



MINUTES

Annual General Meeting 2017
For Thursday September 16, 2017
Hilton Hotel
Start at 6:30pm

ORDER OF BUSINESS

Board of Directors Attendance
Present: Mark, Jenna, Todd, Nina, Dale, Kate, Jerome, Paul, Craig
Absent: Huw
Member Quorum: 37 members attending
President to ask approval for: Minutes to last years' (2016) AGM
Thursday September 15th, 2016
Motion to accept the minutes: Todd Hellinga
Second: Jenna Fox
All in favour; motion carries

BOARD OF DIRECTORS REPORTS

MARK HILL representing for the Youth and Skills portfolio

2017 has been an interesting year with mostly business as usual, but with a couple of changes. Starting with the Monday Night Ride Program, "we" the board discussed at great length the perception of the program and it became clear that most members and sponsors believed this was a WORCA operated program. The truth was that WORCA was simply a sponsor of insurance to the program delivered and managed by Larry Falcon. A number of the WORCA membership had reached out to the board to see some changes made to the program however as previously stated this was not WORCA's program to change. Before the start of the summer the board reached a difficult decision to no longer sponsor the program. It is our understanding that the Monday Night Rides have continued to be a success within the community and at this time WORCA is not planning to run a similar program for 2018.

Every year WORCA participates in the secondary school scholarships and awards. WORCA awards one male and one female \$500 each, to the students that show good sportsmanship and community spirit, as well as being active members of the club. This years awards went to Stephanie Denroche and Joshua Marangoni.

Finally, the dirt camps have had another fantastic year with over 370 participants. Sadly we did lose 1 entire week and one partial week due to the wildfire smoke. The dirt camps did suffer financially this year partly due to the wildfire lost revenue, but also due to some rising costs associated with venue rental and staff wage increases. It was discovered that we could no longer pay our coaches as contractors and we had to become compliant and remit employee and employer tax contributions. The good news is that with this shortfall we became eligible for receiving gaming grant funds and with thanks to Suki we have been successful with our application and hope to recover cost for the 2018 operation.

Looking to 2018, I will be stepping down from my position on the board but before I do I would like to talk about the news I am sure you are all aware of. That is that after what feels like forever, Munny has stepped down as the dirt camps head coach. He will obviously be missed by the coaches and the board but mostly by the kids. To recognize Munny's contribution to WORCA and the Dirt Camps it

has been decided that the WORCA scholarship award will be renamed the "Munny Munro Worca Scholarship Award".

Lumpys Award winner - Amy Ertel - Presented by WORCA President

TODD HELLINGA representing the Trails Planning portfolio

2017 continued to be a busy year in the planning realm as we continued to build on our work over the previous years and refine our processes and planning to better inform our extensive trails program.

The trails sub-committee has continued to evolve over the past 2 years and proven invaluable over the past year in providing well balanced and varied perspectives about how we manage, maintain, and plan to develop our trail network over the coming years. In addition to those important roles, the committee is currently finalizing a commercial events policy and liaison position to ensure that events that use our valley trail network contribute positively to the trail network and help better direct events towards appropriate trails so as to ensure our network remains sustainable and maintains the character our trails without undue impacts.

We hosted a great open house in the spring to present our long-term vision/planning, which is meant to provide the club, and broader community, of how and where we would like to see our trail network develop over the coming years. The open house which was very well attended and the public provided valuable feedback with lots of great input. After public presentation in the spring and receiving comments and feedback from various stakeholders and partners, the draft form is nearing completion, and we're hoping to distribute it to members, stakeholders, partners for review and feedback in coming month or so. While the vision is primarily focused on WORCA priorities, we would like to move towards incorporating ACC Whistler, 99 Trials, and RMOW vision as well so we can use this as a blueprint for all recreation trail development concepts moving forward so we all know what is being planned and considered ahead of time. Hopefully this would give clarity to other groups/council/community about how we see trail recreation developing in the years ahead while giving careful consideration to other land interests including the CCF, crown tenure holders, environmental groups, and other concerned parties. Hopefully we can continue to build on our successful relationships and help each other contribute and continue to develop our world class trail system.

Continue to work with our partners, regular communication and meetings with RMOW discussing ongoing projects, new projects and proposed projects to ensure we're moving in a common direction. The opening of the Sproatt alpine network this summer was a huge milestone for the community, although there have been a few growing pains along the way. Plans to enhance signage and information, have created an info package/map that's on the WORCA site to help people adequately prepare and lay out what to expect. Also incorporating some comments and suggestions from Whistler SAR about safety planning in the area.

Howler Contracting completed a large part of LESS (Lower Elevation Short Squirrels), which will effectively create a short loop of almost exactly half of the shortest Mystic/Squirrels loop, that starts off into the Mystic at 1600m and will join into the last 1/4 of Lord Of The Squirrels. This new trail will help with traffic management early and late season when the alpine is closed due to conditions, and also as a bailout for those who may have underestimated the requirements of the full loop ride. Completion scheduled for spring/early summer 2018.

Based on preliminary feedback we do have a couple of projects that we have submitted for authorizations and are currently under review, hopefully these projects will form the bulk of our trail development activities and focus through 2018. These projects include;

Whistler Interpretive Forest

Far Out/Flashback – connections to and from Farside/Cheakamus Lake trailhead planned in conjunction with Cheakamus Community Forest fuel reduction/prescription plans along Cheakamus Lake Road (East Side Main). The project is currently awaiting referrals from Lil'wat FN. Location of planned works ideal

for leveraging our larger trail nights/days. Will add long desired connections between two trail networks, reduce trail traffic on road, enhance experience and safety. Major sponsor for trail corridor prep/brushing and overseeing of trail days and finishing works is likely, pending approvals. Primarily a community engagement project since terrain well suited for high effort volunteer focused evenings/days. Trail construction timeline will be coordinated with CCF work crews to prevent impacts to either group or unnecessary extra work repairing damage to new trail.

Sproatt

Section 57 application submitted for Lord of the Squirrels exit, route runs adjacent to Flank trail and joins with Industrial Waste, will allow for separating uphill/downhill traffic on the Flank and provide continuous intermediate trail back to valley while enhancing user safety and overall trail experience. Some funding has been secured, potentially a significant portion, to be confirmed in the coming months. Ideally would have approvals in place for spring 2018 construction.

RMOW undertaking final section of climbing route from A La Mode – Into the Mystic, will provide continuous climbing route from valley to alpine.

2018 Planning

Section 57 application substantially complete for Sproatt black descent off Sproatt summit, long term we fill it will be necessary to spread out Sproatt users, and help shape use patterns by removing some two-way traffic on Happy Hour.

Section 57 application being put together for Into The Mystic-Function descent which will provide return route from lower part of ITM below the canyon platform back to FJ, descent will further diversify westside and better balance advanced trails in the area. Idea is currently primarily a blue trail with black options.

Both of these projects will help spread out use and build off the investments made in Phase 1. The huge

KATE WHITLEY representing the Race/Toonie portfolio

Toonies in numbers:

18 toonies were held with 2494 participants.

We were down 373 participants in total, with 3 less toonies than last year. (Go Fest special, May 4th, Aug 3rd, Aug 17th (Crankworx) didn't happen this year)

(3602 participants over 19 toonies in 2015)

Smallest toonies was 65 (June 15th - Coastal Culture, Creekside Market, Creekside Dental)...it was raining hard all day and during the race.

Largest Toonie was 280 (Summit Sport and Whistler Golf Club - same last year)

Hardships:

May 4th event was cancelled due to too much snow on the trails.

Smoke! - Aug 3rd was cancelled due to the smoke levels...Fanatykco will get first pick of dates next year.

The smoke also effect the Aug 10th event. Measures were taken to reduce the impact of the poor air quality on riders (no prize money, more relaxed start, lots of communication about taking it easy, encouragement to pause on course)

Special Event - Wildlife Farm.

Unfortunately cancelled due to lack of interested/entry purchase.

Feedback - price point too high, not enough marketing (i.e. didn't know it was on), Apres spot not a favourite.

Moving forward this project should ideally be taken on by someone else (i.e. not the Race Director). The organization of the event happens around the same time as the core Toonie organizing.

Westside Wheel Up
91 racers

Phat Wednesday
Total racers - 1643 racers (257 Female, 1386 males), Average 235 per race.

Largest race May 31st - 270 racers (B line)
Smallest race Jul 12th - 188 racers (Schleyer -> Lower Whistler DH -> Detroit Rock City)
Phat kids keeps growing. Planning on increasing to 5 events next year. All on Fridays.
Phat Wednesdays were a tough one as it was so hot and dry this summer.
Also, like Toonies, participation tends goes in cycles. Cancelled 1 phat wed, the popular Canadian Open prior to Crankworx due to the smoke from the fires.
Plan is for 9 Phats next year. Only had 8 planned this year and ran 7. (in 2016, raced all 9 races, hence the larger participation numbers total last year).

Observations
Using Trailforks to plot the course got positive feedback.
Communication was improved with Whistler Blackcomb about the use of Trails on CRA.
One known major injury reported - At the May 25th event. Participant was extracted and received treatment at Whistler Medical Centre.
There were a few last minute course changes due to weather and fragile trails.
Great to have some new and returning sponsors this year.

Improvements for next year
Need to purchase a loud speaker for the starts.

Sponsors
If you know anyone interested or have suggestions for sponsors please email toonies@worca.com
Big thank you to all the sponsors that made the events possible this year! It's their hard work that makes these events happen!!

Next Season's Race Director:
After a fantastic 2 years as Race Director I will be stepping down. Due to other commitments I will be unable to fulfill the role next season.

Just for info:
May 11 Forlise, 150
May 18 Summit, 280 Nice, sun, cloud, hot
May 25 Arbutus, 265 Rained during day, cleared for start and rained a bit during race, Terrain was WET and slippery
June 1 CC Connection, 160 Rained during day, cleared for race, terrain was WET
June 8 Evolution, 90 RAIN - HARD RAIN

June 15 Coastal Culture, 65 - RAIN - nice for apres
June 22 BHA, 163 hot sunshine
June 29 Chromag, 210 sunshine and hot
July 6 Whistler shuttle, 140 sunshine

DALE MIKKELSEN presenting the Fundraising portfolio

This report will provide the annual summary of the Fundraising programs and income earned through specific fundraising events through the 2016/17 term. Further, it will identify key priorities and programs for next year, and consider some long-term fundraising initiatives.

2016/17 Programs directly under control/development of the Director, Fundraising, earned WORCA a revenue of \$21,706.28. While fundraising touches on many of the other programs supported, operated, or coordinated by WORCA, the fundraising position does not show those as direct contributions. This would include items like municipal funding, grants, and race-related events. These items are carried under their own budget categories and are more specific to the roles of other Directors. The key earnings for fundraising in 2016/17, were:

- Trail Supporter Program \$ 3,898.01
- Bike Swap Revenue \$15,148.86
- Other Events/Races (LOTS event) \$817.02
- LOTS T-Shirt Program \$584.84
- Raffle Sales \$1,257.55

Further to the above, there was also \$34,593.35 in donations to WORCA this year from various partners and programs that were supported or co-authored by the Fundraising Director. Most of these were cash donations, but others were goods in kind used for prizing or other fundraising initiatives. This includes, but is not limited to:

- Whistler Rotary (Brandywine Boogie)
- Crankworx – Dirt Diaries, Photographer Showdown Bar Sales
- Crankworx – Corporate donation programs – Giant Bicycles, RockShox
- Crankworx – Mtn. Bikers Ball – GLC and Longhorn
- PemCap Organics
- Norco Canada
- Santa Cruz Bicycles/Handlebar Café & Apres
- Outerbike party

While all of the above programs were largely successful and supported by many key players and volunteers, a special thanks must go to Greg Walker, who planned, coordinated, and operated the WORCA Bike Swap, creating one of our most successful campaigns to date and getting amazing bikes and parts out onto the trails. We also received significant support from Norco Canada for our raffle bike and significant prizing for our inaugural LOTS event. Further to this, Commencal Canada and North Shore Bike shop provided hundreds of dollars worth of prizing for the raffle and the LOTS event, as well as Creekside Athletics and the Four Season Resort and Spa. We hope to continue with these supporters and others as we move into 2017/18.

2017/18

For next year, the Director, Fundraising will continue with the same revenue generating program. The Trail Supporter Program was a huge success with lots of support from the community for our “First of Five” t-shirts commemorating key riding zones in Whistler. We will be opening up a contest in Winter, 2018 for next years’ t-shirt theme. The love for t-shirts continued with the late launch of our Lord of the Squirrels (LOTS) t-shirt in partnership with local shops – Comor, Whistler Village Sports, Whistler Bike Co, Fanatyk Co, Arbutus Routes, and Whistler Sports Rentals. There was a limited run of shirts with a full sell-out of two orders within a few days. Next year, more shirts will be made available to partner stores,

with stores retaining 50% of proceeds and WORCA receiving 50%. There were several requests from trail users across North America for the t-shirts, so WORCA may consider an ability to purchase online or through one of our shop partners with an online retail presence.

Given the strong long-time support of Norco Canada, WORCA will seek to re-vision the raffle/bike give-away program to increase sales and access to such a great bike to WORCA members. The Director, Fundraising is happy to hear ideas about how to better leverage this amazing prize from Norco.

We would also like to grow the grassroots WORCA support that local partners and WORCA fostered in this years' Crankworx. Companies like Giant Canada, RockShox, and Santa Cruz stepped up with innovative raffles and on-site fundraising opportunities that attracted large appeal and helped raise both money and awareness for WORCA outside of our usual circles of influence. For next year, we hope to engage many of the on-site vendors and companies to see if similar campaigns can be put in place. This may also work for other WORCA endorsed and supported events such as Outerbike.

Finally, in 2018, the Director, Fundraising will further explore trail sponsorship and trail maintenance initiatives run by other clubs such as the NSMBA TAP program and both the TAMBA and the FVMBA Trail Sponsorship programs. There may be opportunity to leverage ongoing trail support legacies and funding through local adoption of trails and/or trail initiatives that will provide a regular ongoing source of trail-dedicated revenue to WORCA for existing trails, rather than new trail development. It will also allow local businesses, individuals, or companies to associate themselves with trails that are a good match for their profiles or passions. This program will need to be reviewed and fostered carefully if it is to be successful in a way that respects the trails, the work of WORCA, and the Whistler trail use culture.

JEROME DAVID as Vice President

Handled coordinating the club insurance in the spring and assisted and was heavily involved in the trail operations for the club this year. I sit on the trails planning committee and assisted our staff at a few key events such as LOTS grand opening and The Westside Wheel Up.

Membership this year was a total of 1616. Breaking that down into adult/child/youth and male/female is as follows"

1057 adults

356 children

203 youth

Total 1616

Gender stats:

1154 males

462 females

PAUL COOPER presenting the Treasurers Report

Presenting the Income and Expenditure statement for the year ended 31 October 2017 and the budget for year to 31 October 2018.

We started the 2017 financial year with a surplus carried over from the prior year.

Total funds raised through membership sales, funding from the municipality and donations from other sources were broadly in line with those anticipated in the budget aside from \$20,000 in additional funds provided by the RMOW for alpine trail building which were not accounted for in our budget.

Despite this, we end this year with a small deficit due in part to cancellations due to smoke of a couple of weeks of the dirt camps and also due to our continued investment in trail maintenance and development.

We have funds on hand along with commitments for further funds to carry us through the winter and set us up for the next riding season.

Our budget for 2018 includes some significant changes including a push for an increase in the funding commitment from the municipality to trail maintenance and the introduction of an Executive Director to assist the board. Currently our budget shows a significant deficit for 2018 and I will continue to work with the board to ensure that we mitigate this deficit.

We would like to thank all members for their continued support and assistance in our efforts. I would especially like to thank all the volunteers and contributors who helped make the bike swap a success this year.

NINA CAIRNS presenting the Trails portfolio

Lord of the Squirrels officially opened on 4th August 2017!

WORCA had a fun gathering on the Labour Day Weekend at the Point, thanks to everyone who came out to ride the trail and enjoy the festivities.

The trail saw over 5400 riders since opening for the season.

Trail Maintenance

WORCA had a very successful second year with regard to the Fee for Service Agreement with the RMOW, the full \$50,000 of funding was spent maintaining WORCA managed trails in the valley.

Special thanks go to Dave Patterson, Lorne Russell and Jan Jansen for making this possible.

Dan Raymond was lead builder, and the crew was made up of Scott Veach, Benoit Guilledeau and Renee Lamoureux. We also had 2 students, Makaela Smithers and Kolt Hoyle working with the crew over the summer as part of the Federal Summer Student program.

The season began with the Grade 9 Waldorf School students working on Robin Yer Eggs. The students and teachers spent the week on this trail, helping create an alternative exit to Cut Yer Bars that pops riders out right next to the Municipal Works Yard.

Comfortably Numb was the crew's main project for the season Work was completed on most sections from the entrance of the trail, Foreplay and Golden Door plus Yummy Numby. Work will continue in 2018 from Golden Door to the Al Gray Bridge.

Trail work was completed on almost all of the trails in the valley, and with the extreme weather and fire warnings the crew took the opportunity to focus on the valley signage project (over 100 sign posts were installed) and 55km of de-branching various trails.

The WORCA dirt camp coaches and kids also came out to the trails and helped with some work – Thanks so much coaches and way to go kids!

Volunteer Days

This season we have run 13 trail nights, with our first trail session of the year totaling 75 volunteers.

Thank you to all the dedicated volunteers that came out to lend a hand over the season.

We had 269 volunteers coming out to contribute, totaling 807 hours of trail work.

There are 2 volunteers that we would like to recognize for their attendance:

Lauren Sampson and Ian Brett to who joined in on a majority of the trail days.

Trails Sub-Committee

Information or Questions for anything Trail-related can be directed to the Trails Sub-

committee. We meet once a month to plan and discuss the season. If you are interested in joining the committee please speak to Nina or Jerome.

Tim Andrews has been a great asset to the Trails Committee and of course the trail nights – just wanted to acknowledge all his efforts and help over the past few years!

Sponsorship

A HUGE Thank you to the many generous businesses that have sponsored trail days, provided tools and come out to help with trail work.

- RMOW for \$70,000 of funding
- Whistler Blackcomb for all the Bike Park

Tickets

- Arbutus Routes
- Bear Back Biking
- Big Mountain Bike Adventures
- Chromag
- Coastal Culture
- Freehub Magazine
- Pemcap
- Santa Cruz
- Specialized
- Stonebridge
- The Grocery Store
- Trek Dirt Series
- Whistler Brewing Company
- Whistler Trail Solutions
- ZEP Techniques
- Zoggs

HUW JONE'S report (was absent from meeting)

WORCA had another busy year as usual. From the executive secretary perspective, I would like to highlight three areas of focus.

Firstly, I would like to thank all employees and contractors for their hard work and dedication to WORCA and its goals. In particular, the outstanding efforts of Christine and Suki, critical to the administration of our busy club.

Second, the 2016 economic impact study report was finally released, albeit 1yr delayed. For WORCA, the findings show the trail system asset we build and maintain makes a considerable economic contribution to Whistler, BC, and Canada, paving the way for fundamental change in how WORCA's trail operations are funded. Specifically, of the \$47m spent by MTB visitors to Whistler, \$13.1m is attributable to WORCA's trail building and maintenance efforts. This spending leads to local business revenue, worker wages, and government tax revenue – from a WORCA funding perspective, the latter is of considerable importance.

Of the aforementioned \$13.1m, a total of \$2.7m is collected as tax revenue. When divided into local, provincial, and national taxes, \$245,000 of local tax revenue is collected, with \$1.15m and \$1.25m

collected at the provincial and national levels respectively. An asset producing this value requires a reliable funding source – the redistribution of tax revenues.

Third, WORCA worked with the Whistler Centre for Sustainability to develop a plan for our club. The plan identified key areas of WORCA responsibility, including trails, youth, events, and organisational capacity – the plan is available on our website. I would like to highlight two specific elements of the plan: 1) the need for a club GM, and 2) two key indicators of club success.

Those of you who have served on the board, worked or contracted with WORCA, volunteered, or been an enthusiastic member, know how busy the club is. We have known for several years that club operations are demanding and this year we learnt through the economic impact study how important our club is to businesses, workers, and the government. This realisation was a key factor in deciding to explore the possibility of a GM as the chief executive of WORCA – I will leave this topic for members and the board to discuss further.

Lastly, I would like to reiterate the two key indicators of club success: member numbers and participation. Like any democratic organisation, our legitimacy is based on the number of people we represent – the greater our number of members, the greater our collective voice. Similarly, participation indicates the relevance of our operations – the greater our participation numbers, the more aligned our activities with our community. 2017 marked a point of inflexion, we must keep these factors in mind as we progress – again, I will leave this topic for members and the board to discuss further. Thanks for a great 2017, onwards to 2018!

ELECTIONS

Mark Hill moves that the current Directors (Todd, Dale, Nina, Paul, Jerome, Craig) remain on the Board of Directors unless anyone is opposed. Gary Baker seconds. All in favour

EXECUTIVE SECRETARY

Nomination: Omer Dagan

Member vote: All in favour none opposed

PUBLIC RELATIONS

Nomination: Quinn Lanzon

Member vote: All in favour, none opposed

YOUTH SKILLS

No nominations at this time

RACE TOONIES

No nominations at this time

Paul Cooper moves to adjourn the 2017 WORCA AGM at 7:45pm, Sept 16th, 2017.

Gary Baker seconds, all in favour