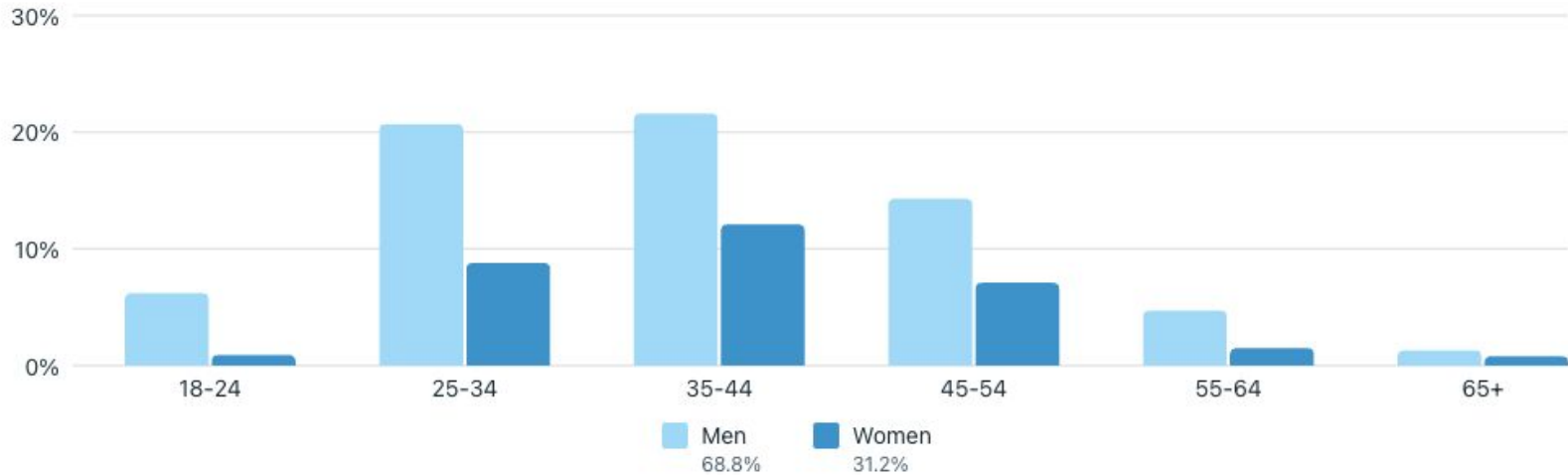
Potential audience

Followers

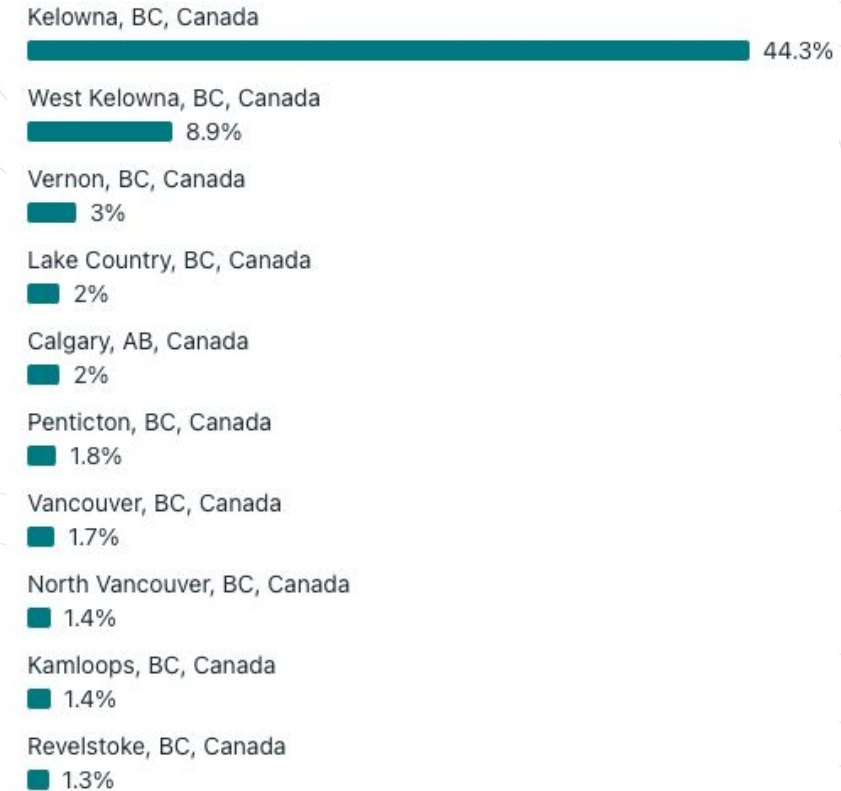
Lifetime

2,108

Age & gender



Top cities



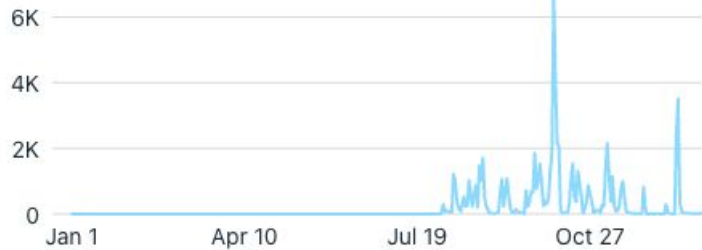
Instagram: Engagement

+174 followers in 2024

Views ●

Total Views:
1 Jan 2024 - 31 Dec 2024

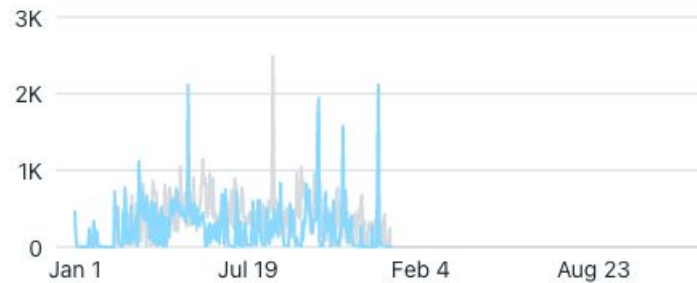
74K



Reach ●

2024 (vs 2023)

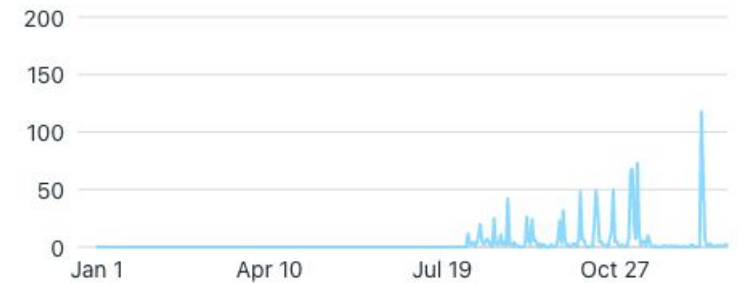
13.4K ↑ 34.4%



Content interactions ●

2024 (vs 2023)

1.1K ↑ 100%



What Kelowna local
placed 3rd at the 2004
RedBull Rampage?

?





Sponsorship

More Trails = More Business

2024 Sponsors



Double Black Diamond



Hope to see you in 2025

2024 Sponsors



Black Diamond



Hope to see you in 2025



2024 Sponsors



Blue Square



Green Circle



ChainLine Cycle
Your exclusive Okanagan dealer of Marin, Knolly,
Transition, Pivot, Surly, Bianchi, Moots & Revel



Hope to see you in 2025



\$20,650

Thank You
So Much



ADOPT-A-TRAIL GILLARD

Amazing success in it's premier year:

- 33 of 34 trails sponsored
- \$14,600.00 raised
- \$2,160.00 donated to Westbank First Nation youth programs
- Thank you to everyone who participated!



2024 GRANTS

\$13,500



Mountain Biking BC
Trail Enhancement Fund



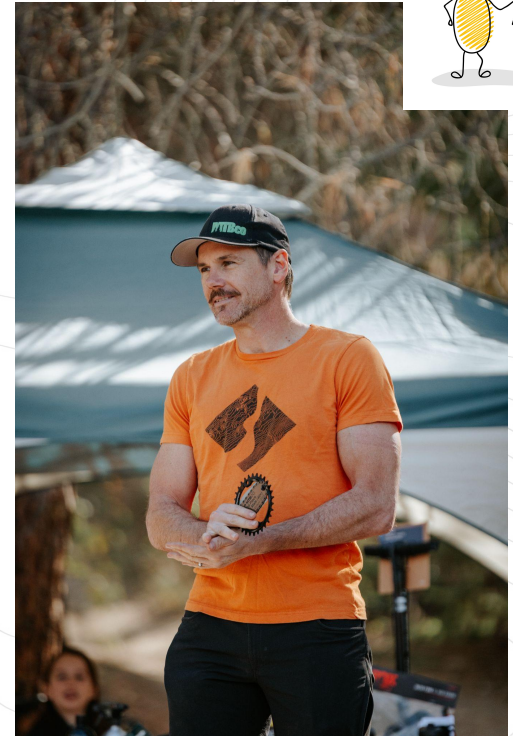
Santa Cruz Pay dirt Grant
CASINO ROYALE REBUILD



DEVINCI Community grant
CASINO ROYALE REBUILD



Athletic Brewing Two for the Trails
CASINO ROYALE REBUILD





2025 Plans and Goals

- 2025 TIER SYSTEM
- Friends of MTBCO
- Adopt a trail Gillard
- Adopt a trail West Kelowna
- Sponsors
- Newsletter/Update

More Trails = More Business



2025 Tier system



Tier	Double Black Diamond	Black Diamond	Blue square	Green circle
Price	5000 - Bike Shop (\$4000+\$1000prizes)	2500 - Bike Shop (\$2000+500 prizes)	\$1,000	\$300
Logo & link on our homepage	X	X	X	X
Logo & business bio on sponsorship page	X	X	X	only Logo
Banner display opportunities	X	X		
Logo included in all newsletters	As a double Black	As a Black diamond		
Right to use the MTBCO logo	X	X		
Featured in newsletters	As a double Black	As a Black diamond		
Featured on social media	X	X		
Thank-you plaque	X			
Code for Membership	10	5	2	

More Trails = More Business



Friends of MTBCO

We recognize that support comes in many forms. The Friends of MTBCO program is designed for individuals and businesses who share our passion for mountain biking and want to be part of our growing community, even if a formal sponsorship isn't the right fit.



More Trails = More Business



ADOPT-A-TRAIL

GILLARD

Adopt-a-Trail sponsorship for Gillard will open in March 2025 on a first-come.



WEST KELOWNA

This trail, formerly the cornerstone of West Kelowna's trail sponsorship program, remains available for adoption. Honoring old sponsors first.



WORCA



More Trails = More Business

It's not only about business

More Trails = More FUN

More Trails = Legacy for future generations



BECOME A SPONSOR NOW

<https://mtbco.ca/sponsors/partner>





What is the name of the new blue tech trail built at Jack Seton in 2024?





Trails Update

2024 Year in Review - Future Plans



CRAWFORD

Myra-Bellevue Provincial Park

Accomplishments 2024

- 3 community trail days
- BC Parks trail audit consultation

Future Planning

- Vapour reroute
- Stronger engagement with BC Parks
- Post-audit contributions





KNOX MTN

City of Kelowna Municipal Park

Accomplishments 2023

- 1 community trail day
- New engagement with City of Kelowna

Future Planning

- More trail maintenance





GILLARD

Recreation Sites and Trails BC

Accomplishments 2024

- 3 community trail days
- 10 trail Fit Tuesdays
- ~20 trail crew outings
- 10 features brought to RSTBC standards (120/141 completed)
- 4 trails brought to RSTBC compliance (43/45 completed)





GILLARD

Recreation Sites and Trails BC

Accomplishments 2024 Continued...

- 5 new trail features
- Indigenous cultural consultation
- Adopt-a-Trail Program



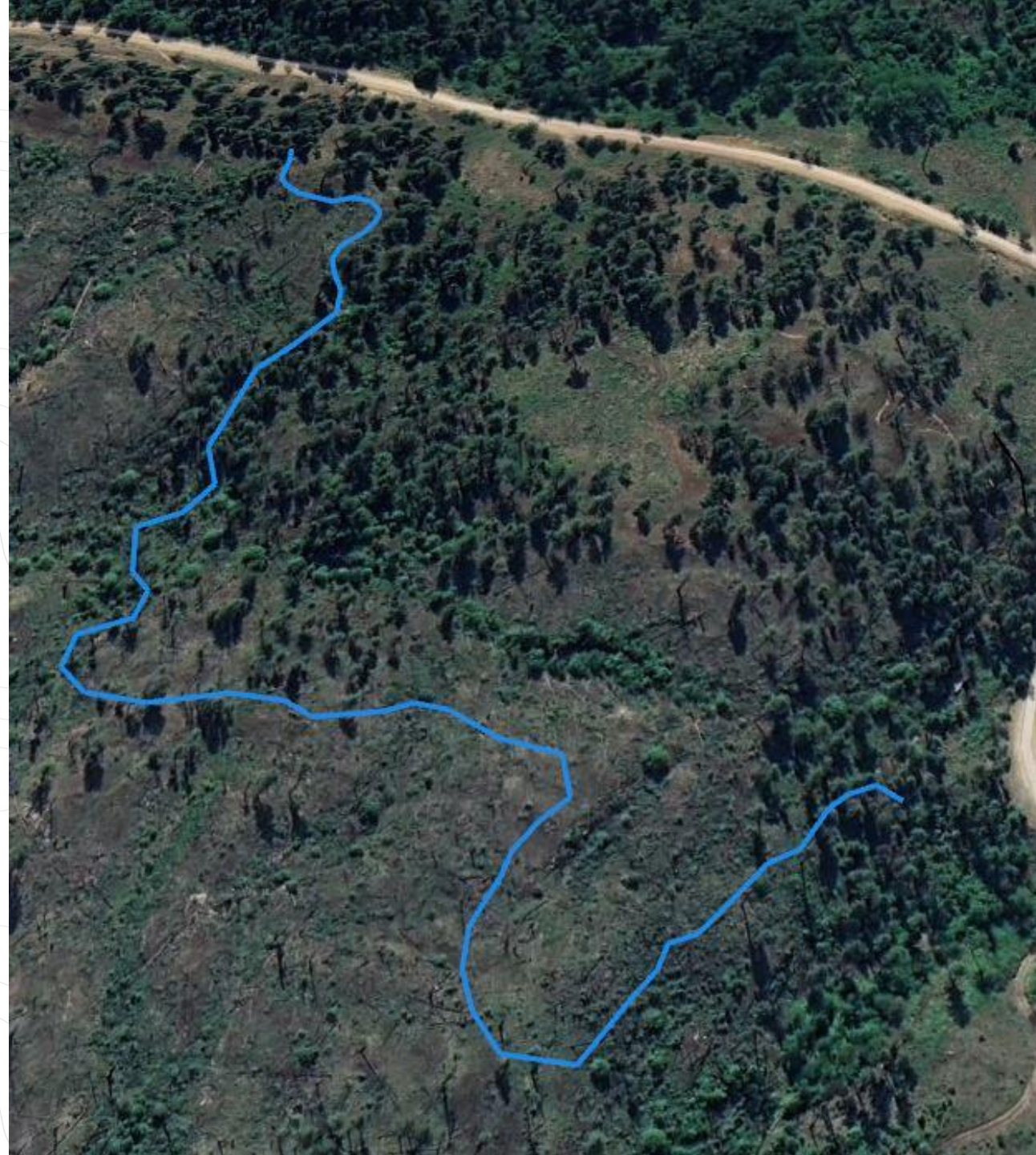


GILLARD

Recreation Sites and Trails BC

Future Planning

- Interpretive signage from Westbank First Nation
- Parking lot expansion
- Blue trail to the parking lot
- Casino Royale Rebuild
- Machine built features



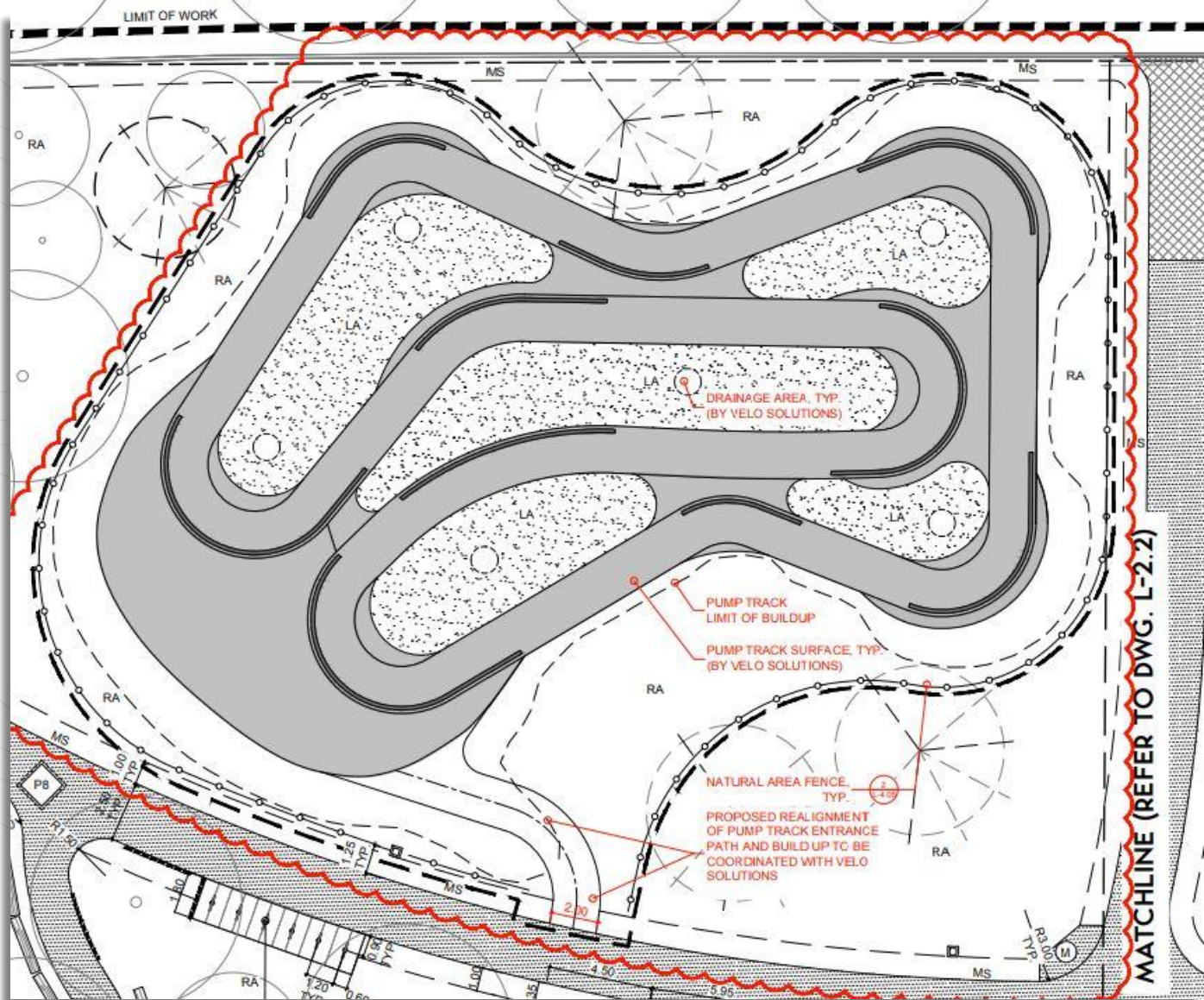


Dehart Park

City of Kelowna

Paved Pump Track

- Canadian Ramp Company and Velosolutions
- Construction starting in June





Jack Seaton

District of Lake Country

Accomplishments 2024

- Park Complete: 4 Bike MTB Only Trails
- New Tech Trail - Jack the Ripper
- Reroute Flow Trail.
- Built up Jump Trail and Made Up Track More Accessible.





Lake Country Bike Park

District of Lake Country

Accomplishments 2024

- 1st Dedicated bike park in the CO
- Jumps, Pump tracks, Drops and Balance zone.
- Official Opening May of 2025

Future Planning

- Area above is zone for more single track and flow trails.
- Lake Stone Summit to include multi use and MTB Trail Network





West Kelowna

Kinsmen Park Kids MTB

- The City of West Kelowna (CoWK) asked for help in planning and building a 50m climb and 3 blue fun trails in Kinsmen Park, work starts fall 2025.

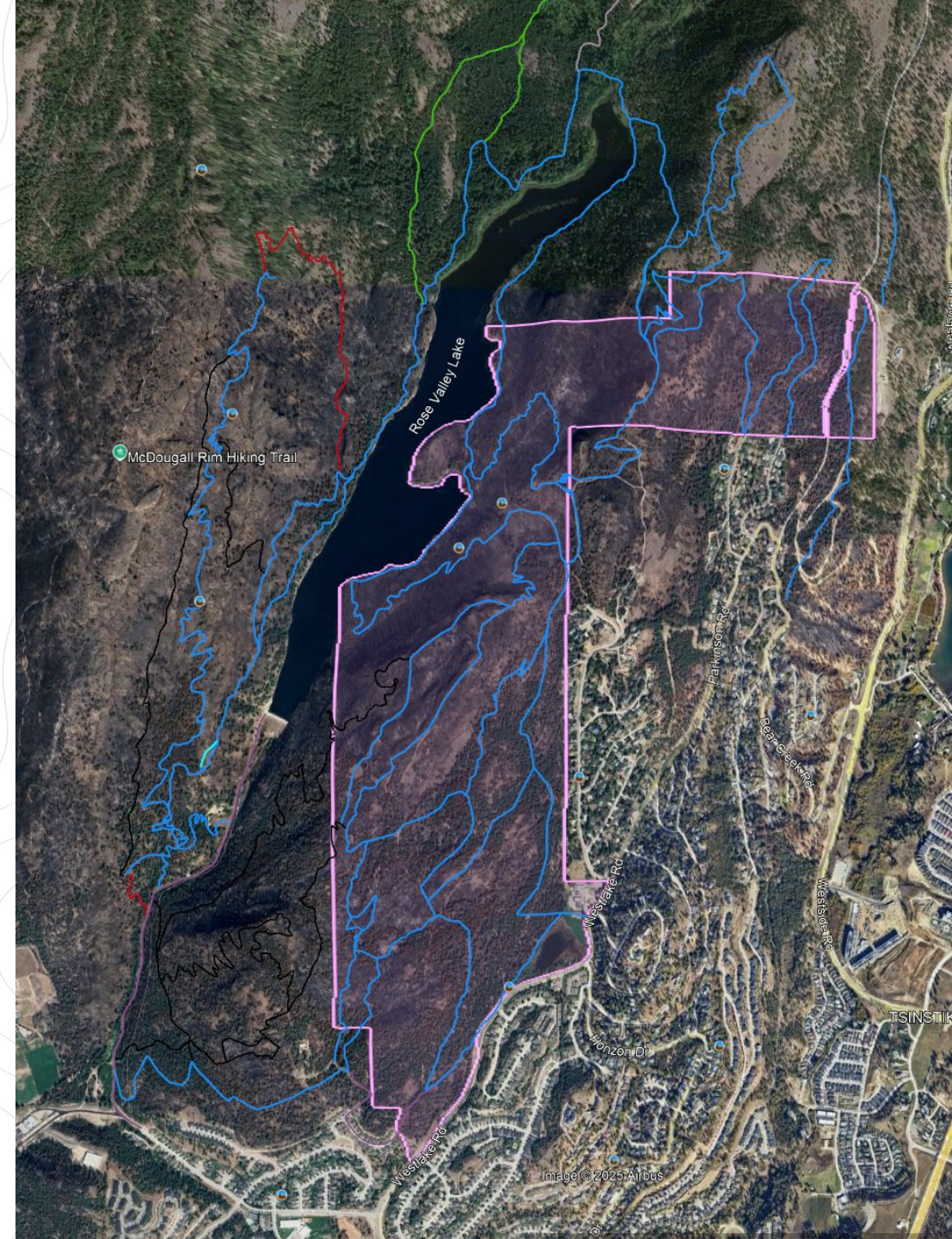
Goats Peak

- Working with CoWK and Emil Anderson to build a trail network to link from Glen Canyon to routes to Peachland. 1 climb and 6 downhill

Rose Valley

- RDCO Park area closed
- Crown land trails no longer sanctioned
- Province is planning replanting process around reservoir in 2026

RDCO - Rose Valley Regional Park Boundary



Smith Creek

Recreation Sites and Trail BC

Accomplishments 2024

- 3 Trail days
- 120 Point trail inspection
- 120 TTFs identified and inspected

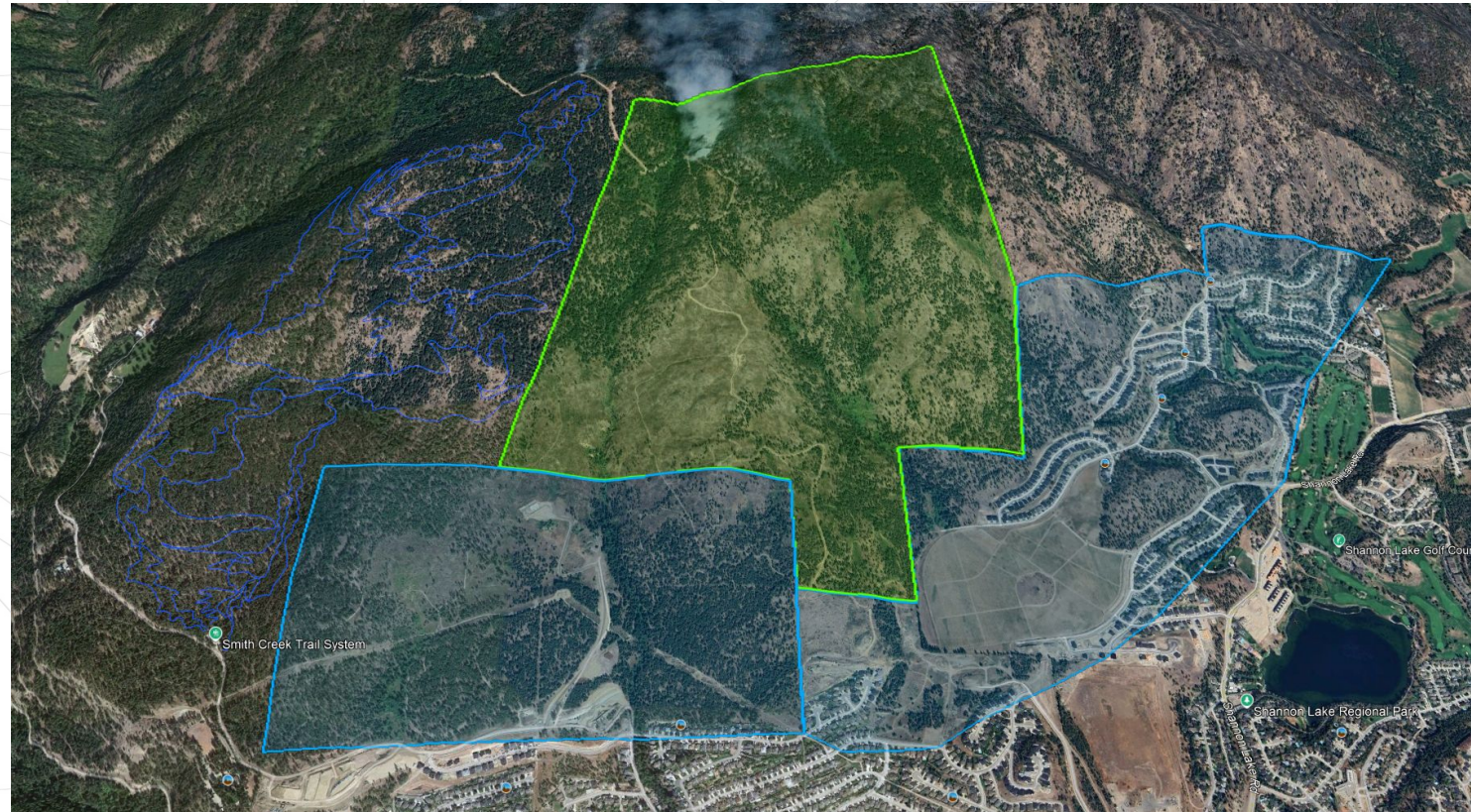
Future Planning

- Expansion to the East of Smith Creek
- Design and Planning stage
- Environmental and Archaeological reports required for WFN approval process

Organisation

- Trail Teams to manage a trail, Trail Bosses to organise a team
- Detailed planning to allow flexibility in maintenance and work to fit around volunteer schedules.

Smith Creek Proposed area for expansion



Light blue - is private land

Light Green - Proposed area for expansion

MTBCO Trails Committee

Join our Trails Committee!

- Become a trail boss
- Engage in trail planning projects
- Learn about trail management
- Ensure our trails remain strong for years to come





Financial Report

March 31, 2024 - January 31, 2025

MTBCO Fiscal Year: March 31st



**Mountain Bikers of the Central Okanagan
Statement of Operations and Financial Position
As at Jan 31, 2025**

	Fiscal Year March 31, 2025	Fiscal Year March 31, 2024
Opening Cash Balance	\$ 91,914	\$ 76,144
Revenues:		
Membership	27,885	21,931
Donations and Grants	6,677	7,887
Government	5,000	
Adopt-a-Trail	15,324	
Sponsorship	17,649	14,862
Events	8,048	7,304
Fundraising	12,351	617
Interest/Transfers	15	8
Total Revenues	92,948	52,609
Expenditures:		
Insurance	9,857	9,600
Fundraising	-	1,143
Trail building	893	5,953
Events	9,764	9,571
Marketing/Promotion	4,607	4,182
Contractors	-	
General/Admin/Tech	26,064	5,880
Community Support		510
Total Expenditures	51,185	36,839
Excess of Revenues over Expenditures	41,763	15,770
WKTCS funds	71,280	
Closing Cash Balance	\$ 204,957	\$ 91,914





2025 and beyond

Newly Elected by Acclamation

Director of Memberships: Matthew Booth

Treasurer: Lisa Gunoff

2025 Vote for Vice President

Three Candidates

Vanessa Hair

Chris Bertulli

Cam Lainchbury



Please Vote (members only)



2025 Secretary

Need to find someone..





Future of the Region

- MTBCO continues to evolve
- Listening to our community
- Desire to hire Executive Administrator this year
- Need a continuous pipeline of future directors to keep going!





Get Involved!

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

contact@mtbco.ca





Q&A

