

# Fort McMurray Cycling Association Meeting

Tuesday Feb 25th, 2025 7- 9pm

Location: Drum Brewing

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



*Creating an Inclusive  
Riding Collective of  
People through Group  
Activities*

## Agenda

1. Review previous meeting notes
2. Financial update/Outstanding invoices (2025 budget plan proposal)
3. Website proposal decision
4. KOM preparedness and next steps
5. Actions review
6. Round table

## Meeting Notes for Feb 25<sup>th</sup>, 2025

Meeting called o order at 7:09pm

Reviewed agenda and meeting notes.

Jim went over the 2025 budget. Budget plan is at \$6600 with an estimated total annual fund of \$10,000. See budget details.

We all opted out of the logo adjustment and video production. No funds this year.

Roberto will let the web site designer know our decision and inquire about delivery timing and next steps.

Add Paul P's email Pyzpaul@hotmail.com to the Kids of Mud poster.

8-10, 11-13 will be the age groups. We agree to have both groups at the same time and reduce to an hour and fifteen minutes.

Closing date: when it is full.

The minimum age is 8 with the earliest birthdate being May 1<sup>st</sup> 2017 or older.

Add registration link to poster.

### **Actions:**

1. What recertification is required for the coaches. Paul H will ask.
2. Update the 2025 poster for KOM Annie
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 4<sup>th</sup>.

Next meeting: KOM, Action out 2025 goals, Solidify bike ride plans (April 1<sup>st</sup> 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 7<sup>th</sup>. 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 21<sup>st</sup> 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		Coach refresher?	Feb XX Announce KOM FB
Feb 4		May 6 <sup>th</sup> Tuesday first day	Registration March XX
Feb 18		KOM, last day June 21st	
Mar 4		May 14th first ride day!	
Mar 18		June 20th Summer Solstice	
Apr 1		June XX BBQ at Strat	
Apr 15		and August	
Apr 29		Year End BBQ and race or	
May 13		27 <sup>th</sup> September	
		KOM Year end BBQ	

