

Meeting summary for Himba's BOD Zoom Meeting (10/17/2024)

Appendixes:

1. Treasurers Report
2. Market Report

Quick recap

The team discussed the progress made since the lawsuit, the success of the Enduro event, and the benefits of having Tig as the executive director. They also reviewed the Himba market's success, the need for more members in the Trail Works committee, and the increase in Instagram followers. The board discussed providing points to the Trails Committee, authorizing an online chainsaw certification course, reaching out Himba members for a new board member, and scheduling the AGM for November 12th. Concerns were raised about changes made French Connection Trail, and the team agreed to communicate their concerns to the regional district.

Reports:

Presidents Report

Jennifer expressed gratitude for the progress made since the lawsuit and the organization of the market. She also highlighted the success of the Enduro event and the benefits of having Tig as the executive director.

Treasures Report

Peggy provided a detailed report on the treasurer's report, including the balance, expenses, and credit from Enduro. See Appendix 1 below for numbers

Executive Director's Report

Tig shared his executive director's report, mentioning the insurance, terms of reference with the Comox Valley Regional District, and his timesheet for the year so far.

Tig reported a significant increase in Instagram followers, attributed to the Enduro event and new content release. The team discussed extending sharing privileges to others who understand representing Himba, reposting stories, and using communication tools carefully, especially for important announcements like trail work days.

Market Report

Rob presented a year-end report highlighting successful awareness creation for Himba, merchandise sales, reduction in 2022 inventory, and increased awareness about memberships. See Appendix 2

The team raised approximately \$7,500 for Himba. Rob suggested using a QR code for easier website access at the market, but Tig noted potential Wi-Fi limitations.

Rob discussed the Himba market's success, estimating \$16,560 in sales and \$7,000 profit. He plans to lead again in 2025 and pass it on or wind down in 2026. Rob suggested selling maps, setting up at Ring market, and potentially participating in the fall fair.

For inventory, he proposed buying 100 more socks in medium, large, and extra-large sizes, with orange as a new color. For caps, he suggested 48 in avocado green and 48 with an orange accent, aiming to end with no stock. He proposed having one extra-large color, potentially green, and two colors like turquoise and orange for medium/large. Rob discussed a strategic purchasing approach, considering tents to protect merchandise, estimating around \$200 for a simple tent or \$1,500 for a 10x10 event tent. He committed to researching tent options.

Jennifer proposed event ideas like races and a movie night for the Member Outreach Committee. She also suggested selling more expensive jerseys and merino socks, which Rob agreed to investigate further by visiting a vendor.

QR Codes, Cycling Jerseys

Jennifer proposed the idea of placing QR codes at trailheads for donations or membership sign-ups, which was previously discussed with Daniel. Tig suggested that the club could justify an order of jerseys for its members.

Parks and Trail Liaison Report

The Parks and Trails Liaison Committee, led by Tom, discussed the completion of the French Connection and Walton Machine realignments by Ryan Boland. The main focus has been on addressing water-related issues, such as poor drainage on trail systems. Tom expressed hope that the regional district will prioritize these areas in 2025. The team discussed the issue of water accumulation on the Beulah trail, a multi-purpose trail used by equestrians, and agreed that the long-standing problem could be resolved by either using a machine to raise the trail bed and create drainage, or adding more trail dirt in the affected areas.

New Trail Tools

Rob, Tom, and the team discussed the need for new tools for trail work, with Tom suggesting the purchase of a set of tools including Pulaski's, rogue hoes, and rakes. Tom

also mentioned an email from a trail building company called Shapeshifter, which offered to showcase their tools and potentially sell them to local trail building committees. A motion was made and carried to spend up to a thousand dollars on these tools and formed an ad hoc committee to research and purchase them. Tom, Rob, and Will to research and purchase up to \$1000 worth of trail building tools.

Chainsaw Certification

The Board authorized an online chainsaw certification course for members, with Himba reimbursing the cost.

AGM Planning & Board Positions

Tig will consult Jennifer and Jayne before sending a notification. The team scheduled the AGM for November 12th at 7:30 PM and discussed board position rotations for 2024. They plan to fill vacant board positions by emailing the membership and holding an ad hoc board meeting before the AGM.

IMBA Trail Sustainability Guidelines

The team agreed to adopt the International Mountain Biking Association's Trail Sustainability Guidelines.\

Trailwork Sandwiches from Co-op

The board approved ordering sandwiches from the Co-op for trail work days.

Trail Changes inconsistent with the HIMBA Trail Character Spreadsheet.

Jennifer expressed concerns about changes made to two trails, Milo's and French Connection, which she believed deviated from their original character. She questioned how these changes occurred and felt that the new trails did not align with their original HIMBA Trail Character Classification . Tig clarified that the new trails were built by a contractor for the CVRD, not by Himba and as such HIMAB had no ability to make sure they adhered to the Trail Character. The group decided to communicate their concerns to the regional district.

Next steps

- Tig to draft and send out an invitation letter to Himba membership for potential new board members.
- Tig to prepare a notification for the AGM on November 12th at 7:30 PM.

- Tom, Rob, and Will to research and purchase up to \$1000 worth of trail building tools.
- Tig to arrange sandwiches from the co-op for the next trail building session.
- Tig and Jennifer to draft a letter to the regional district regarding adherence to the trail character spreadsheet and slowing down on capital projects.
- Rob to continue managing the market for 2025 and prepare for potential handover in 2026.
- Rob to investigate jersey options with Out of the Blue Designs in Victoria.
- Rob to research Merino sock options with the sock vendor in Victoria.
- Tig to create a QR code for Himba website/membership sign-up.
- Tig to explore the possibility of placing QR codes at trailheads for donations/memberships.
- Board members to consider potential candidates for the new board position.

The Meeting adjourned at 9:45

Appendix 1
HIMBA Treasure's Report October 8, 2024:

Bank Balance July 9: \$9850.40

Expenses:

Himba Q: \$510.17

Market items: \$554.00

Credit:

Enduro race: \$10,456.10

Market: \$12,165.15

Maps (gas bar & bike shop): \$917.39

New Balance for October 8:

\$32,324.87

Appendix 2

2024 HIMBA – Farmers Market Year End Report

It was a team effort

- Thanks to everyone on the HIMBA Market Committee
 - o For putting up with all my e-mails and questions!!!
- Special thanks to;
 - o Tig for his input, retail experience and of course his incredible graphic design skills!
 - o Jenifer for all her input and for picking Avocado Green, which was a real winner!
 - o Jayne, Peggy, Tom and Tig for getting into the trenches and working the HIMBA booth.
- This was a group effort we should all be proud of.

2024 Goals

- Create awareness of HIMBA and what we do.
 - o I believe we were very successful in this regard.
 - o The trail map that Danial May gave HIMBA was very helpful here
 - Next year Danial will give us one of the new trail maps
- Sell HIMBA merchandise
 - o Raise money for HIMBA
 - To help pay for insurance, Executive Director costs, certifications, tools, trail maintenance, HIMBA activities, community outreach, etc.
 - Raised approximately \$7,540 in profits
 - o Create exposure through product placement (*when consumers wear their HIMBA merchandise*)
 - Every pair of socks, t-shirt, cap and stickers has the potential of spreading the word for HIMBA
- Reduce 2022 Inventory
 - o We still have lots of XS socks and XL, 2XL & 3XL t-shirts, but other than that our inventory looks good.
- Bring awareness to memberships
 - o Listed Memberships on our price list
 - o Directed people to HIMBA's website
- Talk trails!!!
 - o Hornby's trail network is very special to many.

Approximate Sales and Profit

- For more details, please refer to my "HIMBA Market Data" spread sheet
 - o **2024 Sales \$16,560**
 - o **Less 2024 cost of goods sold \$8,204** (*this does not include 2022 purchases*)
 - o **Less Promotional Give-a-Ways \$815** (*School, Stokefest, Enduro @ cost*)

- **Equals Profit \$7,540**

**2025 should be more profitable because our sales will be similar to 2024, but our purchase will be less.*

2024 HIMBA – Farmers Market Year End Report

2025 Considerations and Expectations

- I will take the lead again in 2025, but hope to pass it over to someone else or wind it down in 2026
 - Looking for volunteers to help staff the HIMBA booth in 2025
- I expect our sales in 2025, to be similar to 2024
 - We will lose the \$1,500 sales from the enduro.
 - We will gain that market day in June (*approximately \$400 in sales*)
 - I am also planning on making 30 reproduction Hornby Trail Signs and sell them for \$40 each, which should bring in about \$1,200 in sales
 - Could increase our T-shirt price to \$35 (*from \$30*)
- We were not successful selling HIMBA merchandise through The Bike Shop, the Camp Site or Big Jer's Surf Shop.
 - For 2024 I suggest we only sell maps to the likes of the Bike Shop, Camp Site, etc.
- We should consider setting up HIMBA's booth in the Ring Market for a day in July and a day in August.
- We should consider setting up our HIMBA booth at the 2025 Hornby Island Fall Fair

2025 Purchase

- **T-shirts** (*sold 110, but have 49 in inventory, most of which are from 2022*): **Purchase 100**
 - I suggest we carry over the Ride Hornby t-shirt because it was very well received
- **Socks** (*sold 377, have 362 in inventory, but not enough M/L & XL to get us through 2025*): **Purchase 130** (*100 M/L, 30 XL*)
 - These new 130 socks could be a new colour (*orange?*)
- **Caps** (*sold 135, have 9 in inventory*): **Purchase 96**
 - I suggest 48 avocado green and 48 black w/ orange? in the patch

Should HIMBA buy an event tent for 2025?

- If so, what type, what budget?