

Fort McMurray Cycling Association Meeting

Tuesday January 7th, 2025 7- 9pm

Location: Mike's Steakhouse

2024 Board Positions	Name
President	Paul Hutchins
Vice President	Roberto Torres
Secretary	Annie Lawley
Treasurer	Jim MacElwain
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
3. Winter riding/Winter fest
4. Website proposal
5. KOM preparedness and next steps
6. Actions review
7. Round table



Meeting notes for January 7th,2025

Meeting started at 7pm sharp. Reviewed agenda items and AGM notes.

Financial update provided by Jim.

Reviewed 2025 goals.

Went through action plan. Side notes:

2024 Membership numbers 35 adults, 23 youth (decline

2023 Membership numbers 56 adults, 17 youth

Contact Young Josh to see interest in coaching.

Investigate Harvard media for advertising for the club. Paul H

Roberto investigates cost/opportunity for website development. Roberto

What recertification is required for the coaches. Paul H will ask.

Create the 2025 poster for KOM Annie

Paul P – confirm day of the week for KOM

Next meeting Feb 4th at Drum Brewing.

Actions:

1. Contact Young Josh to see interest in coaching. Paul H
2. Investigate Harvard media for advertising for the club. Paul H
3. Roberto investigates cost/opportunity for website development. Roberto
4. What recertification is required for the coaches. Paul H will ask.
5. Create the 2025 poster for KOM Annie
6. Paul P – confirm day of the week for KOM
7. Provide 2025 Budget plan : Jim

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		Coach refresher?	Feb XX Announce KOM FB
Feb 4		May 6 th 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 th September	
		KOM Year end BBQ	