

Minutes from board meeting held on July 9, 2024

Meeting commenced in person at 7pm at Jayne Heys home. In attendance were Jennifer Armstrong (via zoom) Tig Cross, Rob White, Peggy Kabush, Tom Rutherford, Taio Samuel and Jayne Heys

Approval of previous meetings minutes held on April 9th, 2024, motioned by Tig– approved by Rob and Peggy

Approval of tonight's agenda, motioned by Tig and approved by Jayne and Taio. Addition to the agenda by Tom Rutherford to create Parks and Trails/HIMBA Trails Work Committee rather than have two separate reports.

Presidents Report - Jennifer Armstrong. Wanted to express how successful the Enduro was. A lot of positive feedback from residents and off Islanders alike. Would like to increase the number of local volunteers going forward. Looking forward to the summer season, and appreciative of regular scheduled meetings.

Treasurers Report – Peggy Kabush. Balance in account: \$9850.40 Activity in April, May, June, July Membership & Donations: \$1024.55 Cycling BC Affiliation: \$187.99 Market Merchandise bought by Rob: \$2198.16 Market fee & square: \$277.28 Market Income: \$3201.05 (\$1400.00 to be added from Rob in cash from the market) Enduro costs: \$1461.83. Most donations are coming through the PayPal account from the website, some from trail forks as well. Peggy is still waiting for funds to come from the Enduro race, should be in the next few weeks and be approx. \$7000.00. Peggy asked Tig for his invoice and he stated that he will have it to her in the next few days.

Executive Directors Report – Tig Cross. Tig is enjoying this new position and can see the need to continue with being the executive director role. Has been mostly handling the Enduro and now would like to focus on energizing the membership process. Wants to create more communications with members and to get new members involved with HIMBA in all aspects. Would like to bring back group rides and kids rides but need to consider all the legal aspects of doing this. There are a lot of opportunities for action during the summer even though we are not able to build trails. Going forward – Would like to have an article in the First Edition and possible the Grapevine 2-4 times a year. Tig is working on the terms of reference with the regional district. Terms of reference is the rules that the regional district and HIMBA will be used to clarify all communications with the co-management of the trail system. We are waiting for Daniel May to finish and return them to us.

Enduro Report – Tig Cross. Happy with overall success but would like to ensure communication with the public is better next event as well as having more locals volunteer to be a part of it. Plan to advertise on social media, radio and the First Edition. Will do a much better job of integrating with the Fire Department. Tig has met with the Fire Dept and have established a system that will work much better at the next event. The system is called shared command and basically it means we have one person in command of the race and one person in command of the Fire Dept and those two people will be in contact with each other and coordinate the effort. Thankful to Kim for the letter she wrote to Doug at the Fire Dept. Will be renting radios next event to improve communications on the day of the race. Tig has notes for future events and will put that together before the next one.

Social media - Tig Cross. Anytime something comes to Tigs attention that warrants posting on Instagram and Facebook, he is doing so. HIMBA gets a lot of clips from people showing them on the trails, when Tig reposts them on our site they are getting a of views. Facebook post showing the damage on Freefall was very positive and shows that people are paying attention to HIMBA.

HIMBA Q – Tig Cross. We are booked at Joe King Park on July 23 at 5pm. Will be a group ride at 5:30 with different groups or varying abilities then a BBQ following. Tig will investigate the separate insurance needed to host this event.

Market Report – Rob White.

Benefits of selling HIMBA merchandise

- 1) Creates awareness for HIMBA and what we do.
- 2) Creates exposure after the sale (*when consumers wear their HIMBA merchandise*).
- 3) A source of significant revenue.
 - a. Approximately \$5,000 per year of profits
 - b. To help pay for insurance, certifications, tools, trail maintenance, HIMBA activities, community outreach (*Bike to School Week prizes*).
- 4) Opportunity to sell memberships
 - a. Could use some signage for this.

Hassles of selling at the market

- 1) Purchasing, organizing & storing the merchandise.
- 2) Time spent at the market
 - a. 28 markets per season
 - b. @ 5 hours per market = 140 hours

Approximate sales to date

- Enduro race: \$1,500
- Market: \$3,050 (attended 8 markets so far at an average of \$381 per day)
- Presales: \$920
- TOTAL SALES: \$5,470

Promo sales

- Stoker Fest: \$60
- Bike to School Week: \$620
- Enduro: \$140
- TOTAL PROMO: \$820 (@ our cost)

Retailers

- BC Parks Camp site: Caps, Socks & Maps
 - o Maps have been the best seller.
 - o Could use a map display (like @ gas station)
- Bike Shop: Caps, Socks, T-Shirts & Maps
 - o I will be meeting with Lucy this week
 - o Bike shop sales not optimized
 - Cash only is a pain, leads to fewer sales and shrinkage
 - Was not interested in buying products at wholesale
 - Will suggest a 25% commission approach and see what she says.

- Jeremy Payne: Setting up a gift shop interested in selling HIMBA product. I have a meeting with him tomorrow to discuss.

Pricing

- Next year we should consider raising our prices
 - o To compensate for the 4% that SQUARE charges on 80% of our sales
 - \$8,000 @ 4% = \$320 of profit (or \$640 in sales)
 - o To get the most out of the time and energy we are investing.
 - Socks: I think \$20 is as high as we can go
 - Caps: I think \$40 is as high as we can go
 - Stickers: I think \$3 is as high as we can go
 - T-Shirts: I think we can increase our prices to \$35 or \$40

Square

- +80% of our sales. Charges 4% per credit/debit transaction
- Have not used the Square to keep track of cash sales.

Merchandise levels & comments YTD

- Socks: still have lots
- T-shirts: Starting to thin out, looks like we will sell out of medium first.
 - o We have had requests for kid's sizes, but not women's sizes.
 - o Next year we will focus on XS, S, M, L, XL
- Caps: Selling well, starting to thin out
- Stickers: Sold out. Have ordered more
- Maps: When will the updated map be produced? Tig will order more maps ASAP with updates.

Additional sales opportunities for HIMBA merchandise

- HIMBA Q: So far there has been very little support from locals
- Co-op porch: I think a mid-May HIMBA merchandise preview could do well
- Fall Fair: We will see where we are at with our inventory and then decide if it is worth it.
- 2025 Stoke Fest: Saturday expo w/ a proper set up could be worth the experiment.

My Comments/Observations

- Our location is easy for set up and take down, but a bit on the fringe.
- I will take the lead for 2024 & 2025, with the hopes of handing it off in 2026.
- To better understand the PROS & CONS of selling at the market & if it's worth the effort.
- My observations so far:
 - o HIMBA needs to divide and conquer to be successful
 - o Five volunteers
 - Lead (x 1): Places order, manages inventory, stocks merchandise, works market in June & September
 - Summer Helpers (x 4): July 1-15, July 16-31, August 1-15, August 16-31
 - o Keep the SKUs as low as possible

HIMBA tent for the 2025 season? - Market, Stoke Fest, Enduro, HIMBA events, etc. Consensus from the board is to purchase a quality tent with signage on it. Rob will price out options.

Memberships are best if sold from the website, not in person. Will get signage to show this.

Parks and Trails/HIMBA Trails Work Committee – Tom Rutherford. Milos Meadow is complete, and the next project is the rerouting of French Connection. The reroute will start roughly behind the depot to where the trail joins with Walton. Tom had a productive session with Daniel May and Ryan Boland, who will be doing the work. Was hoping to get started by last week but due to the dry weather, this will be postponed to the fall. It will be a significant alteration to French Connection in that the trail will now be following the ridge to avoid the wet spots. This will make it a good all year-round trail. We will be renaming a section of the former French Connection trail. Caes Vandervoek is the contractor for trail brushing, he has been so busy with other jobs that he can only maintain the roadside trails. Hopefully that will improve, good communication with Tom and Caes. Looking forward to having the terms of reference finalized to ensure exacting communication. Would like to get some trail upkeep done this summer, not massive jobs as its too dry, but there is a lot that can be done. Yer Mom is an example of this, repair work to the obstacles etc....Tom would appreciate if someone else wanted to take the reins this summer with planning work parties.

Next meeting is scheduled for November 12, 2024