Fort McMurray Cycling Association Meeting

Thursday April 29th, 2025 7- 9pm

Location: Drum Brewing

2024 Board Positions	Name
President	Paul Hutchins
Vice President	Roberto Torres regrets
Secretary	Annie Lawley
Treasurer	Jim MacElwain (regrets)
Youth Program Director	Paul Pyz

Creating an Inclusive Riding Collective of People through Group Activities

Agenda

1. Financial update
2. KOM readiness
    - Total numbers
    - Bike fix day
    - T-shirt update
    - Coaching support
3. Trail report and plan
4. Ride schedule update
5. Website training and planning

Meeting Notes for April 29th

Meeting called to order at 7pm.

Financial report: We are owed $1600 by ABA

Sitting at around 6K in account, no bills other than club registration. 24 members. Suncares donations haven't come in yet.

KOM Update

T-shirts ordered and will be ready for Tuesday.

15 kids signed up – including a number of 13 to 14 year olds

We'll start with 1 group and evaluate if we need to split.

Paul and Jim will bring the bike stands.

Parent handbook email needs to go out Tuesday: Paul P

Paul P set up team SNAP.

Trail Report

Paul H rented a rotor tiller for Friday night to reroute top top bottom

Also planned is the reroute Wolverine 1

New trails: lower swamp to black asphalt connection to create a loop

Once the site is ready we'll communicate trail reports

There are still many signs to put up.

Ride schedule

Paul H posted to FB May 8th first pedal and pint

Thursdays - Starting June 7:30 start

Wednesday Night Cruiser: Wednesdays starting

Canada day – Paul H will sign our club up again.

Website:

Good news. The website for the computer is completed. She need to complete the one for the small device. We need to review the content and provide feedback.

Need calendar updates, board to update.

The website looks amazing

Roberto will ask for a date for group training (Teams meeting that we will record).

Who managing the club email?

Videos need to be developed. We need to collect some footage.

Roberto knows a guy at RMWB and will see if we can get the club more visibility.

Is it possible to auto email schedule.

Info@drumbrewing.ca

Actions:

- Paul and Jim will bring the bike stands.
- Parent handbook email needs to go out Tuesday: Paul P
- Paul P set up team SNAP.
- Annie bring radios to Paul P.
- Roberto will ask for a date for group training for website (Teams meeting that we will record).
- Canada day – Paul H will sign our club up again.

Meeting Notes April 15th

May 6th Tuesday first day KOM, last day June 21st

Only 7 kids have signed up. Poster has been put up on social media sites and around site.

Paul will order the shirts this week.

Website: 2 sections as potions for videos – one is on safety tips, club talk about the trails.

Adult learn to ride Wednesdays starting May 21st. Post 2 weeks before.

Paul and Mike will make a trail plan – still have signs to put up from last year.

First pedal and pint will be May 8th. Paul will post next week.

Meeting Notes for April 3, 2025

Meeting called o order at 7:01pm

Reviewed agenda and meeting notes.

No financial update since last meeting.

KOM:

Paul put together the plan for 11-13 age group.

There are 5 kids signed up so far. Paul H just sent out email to last year's parents.

How will we split this split?

Ideally 8-10 and 11-13 split but will depend on how many kids sign up.

3 coaches available. This should be enough – we'll assess and divide as needed.

Jim available depending on TA hours.

Roberto may be able to support depending on healing.

Next meeting any coverage needed.

Stick with same start times for both groups.

Day 1 we'll be both groups combined.

Pre-order Tshirts. Need to Order by April 10th.

10 size small, 25 mediums, 5 large (kids)

Stick with orange

Jim will check to see if he has ray's info – re-order same from last year.

Group Rides 2025

Switch pedal and pint to Thursday (so we can go to Kicking Horse post ride)

Switch up Cruiser night to a 4 week learn to ride (adult). Structured plan with sign up. Membership plus 25$. May-June. Freestyles in August/September. Potential for learn to ride in Sept. Nothing in July.

Year end is targeted for mid September. September 13th weekend.

Events: See table below

May 6th Tuesday first day KOM, last day June 21st

May 15th group first ride day!

June 20th Summer Solstice

Communication Plan

Communicate KOM, Group rides, memberships, Adult learn to ride: before April 15th.

- Facebook
- Website
- Email to last year's members

Annie create learn to ride poster.

Email Paul P.

BBq:

Drum brewing as a sponsor. Talk to them on the 15th.

Paul H will be our sponsor extrovert.

We can advertise our sponsors on our website.

Reviewed the new Website content and extra options to add more pages.

Provide additional info to Roberto by Tuesday April 10th or sooner so the Website can be updated before she leaves for vacation on the 15th. Roberto will review with us by the 12th or 13th.

Inger reached out to Paul and explained that on April 27th 12-4 will be an event spotlighting "things to do in YMM". Do we want to se up a table? Annie, Jim, Paul H available.

Next meeting:

Next meeting April 7th meet to review website.

Actions:

1. Jim will check to see if he has ray's info – re-order same from last year.
2. Annie create learn to ride poster. Send to Roberto

3. Draft sponsor email and send to Paul H – Annie
4. Communication with rides etc – Annie
5. Annie set up TEAMS meeting Tuesday April 8th.
6. Roberto continue to work with Website developers

Actions:

1. What recertification is required for the coaches. Paul H will ask. None
2. Update the 2025 poster for KOM Annie - done
3. Validate ABA memberships working (Jim)
4. Jim check to see if we can cap registrations on ABA site.
5. Roberto – inform webX of decision and ask about plan to implement.

Next meeting March 4th.

Next meeting: KOM, Action out 2025 goals, Solidify bike ride plans (April 1st meeting)

Meeting closed at 7:58pm

2025 Goals (draft)

- Youth programming expansion
- Trail development – more trails, signage, equipment, city partnership
- Cycling diversity – add gravel rides
- Expand/Grow Co-ed cruiser concept
- Continue to develop multi skill level rides (group splits)
- Community partnership (trails, parks, grants)
- More races and events

2025 Action Plan:

1. Set Membership target: 40 adults, 40 youth
2. Set membership fee – done prior to AGM: No ABA updates as of Jan 7th. Hold current fees. $65member adults, $55 youth
3. Set a budget: Jim will set up
4. Determine Sponsorship for 2025 – Drum Brewing is an option – discuss further in March. Stratosphere, Suncares
5. Develop Communication/Marketing plan
   5.1. Announce board & 2025 goals due end of March announce mid April to kick off season – preannouncement of youth program in mid March 21st meeting decide
   5.2. Announce rides and programs – see above
   5.3. Advertising strategy for programs
6. Set event calendar for 2025 (determine events)

6.1. Develop Weekly/Monthly group rides: What types of rides? Agree on current weekly schedule of Pedal and Pint Wednesdays, Cruiser night (learn to ride) Thursdays. We will also schedule at least 1 monthly single-track or longer endurance group ride. Monday is bi-weekly road/gravel ride, Tuesday trail mtce, Wed pedal pint ride weekly,

6.2. Mid-year and year end socials pick dates

6.3. Determine Race events for 2025

6.4. Determine Trail maintenance days

7. Determine annual events
    - 7.1.1. Summer Solstice Group ride and Bbq
    - 7.1.2. Year End Group Ride and Bbq
    - 7.1.3. Race X – discuss in March
    - 7.1.4. Other inclusive events X
8. Develop Youth Program
    - 8.1.1. The end in mind: what do we envision for this year
    - 8.1.2. Add more kid groups (age groups)
9. Board Governance Training?

Calendar of Events 2025			
Meetings		**Events**	**Other/Social Media**
Jan 7 Feb 4 Feb 18 Mar 4 Mar 18 Apr 1 Apr 15 Apr 29 May 13		May 6th Tuesday first day KOM, last day June 21st May 15th group first ride day! June 20th Summer Solstice June XX BBQ at Strat and August Year End BBq and race or 27th September KOM Year end BBQ	Feb XX Announce KOM FB Registration March XX