

Notes from Thinkbike June 1, 2018

taken during the Q and A after AJ's presentation

No rhyme or reason, just point form in the order I took them. AJ and I were very pleased with how well it went, given our uncertainty on the way in, and I would suggest that we made a few converts AND opened a few eyes.

There were people from SORCA, WORKA, NSMBA, Fraser Valley, Kaslo, Cumberland, Rec Sites and Trails, MBTA, SAR and more, so: well attended. Didn't get a total but would have been in the 35 people range, not lower. Organizer Grant Lamont opened, followed by MBTA ED Martin Littlejohn, followed by Rec Sites and Trails Director John Hawkings and then AJ. Q and A went really well.

- Suggested we explore First Nations representation on BC Council. AJ and I feel this requires some discussion.
- Add women to BCC and IMBA Canada Board. We replied with some of our history around creation of the BCC and that we are VERY aware of the lack of women and are expecting to rectify that this year on both BCC and the Board
- Suggested we add BCC member names and contact info to website. We will once the new site is up and running.
- Explore "Wildfire Interface" grant funding (suggested by the woman from Kaslo)
- Discussed presenting at WBCM this fall. Hope our application to present is accepted.
- Discussed the SLACK platform, and how well it's been working for everyone. Encouraged all to join.
- Suggested we examine the Adventure Smart SAR model. John H says we need to reinvent ourselves (with our "younger" demographic) and put ourselves forward as a Provincial Organization, just like the rest of the Big 6 (dirt bike, sled, horse, atv etc).
- Noted that land access important, and Capacity Building for member clubs is key.
- BC Trail Pass discussed (we almost fell deeply into the rabbit hole on this one). Lots of ideas, but one thing clear, those that have tried at the club level see VERY little interest or participation (WORCA). Suggested that we change our focus from voluntary purchase/participation to bundling the TP with club membership so that the TP portion (whatever that amount is for that specific club/area) goes specifically to trail maintenance.
- Suggested that if we pursue the TP idea, that we look hard at the Vermont Model (I believe this came from John(?) from NSMBA) where all Vermont based clubs sell their memberships from one online site, and the TP is a deduction from the specified club's fee.
- Suggestion from Craig (WORCA pres.) that our clubs need to educate their local politicians regarding value provided, rather than politicians dictating municipal funding etc. This is obviously a lot easier when the club has a hammer like the Sea to Sky study. The Fee for Service model came up during this conversation, and I recall that Whitehorse has a snowmobile club that does a TON of trail maintenance, and they simply bill the city monthly... and get paid for it (fee for service!)
- John Hawkings: All your member clubs MUST pay a fee to your new provincial organization (ie BCC). Some of them won't like it because they'll feel like they're subsidizing the "little clubs". He pointed directly at healthy clubs like SORCA and WORCA on this point. He was clear that the provincial gov't simply will NOT deal with a bunch of clubs, we must have a provincial organization, and that the gov't will deal with that group.

- We MUST get better at tooting our own horn so that members know what we are doing/have done for them. Post on website or provide quarterly updates on website. No question that we opened a few eyes last night during AJ's presentation. We let everyone know how young we are, and that we are aware of this lack of communication.
- Suggestion made and well taken that we allow the regional BCC directors to be chosen by the clubs in the 6 provincial tourism areas we cover.

That's it for now. Overall a great night, and we come out smelling very well indeed! Thanks for putting the presentation together Jay!

Regards,
Doug Topp
Director, BC Council
IMBA Canada