



**Revelstoke Cycling Association  
AGM  
25th November, 2014  
7 pm Revelstoke Community Center**

**Agenda**

1. Acceptance of Agenda
2. Acceptance of Minutes of 18 Nov 2013
3. Presidents Report - Keith
4. Financial Report- Lindsay
5. Membership Report - Theresa
6. Downhill Committee Report - Andrew
7. Cross Country Committee Report - Richard
8. Report on Logging
9. Road Committee Report - Stuart
10. Racing/events Committee Report - Bart
11. Communication/Urban Trails Report - Tim
12. Election of Directors - Keith
  - Downhill Director
  - Road Director
  - Events Director
  - Secretary

### 3. Minutes of AGM 2014

Revelstoke Cycling Association AGM - 2014

Date: November 25, 2014

Location – Revelstoke Rec Centre, MacPherson Room

Meeting called to order at 7:02 pm

Present (board members): Keith McNab (chair), Theresa McGeragle (minutes), Tim Auger, Stuart Smith, Richard Britton, Bart Jarmula, Andrew Clark

Regards: Lindsay Nelson, Danielle Backman

12 members present

Motion to accept agenda Tim Auger, Jeff Honig seconded, vote accepted

#### 1. Acceptance of Minutes from Nov, 2013

Motion to accept – Matt Yaki, second Richard Britton

#### 2. Presidents Report – Keith

- Devin Jensen asked for more details about how much work was done by the trail crew and if there would be funding for next year, Keith and Richard summarized work done and said next year is dependent of finding funding.

#### 3. Financial Report – Lindsay not present so summary given by Keith

- Jeff Honig asked what is the total funds left in the bank, Keith said approx 15K
- Motion to accept financial statement –Andrew, Jeff 2<sup>nd</sup>

#### 4. Membership Report – Theresa

- Megan Tabor offered to help sell RCA memberships at her market stall
- Brendan MacIntosh asked if we could have memberships ready to sell by Christmas, Theresa said yes

#### 5. DH Report – Andrew

- Trent Kappler asked if there was a solution to the road deactivation possibility, Keith says MOF has indicated they will take over the Boulder rd but not official yet

## 6. XC Report – Richard

- Brendan asked where the proposed Salmon Rocks trail will be
- Jeff Honig asked if we had build any difficult trails (to go with the 25/50/25 split of easy to hard trails goal), Richard – No, we have 25% difficult trails currently
- Jeff – Do we have plans to build difficult trails in the future, Richard - just ideas

## 7. RCA Response to Timber Harvesting – Richard

This generated much discussion among the members

- Dave Biggin-Pound – Does road deactivation suggest the companies are finished logging, Keith/Andrew – only in the short term
- Jeff – The open houses are good for sharing info but the logging companies don't seem very interested in the feedback
- Keith – We need community initiative (like multiple groups focusing on the big picture) if we want to make a bigger difference
- Carol Prince – Would like to see the RCA spearhead/be the community leader on this issue as the RCA is a strong, longstanding association in the area
- Jeff – Have we been in talks with the city
- Megan - The city is waiting on the results from this summers economic impact study which should give them a better picture and possible leverage
- Devin – Suggested trying to get the stats for the money generated through XC skiing
- Richard and Megan made the point it is very hard to quantify how many people you actually lose from harvesting
- Jeff - This is part of a bigger problem with provincial land management and working with the logging companies is a short term and short sited solution
- Keith – We are trying to push issue along with the upcoming open house, could try creating a land use committee, harvesting is planned for 2016 so we have a bit of time to organize
- Bart – there is lots of interest in this issue but we need more man power to put more time into it
- Trent – suggested a subcommittee
- Jeff – suggested finding funds to pay someone to work on this further

- Carol – suggested collecting a list of names of interested people
- Jeff – would like to see steps being taken faster as 2016 will be here before we know it
- Keith – the city and other users are invited to the open house in January which should bring lots of interested parties together. Also made a list for people to put names, numbers, and emails on after the meeting to discuss this further

8. Road Committee Report – Stuart

- no discussion

9. Racing and Events Committee – Bart

- Megan – Said she will be trying to host the 2015 BC Mtb Symposium here
- Carol - suggested a tricycle race (XC/DH/road)

10. Communication and Urban Trails Report - Tim

- Pat said he will help out with cpr and urban trails!
- Megan suggested more signage/publicity for the map app, Tim says in the plans already just waiting on android version to be ready
- Megan mentioned many people don't realize we have a donation box at Macpherson, could we do more to make it known, discussion followed with electronic bar codes, signage, stickers, trail passes being suggested

11. Election of Officers

DH committee nominee – Danielle Backman

-no other nominees x3

-unanimous approval

Road Committee nominee – Stuart Smith

-no other nominees x3

-unanimous approval

Race/Events Director nominee – Bart Jarmula

-no other nominees x3

-unanimous approval

Secretary nominee – Carol Prince

- no other nominees x3
- unanimous approval

Meeting adjourned 8:46pm

#### 4. Presidents Report:

2014 was a great year for riding in Revelstoke and a very active year for the RCA. The mountain biking season started early and continued great all season with just the right amount of rain when the trails needed it. The RCA membership continued to expand this year with more people than ever signing up to support the RCA.

With the assistance of the local Wildfire protection crew and several local contractors we were able to develop great new trails at both Macpherson and Boulder, thanks to CBT and Sites and Trails BC for funding. For the second year in a row we had funding from the City of Revelstoke Tourism Infrastructure Committee so we could hire a paid trail crew to do maintenance on our trail network. Macpherson, Boulder and Frisby trails all saw critical maintenance done that will help us keep the trails up to standard for years.

We also had a great year for races and events using the trails. Several large mountain bike and running races were held on the trails that brought great recognition to the trails and needed tourism funds for the community. Our local Toonie races also continued again this year with races for DH, XC and Road riders so for riders that need that competitive push there was lots to choose from.

It wasn't all great news this year. With logging happening on Boulder and planned on Frisby and Macpherson the RCA Board has been in discussions with the logging companies to try to keep the impact on our trails to as little as possible. We all know that our trails are in a working forest so logging will eventually

happen on or near them but it is still a shock when we are presented with logging plans in the immediate future. We are working with the logging companies to have better communication in the future so we don't have so much logging all at once and so we know about the logging earlier so we can better prepare for it.

So all in all a great and productive year for the RCA with a few problems along the way. We look forward to more great riding in 2015. See you on the trails next year.

Keith McNab

RCA President

Reports of Directors:

5. Financial Report:

**Statement of Financial Position**

Assets:

- There was an increase in the cash balance of the RCA compared to 2013, this is partially due to the timing of payments (\$10,000 of expenses were incurred in November), and an excess of revenue over expenses  
Accounts Receivable – this amount is 100% collectible

Inventory decreased in line with sales of clothing

Fund balances

- XC- increase due to timing of expenses, 2014 trail building expenses were paid in November
- DH – Small increase
- General – increase due to small net income

Operations:

Membership – increase of \$2.6K due to more memberships

Grant revenue – CBT received in 2014, Trail Crew money from the City and a donation from Stella-Jones

Map – increase due to trail app revenue

Others – similar to 2013

Expenses:

General and admin: incurred some one-time administrative expenses in 2014  
(Cheque purchase, stickers)

Trail building expenses up in 2014 – please refer to committee reports for details  
of spending

Trail Crew – Ran for a longer session this year, also added a contract extension  
with donations from races held in Revelstoke

**Statement of Financial  
Position**

As at October 31,	2014	2013
<b><u>Assets</u></b>		
Cash		
Chequing account	24,389	7,720
Membership shares	64	64
Accounts receivable	2,082	7,000
	<hr/>	<hr/>
	26,535	14,784
grants receivable	--	--
<b>Inventory</b>	<hr/>	<hr/>
	3,764	4,830
Total	<hr/>	<hr/>
	30,299	19,614
<b>Accounts payable</b>	--	26
<b><u>Fund balances</u></b>		
Road	665	665
XC	7,523	1,858
DH	3,547	4,566
Events	4,537	3,231
Trail Maintenance	(680)	-
Clothing	(3,764)	(4,830)
General	18,471	14,098
Total	<hr/>	<hr/>
	30,299	19,614

**Statement of operations**

	2014	2013
for the period ended October 31,		
<b><u>Revenue</u></b>		
Membership	11,670	8,940
Grants	39,500	24,000

sponsorship	<b>1,700</b>	1,550
Clothing	<b>1,066</b>	1,180
Maps (Net)	<b>1,039</b>	694
Other	<b>2,717</b>	2,749
total	<b>57,692</b>	39,113
<b><u>Expenses</u></b>		
General and administrative	<b>2,088</b>	2,739
Events	--	--
Clothing	<b>1,066</b>	1,180
trail maintenance	<b>31,430</b>	22,496
Trail building		
DH	<b>7,203</b>	15,114
XC	<b>1,319</b>	2,936
	<b>43,106</b>	44,465
Excess(shortfall) of revenue over expenses	<b>14,586</b>	(5,352)

## 6. Membership Report:

Membership sales were a big success in 2014. We finished with a total of 347 members, up 28% from 251 the previous year! We also had 10 Corporate members this season.

A big part of the increase is due to the continued support from local businesses in the form of member discounts so we would like to offer a big thanks to all those involved.

Another main draw for club memberships is the many different events members can participate in. This year these included three separate race series (DH, XC, and road), weekly group road rides and a Halloween ride so huge thanks to the many dedicated volunteers that make these events possible.

Theresa McGeragle  
Membership Director

## 7. Downhill Committee Report

It's been a great downhill season and the RCA DH Committee would like thank everyone who came out this year to enjoy the events. We had a record number of memberships sold for the RCA and the volunteers and participants who came out were strong in numbers.

The DH Committee meets on a monthly basis and discussions include a variety of topics. Organizing the DH Toonie Series is a constant with us as we plan and execute the logistics for each race. We spend a lot of time in the woods laying out new trails, clearing right of ways, meeting with contractors and getting our hands dirty with maintenance and building. Much time is spent discussing current and future projects, while all the while funding needs to be acquired, proposals and contracts need to be drafted and work needs to be monitored. Other agenda items typically include maintenance plans, communications, advertising, signage, sponsorships, clothing and much more.

Even with all the harvesting that took place this past summer/fall we did manage to accomplish some really good work in a few key areas. Below is a summary of our 2014 summer as well as some future plans for the RCA DH Committee.

#### 2014 Project Summary

1. The new parking lot at the bottom of Boulder Mt saw some finishing touches, getting compacted early in the summer and getting a rock border in place.
2. A short connector at the bottom of Tall Timber over to Loggin' Leftovers was completed.
3. Much of the upper half of Iron Lotus was harvested this summer and was re-established shortly after.
4. The RCA trail maintenance crew installed some new sign posts and completed some much needed maintenance work on Boulder and Frisby.
5. The largest project undertaken in 2014 involved a large upgrade to the trails at the bottom of the Detention Center (1K Corner on Boulder). After some dismantling of some old features (RIP Wallride), an intermediate and advanced line were nearly completed and each involve a wooden drop to a small jump that shoots you down into a sizable tabletop with a few options and then into a boner log. This line now rips you across the flats, down into Homerun and on to the new parking lot. Also involved in this project was extending School's Out and Loggin' Leftovers to connect you into the whole thing and directing riders down to the parking lot. Much of the work is complete, however Homerun will be seeing some more work in order to keep the flow and the jump line needs just a little more.

#### DH Toonie Series

The FLOWT Bikes and Skis DH Toonie Series wrapped up in October and capped off another great racing season. It was a shorter season with only 4 races taking place on MacPherson, Boulder and Frisby. This was due to the harvesting on Boulder throughout the summer and we were unsure if both Iron Lotus and Redneck's Revenge would be available to race. Thankfully Iron Lotus was rebuilt and we squeezed in the race the day before the next round of harvesting began. Congratulations to first time overall winner Lindsey Corrigan and to the defending champ Nathan Jecks for winning the overall series titles and taking home bragging rights for next year. We would like thank all our prize sponsors and volunteers who helped every step of the way and we hope to see everyone back out next year. Special thanks to the Revelstoke Nordic Ski Club for lending us their timing gear for the series.

#### Future Plans

The RCA DH Committee is working hard throughout the winter in preparation for next year and beyond. The following projects are being discussed:

- 1) Upper Tall Timber has been recently approved and we hope make it a full length trail in 2015.
- 2) We plan on adding some amenities in 2015 to the parking lot, including a picnic table (hopefully under shelter) and a map kiosk. Homerun will get some work done and finishing touches to the Detention Center overhaul will take place.
- 3) We are looking at a connector from the bottom of Iron Lotus and Redneck's back over to the parking lot. A line has been laid out and this would really help in linking up the overall trail network. As it stands now you have to pedal the logging road back over to the Loggin' Leftovers to get down.
- 4) Upper Redneck's Revenge will need to be assessed after this past year's harvesting so plans can be made for it to be re-established.
- 5) We hope to be a lot closer to creating another signature trail on Boulder to compliment Loggin' Leftovers. The plan is to build a lengthy jump trail involving major machine work. We are currently awaiting the news on one of our big funding applications. If approved, it will possibly allow us to begin a first phase in 2015. This would significantly improve what Boulder has to offer and will increase the appeal to this riding area.
- 6) We have been discussing the possibility of sanctioning some trails down at Blanket Cr to begin promoting a different riding area. With this can come an increase in trails as a means of offering more variety to riders in Revelstoke.
- 6) The DH Toonie Series will be back with a full slate of racing. With some work we will be able to offer 5 races in 2015 and, as always, we will be looking for more participants and volunteers to come out and join in the fun.

In closing, the DH Committee had a busy summer and plans are already well under way for next year. We would like to thank all participants, volunteers and contractors who made 2014 a success and we look forward to seeing and working with everyone in 2015.

Andrew Clark  
DH Director

## 8. Cross Country Committee Report

After a couple of weeks of cool temperatures and sunny skies, the snow eventually came on November 21 to the valley bottom, closing the books on another great year of mountain biking.

The XC Committee's work over the past year started when the days were short and the snow was deep as the group sat down to plan the upcoming year's projects. After reviewing the feedback in the 2013 RCA Membership Survey, the Committee began on a Trail Development Strategy that would help plan work over future

years, mindful that this is always dependent on the availability of funding and our volunteer resources. The Strategy Objectives were decided on as follows:

1. Construct a mix of valley bottom and alpine trails in roughly an 80%/20% ratio depending on available funding and volunteer resources.
2. Develop an early season trail on the eastside of the valley which links with the Cartier trail.
3. Develop a new trail in the vicinity of Begbie Lake (south of Begbie Creek below Highway 23).
4. In parallel with the projects listed above, continue to develop further “infill” or linking trails in the Macpherson area to maximize use of existing area.
5. Continue to investigate accessing the alpine in the Macpherson area with the possibility to construct a trail in the next 3-5 years.
6. Add skill building technical trail features to one or two intermediate trails.
7. Trail difficulty will be maintained with the current ratio of approximately 25% easy, 50% intermediate and 25% difficult.

With thanks to the Tourism Infrastructure Committee, funding was again provided in 2014 for a paid maintenance crew. This year, Little Big Works successfully bid the contract and completed 562 hours of maintenance on the Macpherson trails and on the Frisby Ridge Trail. Drainage improvements, removal of braking bumps, brushing and other work was done to improve the trail network.

Wherever possible, the main focus is to better handle our wet interior rainforest climate so that trails will need less work (and cost) in the future. And remember, following a “ride, don’t slide” style will mean less maintenance and better trail conditions for years to come!

Trail building this year centered on Macpherson. Keith McNab oversaw construction of the 1 km Ridgewalk Connector trail from Black Forest to the top of TNT. Rob Mohr managed another project, which adds to early season riding and future Toonie Race loops with 1.8 km of new trail connecting Bluff with Hemlock Groove and Yew-R-Here. Rob also completed a short connector between TNT and Break-a-Leg. Thank you to Little Big Works and Dave Biggin-Pound Construction Services for their work on these trails and to BC Forests Recreational Sites and Trails and the Columbia Basin Trust for providing funding for the construction contracts.

In June, Kip Wiley led a volunteer maintenance project during which about a dozen RCA members came out to replace two bridges on Stimulus over the creek crossing and build two new boardwalks over wet spots. The replaced bridges are much more friendly in order to marry with Stimulus’ Easy trail designation and were installed just in time for a major race event where over 130 riders crossed the bridges.

Speaking of racing, this year saw more bike racing than ever in Revelstoke and Macpherson was a major venue with over 500 racers testing themselves against each other and our tough trails. Besides the ever popular RCA Toonie Race

series run by Bart Jarmula, Macpherson played host to the annual Stoke to Get Spanked put on by Skookum Cycle and Ski, the last (and favorite of many) of six stages of the TransRockies SingleTrack 6, as well as one of the BC Enduro Series events. Adding into this mix a race in the Dirty Feet trail running series, our great trails saw four major events this year drawing competitors, their families and friends to Revelstoke to enjoy what we have to offer. Thanks to Mike Welch and Tim Auger for doing some last minute trail clearing when a storm laid trees across trails right before a major race! The paid maintenance contract also included work to repair and maintain trails following the major races using funds provided by the race organizers.

Looking to the future, committee members were hard at work seeking funding for new projects and working to manage our trail network. Rob Mohr worked with Danielle Backman to submit a proposal for a new 7 km trail under the National Trail Coalition Grant – we are still waiting to hear whether the RCA was successful in competing for this grant. Chris Argue took on the task of completing our trail inventory and structure (bridges and boardwalks) assessment for Macpherson. This is a requirement of the Partnership Agreement between the RCA and Recreations Sites and Trails BC and is one of the many tasks your XC Committee volunteers quietly carry out to ensure our continued access and the ability to build and expand the great trail network we all enjoy.

Lastly, I would like to thank the members of the Cross Country Committee for their many, many hours of volunteer work this year on behalf of the RCA membership: Chris Argue, Corey Bird \*, Ryan Gill \*, Keith McNab, Rob Mohr, Tom Patry, Mike Welch and Kip Wiley (\* stepped down during 2014 after a number of years on the committee).

Richard Brittin  
XC Director

## 9. RCA Board Response to Timber Harvesting

As many RCA members know, this year announcements were made of planned harvests that will impact trails in both the downhill and cross country networks.

In July, BC Timber Sales (BCTS) advised the RCA of the intent to develop a new cut block in the area of TNT and Black Forest trails at Macpherson. In August, Stella Jones communicated to the RCA their intent for logging on Boulder Mountain and Frisby Ridge in the areas of Rednecks Revenge, Iron Lotus and Ultimate Frisby trails.

A number of RCA members and others from outside of Revelstoke who come here to ride responded strongly to the harvesting announcements, as did other recreational users and community members. Members of the RCA wrote letters to

the editor in the Revelstoke Times Review and the RCA Facebook page showed over 400 “hits” on the harvesting topic.

RCA Board members responded back to both Stella-Jones and BCTS with separate letters and followed up these letters with meetings. In our written and in-person communications, the RCA advised both Stella-Jones and the BCTS of our concerns, mainly that 1) the value of the trails, both in recreational benefit to RCA and community members and economic benefit through tourism, need to be properly taken into account in harvest plans, 2) that actual harvesting and future harvest announcements in the trail networks at Boulder/Frisby and Macpherson has dramatically increased in the past year and there is a cumulative negative impact from the combined plans of BCTS and Stella-Jones, and 3) that riding quality and visual aesthetics in the trail networks will be negatively affected due to the amount, frequency and location of harvesting.

In our meetings, we asked Stella-Jones and BCTS to consider alternate locations for harvest. We also asked, if these locations were to be harvested, then to consider lower impact harvest methods versus clear cutting to minimize impact to the trails if logging goes ahead and, most importantly to provide their longer term strategy for rates and locations of harvest in the trail networks.

It is important to note that our trails are built on land that is designated as multi-use with forestry activities (the “working forest”) and various recreational users co-existing. We have had a relationship with the Ministry of Forests for many years; a relationship which has been largely beneficial to the building of the trail network that we have today. This relationship was recently formalized in a Partnership Agreement between the RCA and Recreation Sites and Trails. We have also had a Memorandum of Understanding with Stella-Jones for almost two years which sets out that the RCA and Stella-Jones will meet at least yearly to discuss respective plans, and that Stella-Jones will advise the RCA of any new plans that would affect the trails in their license area.

It has been quite easy for the RCA to obtain approval to build trails under what is known as Section 57 of the Forest and Range Practices Act. We have also received tens of thousands of dollars to construct trails (although funding is not guaranteed in any year or into the future). This relationship with the Ministry of Forests and the current location of the trails on Boulder, Frisby Ridge and at Macpherson has allowed the RCA to expand the network relatively quickly, and this should not be taken for granted. This is why the current networks are located where they are versus, for example, in a national or provincial park where approval for trails and funding would be much more difficult, and the expansion of the network slower. In short, if we choose to develop trails in areas where the land has greater protection against logging or other uses, it will also be hard to actually develop trails. The same would result if we were to obtain a re-designation of land use where we already have trails; and it is far from certain that this re-designation would be granted. Lastly, if the RCA did succeed in obtaining

a re-designation for the land on which our trail networks sit, it would reduce our ability to develop new trails on new lands, as the land manager would be wary that we would later ask to re-designate and they would be limited in their use.

RCA Board and Committee members have put many hours into discussing the current harvest plans, meeting with Stella-Jones and BCTS and looking at different approaches. Board and Committee members – and RCA members themselves – don't necessarily all share the same view on this issue. However, after careful thought, the Board recommends that we accept that the current land use arrangement is in the best interests of the RCA and that we should continue to work with BCTS and Stella-Jones to minimize the impacts to trail networks and for all license holders and recreational users to work together to develop longer term strategies to do this. To this end, the RCA has asked Stella-Jones and the BCTS to organize an open house to obtain direct feedback from RCA members, the Revelstoke Nordic Ski Club, other recreational users and the general public. This meeting is tentatively planned for January 2015.

## 10. Road Committee Report

### **Twoonie Road Races**

This season the Road Committee ran a series of 5 fun road races for all ages and standards. Kellen Viznaugh excelled by winning 3 of the 4 individual races. There was something for everyone as Revelstoke is lucky to have a variety of race course options: Airport Way Mass Start; Mason Road Crit; Airport Way Team Time Trial; Ski Hill Circuit; Westside Road Individual Time Trial. The races started in late April this year and were generally well attended, but the race formats and dates will be reviewed again to try to better match our members preferences next year. Thanks are due to the [One Twelve Steakhouse](#) who provided title sponsorship and to volunteers Bart Jarmula (Director Races and Events), Wade Viznaugh, Dave Healey and Eiri Smith who all committed significant time to ensure the races ran smoothly.

### **Out of Town Race Participation**

RCA members attended numerous races and events across BC, Alberta and into the US. Result highlights included Kellen Viznaugh outsprinting a big field to win the Tour de Bowness Road Race and a lowlight was Dave Healey and Stuart Smith battling hypothermia as well as the other racers in the Banff Bike Fest. It would be great to see even more green jerseys representing the RCA out of town next year.

### **Social Riding**

Thanks to Terry Duncan, Amanda McIntosh and Mike Welch for organising the Monday social group rides. Despite their enthusiasm and efforts to publicize, the attendances were often disappointing. The Road Committee will review options before deciding a plan for next season. If you have any suggestions on what group rides you would like to attend please email me.

To end the season a group headed to Salmon Arm on a perfect fall day for a ride followed by BBQ back in Revelstoke. Despite a problem involving some misplaced car keys a good time was had by all.

If you are interested in contributing to road riding in Revelstoke in any way the Road Committee are seeking new members.

Stuart Smith  
Road Director

## 11. Racing/Events Committee Report

2014 was a successful year for RCA events. We organized fifteen competitive events (6 XC, 5 Road, 4 DH) starting in April and extending through October. In total we had 117 people take part in these events (this number also includes a few people who only took part in volunteer days). We had participants ranging in age from 12 to mid 60's. The breakdown of the number of participants is:

XC – 66  
Road – 35  
DH – 53

We were successful in finding title sponsorship for each series (Arrow Helicopters, Flowt Bikes, 112 Restaurant) which raised \$1500. This was more than adequate to cover our operating expenses for the races.

In general we were able to solicit significant sponsor support this season. This included approximately \$1600 worth of product donations that was used for event prizing, and another \$2400 worth of product donations that was auctioned off as a fundraiser (raising \$1530).

This season saw our local trails be used for two new races – Singletrack 6 and the BC Enduro Series. Both events were well received by competitors. The RCA received approximately \$4500 from Singletrack 6 (final total still to be confirmed) and \$900 from the BC Enduro Series. Neither event will be back in Revelstoke next summer although both have indicated that they are likely to be back in future years.

Bart Jarmula  
Events Director

## 12. Communication/Urban Trails Report

### **Pump Track**

- I have been meeting with Lorraine Blancher to ensure that the RCA is a contributing supporter of this project which will benefit the cycling community of Revelstoke
- Alpine Bike Parks were retained as designers of the pump track which is to be built in 2015
- RCA is working with Lorraine, RTA, and pump track proponents to help bring the project to reality by providing volunteer support and help with grant applications but have not committed to providing ongoing maintenance of the pump track

### **CP & Trails in City Limits**

CP Trails & other urban trails - have made no inroads this year with regards to formalizing an agreement with the City, land owners, and CP - it will be a priority in 2015.

### **Facebook**

- Our reach is increasing and Facebook engagement hits all-time records with controversial subjects such as logging and road deactivation
- Facebook highlights: 5K users reached (590 clicks) - post about logging on Boulder/Frisby/Macpherson and 11K users reached (950 clicks) Boulder Road Deactivation & Logging
- Facebook Likes have been increasing steadily (+140 in 2013 and +195 in 2014) currently at 508

### **Website**

- Total website hits are comparable to last year but peak season hits were down - we had greater initial reach in the spring but the peak season (May-Aug) decreased by about 1500hits/month. Total for the 2014 is 43050 while 2013 saw 45841
- The Trail Map App link gets more clicks than any other link on our page (777) - webscorer (for race results) is 2nd (489), and facebook is 3rd (410).
- Top page (after our homepage) is Frisby Ridge (4132 views) followed by Trail Maps (2951) and Trail Conditions (1640)
- Google tops for referral with 10 900 followed by Facebook at 2907

### **Trail Map App**

- Trail Map App over 154 units sold - \$3.50 per unit
- updates for 2015 have been submitted and more gps data of new connectors will be submitted to the developer, changes coming to the main interface to make user experience simpler and more intuitive
- Trail Map App for Android will be available in 2015
- Possible Hard Copy Trail Map for 2015 : retail \$10-12 our cost \$1.8-\$2 - sell for what we choose to stores \$5-\$6ish

### **Other - Online Auctions**

They are working and are selling but not very competitively. We need to find a way to increase our reach and get more people bidding.

Tim Auger

Communication/Urban Trails Director