

Minutes WKTCS Monthly meeting January 18th 2023

Attendees: Robin, Greg, Clayton, Dylan, Peter, Kevin, Liam, Jim

Regrets: Spencer, Mike

Minutes from December meeting adopted, there had been a slight change made

Agenda items added: Fire in the Hills Enduro, Facebook Marketing, Outdoor Rec Council

President's report: Nothing specific, most will be covered in agenda items.

Treasurer report: Funds holding steady at \$29K, Collected Toonie money from Big White approx. \$150

Social Media: Not much to report, less active in the winter, a few emails to respond to and Dylan has done so

Agenda points

- 1) New sign quotes presented, discuss install budget, going to use 4x4 treated posts. Also segued into a conversation about general signage and the conversion of them into bilingual signs. Kevin, Liam, and Steve (and Clayton possibly as he has been the contact for signage) to meet and discuss what/how that will be operationalised. Additional \$2k required to finish the sign project. Approved unanimously.
- 2) Trail adoption renewals: some sponsors felt December was a tough time to renew from a financial standpoint- discussed and decided to push renewal to March so the year long sponsorship agreement is March to March. Clayton to send out renewal emails
- 3) Pump Track, Discussion around City of WK and their participation in pump track at SC possibly RV, however general consensus was SC preferred location. Robin to contact the City of WK regarding presentation to city council with respect to possible funding. Meeting with COWK is Feb 9 and Peter will present. Anyone else from the board is welcome to attend also. Later Peter supplied a very preliminary quote from Velo Solutions to the tune of \$200,000 to design and install a paved pump track. We will not be pursuing the Velo solution.
- 4) Talus ridge development and trails discussed/proposed in this area. Where are they going to connect? How? Still in the development stages. Robin and Kevin to meet to discuss approach WFN regarding how an application process to get permission would look? Preliminary discussion at this point to see what N would like to see in an application. They will discuss potential with WFN regarding application requirements
- 5) Concern with how we will be able to continue to build/monitor/maintain/service other facilities (ie washroom) if we have a limited volunteer base. Weather seemed to be more of a roadblock to trail maintenance days in previous seasons (Too dry mostly) Will try to schedule fewer days with more focus and some adhoc days as required and weather permits.
- 6) Mission statement. Greg and Clayton have started and are working on it, Jim to join committee will meet again prior to next month meeting.

- 7) Dual membership option with MTBCO. Initial discussion has occurred and waiting to hear back from MTBCO to see if their board is receptive to the idea. Greg to follow up.
- 8) Membership Drive. Again, a common theme of low membership numbers. Clayton to look at Facebook targeted marketing. If we do the joint venture with MTBCO and season opener look at that as a definite push for members. Also look at manning a volunteer tent a few times or hours to get the word out. Email follow up on members to urge them to renew their membership. Peter to discuss with Scott how to go about facebook marketing for 6 months with approx. budget of \$1000.
- 9) Elevation Outdoors Greg to follow up and confirm date, time and other details
- 10) MTB Season Opener at Red Bird Brewing. Definitely a go. Need to nail down the date.

Next meeting on Wednesday February 15th 730 pm