

**Cycling BC**  
**Minutes: Board of Directors Meeting**  
**September 22, 2024**  
Vancouver (in person)  
Submitted by Martin Farnham

Present: Erin Tolfo (meeting chair), Roxanne St-Pierre, Martin Farnham, Scott Suffolk, Matthew Cooperwilliams (video), John Schwenk, Lister Farrar, Todd Hansen (video), Christine Reid  
Regrets: Charles Russell

**1) Meeting opening (led by Erin: meeting called to order at 11:40am)**

- a) Land Acknowledgment (Erin)
- b) Director conflict of interest disclosures - none
- c) Previous minutes: Approved
- d) Secretary appointment: Martin
- e) Welcome to our new Executive Director, Christine Reid

Board members introduced themselves, discussed areas of expertise and motivation to join the Board. Expertise was identified in finance, business, event organizing, racing, HR, communications, legal.

**2) Discussion of conversations with stakeholders over summer (led by Matthew)**

After meeting with stakeholders all summer, the discussion was centered on feedback heard:

- **Insurance Coverage Concerns:** Mixed feedback on insurance, with some members satisfied but others frustrated. Confusion exists around coverage details and functionality.
- **Perception of CBC as a Barrier:** CBC's processes, such as posting detailed ride routes and strict coach certifications, sometimes create obstacles. Additional issues include slow email responses, inconsistent support, and limited collaboration with members.
- **Importance of Calendar Management:** Effective event scheduling is vital for training and preparation, with current scheduling conflicts impacting ridership and training toward key events.
- **Discipline-Specific Needs:** Different cycling disciplines have unique needs; racers specifically desire more proactive support from CBC. Grassroots racing remains a priority.
- **Hop-On Program:** The approach to the Hop-On program in BC differs from other provinces. Discussion on adopting new practices to enhance it as a pathway to competition or membership.
- **Engagement with Informal Clubs:** Many non-affiliated clubs exist, and there's interest in bringing them into the fold.
- **Communication & Service Improvements:** Members expressed a need for better transparency, communication, and service from CBC.
- **Annual Gala Return:** Interest in reviving the annual Gala.
- **Youth Development:** CBC is encouraged to avoid a top-down approach to youth development and instead foster collaborative growth.

**3) Stakeholder analysis (led by Roxanne)**

Purpose of this was to create a list of various stakeholders (some core, some adjacent.). Discussion of our purpose, focus, priorities.

**4) SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis (led by John)**

Discussion leveraged all the data and insights discussed during the stakeholder feedback and review. A comprehensive SWOT was created and will be shared with staff.

2:00 BREAK

**5) Strategy/vision/mandate discussion** and brainstorming in preparation of the the new strategic plan that will need to be developed for 2025-2028 (Erin)

- Overview of the current environment, highlighting past achievements and noting areas needing improvement.
- Recognition of shifting conditions and evolving stakeholder expectations as drivers for strategic realignment.

- Consensus reached on the need to rebuild the plan from the ground up to better align with core mission and values.
- Key focus areas proposed: growth, member engagement, innovation, and financial sustainability.
- Emphasis on robust stakeholder engagement, including members, partners, and staff, to inform the strategy. Discussion around leveraging and improving data collection, etc. for better informed decisions.
- Commitment to transparency, collaboration, and accountability as foundational values for the new plan.

**6) Budget update and discussion**, in preparation for the membership proposal that we will need to put forward to members in November

- Martin gave a budget forecast update for end of year 2024, and noted that while we've made substantial progress to reduce our deficit relative to 2023, it is still likely insufficient to balance our budget by year end.
- Forecast assumes zero fundraising in 2024, which hopefully we can do significantly better than. This will be a priority of Christine's though she is starting at half-time and has a lot on her plate.

*Further in camera discussion of budget and options*

### **7) Decisions on Officer assignments , committees (Erin and Roxanne)**

Board reviewed all committees and confirmed assignments for 2024-2025. Confirmed where we also have gaps.

Reviewed all dates for all 2025 Board meeting and agenda

**8) Meeting was adjourned at 6 p.m.**