

# SORCA AGM

2023



# 2023 AGM AGENDA

1. Call meeting to order
2. Land acknowledgement
3. Approval of 2022 AGM minutes
4. Approval of 2023 AGM agenda
5. Jeff (President) opening address
6. Introduction / Farewell of 2023 Directors
7. 2023 Association Recap
  - a. Community Survey Results
  - b. Membership & Volunteers
  - c. Events
  - d. Trails
  - e. Advocacy
  - f. Squamish Nation Youth Mtb Team
  - g. Financial Update
8. What's ahead in 2024
9. Q&A
10. Election of Directors
11. Results of Election
12. Adjournment



**We are on the territory of the  
Skwxwúmesh People.**

All the trails we ride on and that SORCA advocates for are found on the territory of these people who have lived here since time immemorial.

It is with great respect that we recognize this truth.

The background of the slide is a light green topographic map with contour lines. The lines are more densely packed on the right side and more widely spaced on the left side, creating a sense of depth and terrain. The overall color palette is a soft, muted green.

## **Approval of the minutes of the previous AGM**

# A reminder about SORCA's Code of Ethical Conduct



## Code of Ethical Conduct

Purpose: To provide clear guidance to SORCA Board members, staff, sponsors and partners on what is considered ethical and professional behaviour as a representative or partner of SORCA.



# 2023 BOARD OF DIRECTORS

Thank you to our dedicated volunteer board of directors for making big things happen this year. These people invest an incredible amount of their own time to supporting your organization and Squamish trails.

- **Jeff Norman** - President
- **Davey Mitchell** - Vice President
- **Kelsey Roberts** - Treasurer
- **Florence Vermette** - Director of Trails
- **Brennan Williams** - Director at Large
- **Sierra McCann** - Director at Large
- **Natalie Carlberg** - Director of Advocacy
- **Patricia Ing** - Director of Socials
- **Emilie Whittemore** - Director of Cincos
- **Jackie McKinley** - Director of Membership & Fundraising
- **Steven Bass** - Director of Risk Management
- **Jessica Potter** - Director at Large

# FAREWELL TO OUR OUTGOING DIRECTORS



Patricia Ing



Emilie Whittemore



# 2023 RECAP



# COMMUNITY SURVEY RESULTS

# COMMUNITY SURVEY RESULTS

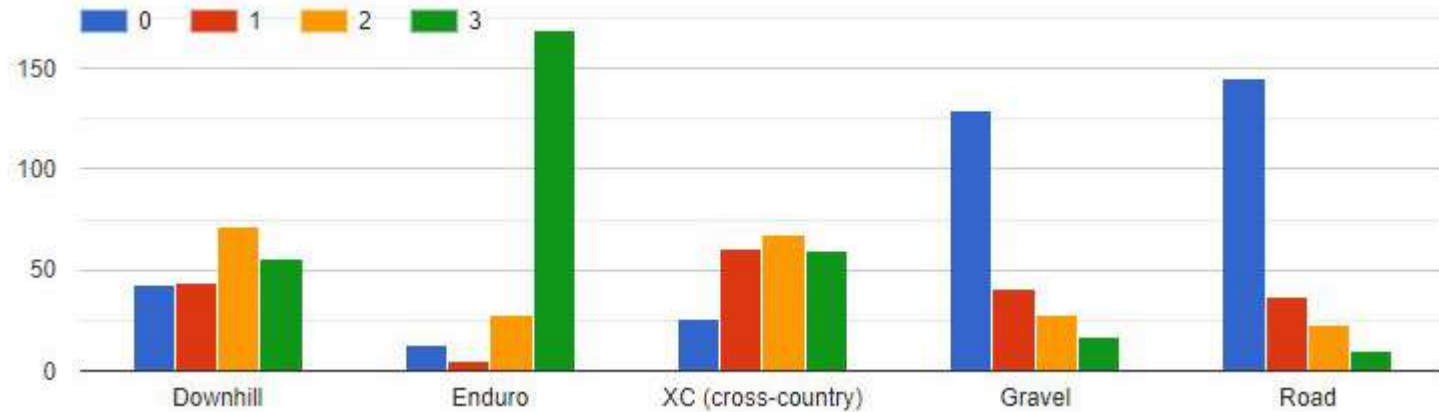
## Biking Preference

What type of biking do you prefer to do?

# COMMUNITY SURVEY RESULTS

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# COMMUNITY SURVEY RESULTS

## Riding Frequency

Which option best describes how often you are biking the Squamish trails?

## Type of Trails

In Squamish, what types of trails do you enjoy biking the most?

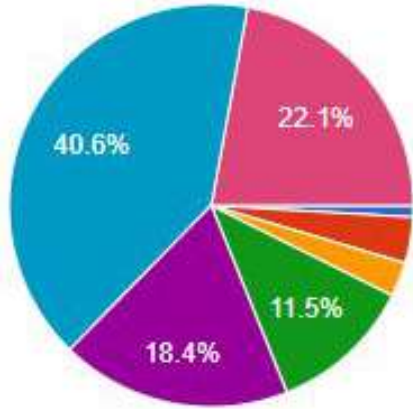
## Member Benefits

What SORCA Membership benefits are most important to you?

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- Once a week
- 2 - 3 times per week
- 4 + times per week

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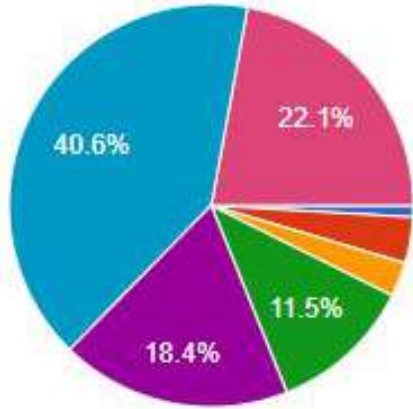
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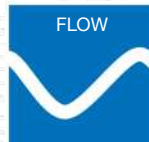
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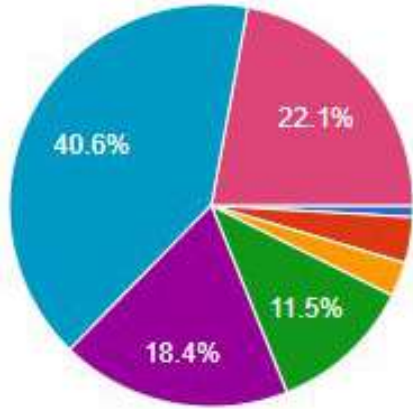
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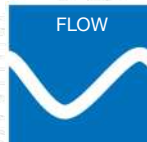
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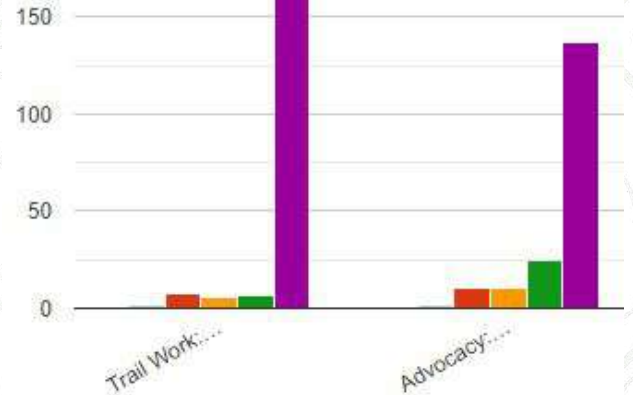
3.



## Member Benefits

What SORCA Membership benefits are most important to you?

1 - Not important 2 3 4 5 - Very important





# MEMBERSHIP

## **SORCA Membership by the numbers:**

- 3,338 members
- Contributing over \$150,000 in revenue

## **2023 Membership Accomplishments**

- New membership types
- Paperless memberships
- Membership pop-up
- Countless more opportunities for members to get involved & volunteer

## **Sneak peek into 2024...**



# SPONSORSHIP



DOUBLE BLACK  
SPONSORSHIP



BLACK DIAMOND  
SPONSORSHIP



BLUE SQUARE  
SPONSORSHIP



GREEN CIRCLE  
SPONSORSHIP



# VOLUNTEERING

## 2023 Volunteer Recap:

### DIG DAYS

- 17 volunteer Dig Days
- Hosted first annual volunteer 'Builders Beers' in the Spring
- AJ will share some related stats

### EVENTS

- 81 SORCA event volunteers supporting over 3,000 event attendees

### EVERYTHING ELSE

- 13 active volunteer trail builders, 16 active volunteer trail maintainers
- 18 Volunteer Directors/Committee members
- FIRST volunteer voice newsletter
- LONG OVERDUE RETURN of the SORCA volunteer appreciation party



# EVENTS

2023 was anything but a typical year of events with an early spring virtual ride, our popular CINCOS and SOCIALS, and one-off events such as the 2nd annual Tour de Squamish, BVOD, the return of 31 Trails and the Mtb / Trail Running relay.

## 1. The dedicated Events Committee, Hosts, and Volunteers put together a full season of events!

- **8x Social Rides** (including one Gravel)
- **8x Enduro & XC Cincos** (including a Woman's Only Enduro and a Mtb / Trail Running Relay)
- **Tour de Squamish**
- **31 Trails**

## 2. Supported community event initiatives:

- **Squamish Nation Youth MTB Program (with Matt V)**
- **Dig for Dave, Spring Virtual ride, & BVOD** raised nearly **\$8,000** for community non-profits! (*Howe Sound Women's shelter, Squamish SAR, Hospice, and Team Sq*)
- **Pedal to the Metal Race Series** for grades 3-6 (*Organized by SD48 Staff*)

## 3. Next year we want to continue putting on the events that YOU want, when you want them!

Send us your thoughts & ideas: [info@sorca.ca](mailto:info@sorca.ca)

18

EVENTS

41

EVENT HOSTS

3,000+

PARTICIPANTS

81

UNIQUE  
VOLUNTEERS

# EVENTS ARE WHAT YOU WANT THEM TO BE... FUN! INCLUSIVE! COMPETITIVE!



Credit: Josh McGarel



Credit: Jelmer Snoeck



Credit: Devin Kiyonaga

# FINANCIAL UPDATE

Projecting to finish 2023 with a deficit of \$-112K<sup>1</sup>



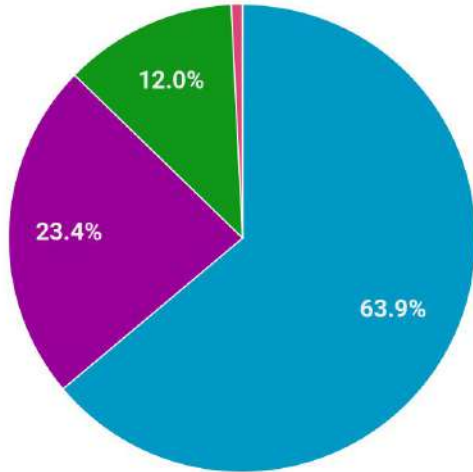
1. Reflects forecasted 2023 year-end results

# TRAILS

- **Contractor Projects**
  - Miki's Extension
  - Cardrona
  - Man Boobs
  - Lower Cliff's Corners
  - BP MTB Skills Park
- **Volunteer Work**
  - Dig Days
  - New Trail
  - Maintenance
- **Trail Crew**
  - Notable Projects
- **Looking Ahead**



# 2023 Contractor Projects



● Bike Park ● New Trail ● Trail Maintenance ● Misc





# 2023 DIG DAYS

- **15 / 17** completed so far
- Over **2000** hours
- (**33%** of trail crew budget)





# DIG DAY TRAILS

	Black	Blue	Green	Total	
Tech	9	1	0	<b>10</b>	55.56%
Mix	0	4	1	<b>5</b>	27.78%
Bike Park Flow	1	1	0	<b>2</b>	11.11%
Natural Flow	0	1	0	<b>1</b>	5.56%
<b>Total</b>	<b>10</b>	<b>6</b>	<b>1</b>	<b>18</b>	
	55.56%	33.33%	5.56%		

# VOLUNTEER EFFORTS

## New Trails:

- Lower Lumbar
- Stone Ridge
- Alice Ridge
- Galactic Zone



## Volunteer Maintenance:

- 19th Hole
- Airplane Mode
- Angry M
- Border Patrol
- Brodown
- Dirty Jane / Too
- Fartherside
- Free the Speedos
- Grinch Toes
- Half Nelson
- Highway to Hell
- Hot Tuna
- Leave of Absence
- Legacy Climb
- Lowdown
- MOG Drops
- Pamplermousse
- Rigs in Zen
- Somewhere Over There
- Sweeter The Berry
- Value Added
- Whet yer blade
- Word of Mouth
- Miki's Ext bridge
- Quest Pump Track paving

... and many more!

SORCA

# PSEUDO 3



Removing rocks



Berm reshaping



Compacting, reinforcing

# ENTRAILS



Whaleback armoring



Dig Days: March, November



Upper Slab rework

# RUPERT



Corner enhancement



Corkscrew re-working



The Rock Roll

# BRIDGES



50 Shades / More



Covenant



Trestle

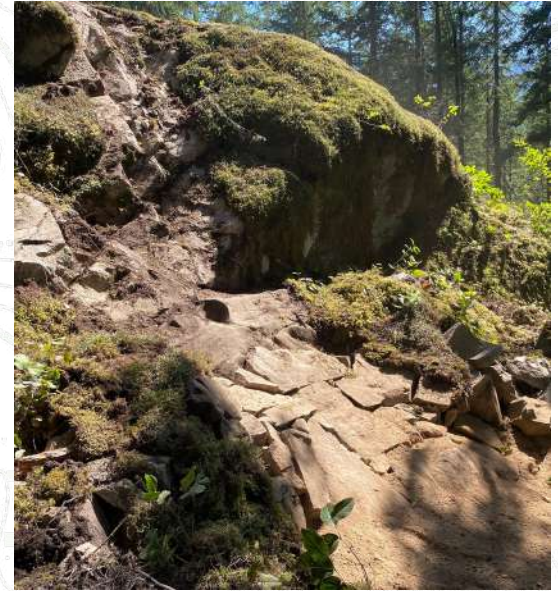
# HIDDEN GEMS



Legacy Climb stump removal



Two-Stroke Smoke rotten turn repair



Somewhere Over There bridge replacement & Easter Egg



# TRAIL CREW DEVELOPMENT & OPERATIONS

## Skill Development

- SA100 Wildfire Training
- Invasive species ID, handling, & disposal
- Rigging & material handling

## Operations & tools

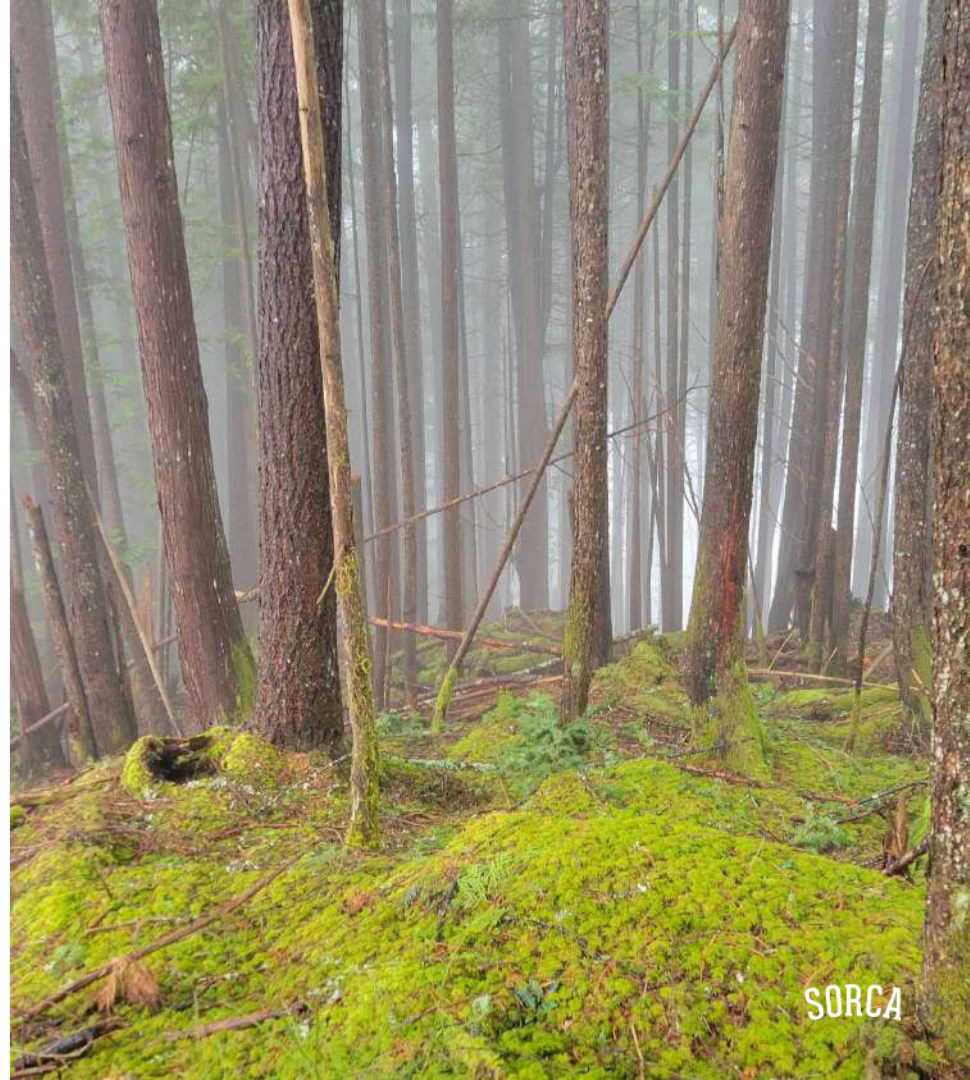
- Scheduling & staging for snow / wet / dry season work
- Access enhancements for to and within the worksites



# ADVOCACY

## Summary of accomplishment from 2023

- SORCA completed a 6 month Economic Impact & Resident Sentiment research study project surveying over 1000 riders
- Signed a 10 year Partnership Agreement renewal with RSTBC
- Signed a 10 year Volunteer Partnership Agreement with BC Parks (including trails in Alice Lake and Garibaldi Lake) provincial parks
- Received approval for Stone Ridge - the first trail approved under our MOU with the Squamish Nation
- Postponement of harvesting block that would have negatively affected Alpine Capone
- Secured funding for the Lower Diamondhead/ Pseudo trailhead improvements
- Front Country (Trails Inventory (FCTI) completion of steps 3 of 4 (Q1 2024 report completion)



# ADVOCACY

## SORCA is actively engaged with the following

- Squamish Nation (fulfil obligations of the MOU)
- Cheekye debris barrier and related development
- North Crumpit Woods Development
- Community Forest Initiative
- Fortis (Woodfibre pipeline expansion)
- Shannon Basin Visitor Use Management
- Cheema Family
- RSTBC revised provincial mtb trail standards policy



# SQUAMISH NATION YOUTH MOUNTAIN BIKE TEAM

MĒN'MEN TLĀ  
SKWXWŪ7MESH

**MOUNTAIN BIKE TEAM**





## PROGRAM HIGHLIGHTS

- Successful Mentorship Program and Youth Coaches
- Rode 3 days a week all summer
- Trail Dig Night with Indigenous Women Outdoors & SORCA Trail Crew - biggest showing of parent involvement
- Chxwelp (Gibsons), Whistler Bike Park, North Shore Bike Park



# TEAM AWARDS NIGHT



# WHAT'S AHEAD IN 2024?

- Membership and Events
- Trails
- Facility Management/ Capital  
Projects
- Advocacy Initiatives
- Governance & Operations



# Q&A

[WWW.SORCA.CA](http://WWW.SORCA.CA)

[info@sorca.ca](mailto:info@sorca.ca)

[@Squamishbikes](https://www.instagram.com/Squamishbikes)



# ELECTION OF DIRECTORS

## **DIRECTOR OF FUNDRAISING & MEMBERSHIP**

Review of candidates running for the seat, candidates optional short presentation (5 min max). Ask members to vote.

## **DIRECTOR AT LARGE (X2 POSITIONS)**

Review of candidates running for the seat, candidates optional short presentation (5 min max). Ask members to vote.

## **DIRECTOR OF RISK MANAGEMENT**

Position was run uncontested. As such incumbent Kelsey Roberts will commence her 3rd term as our Treasurer/ Secretary.

## **TREASURER & SECRETARY**

Position was run uncontested. As such incumbent Kelsey Roberts will commence her 3rd term as our Treasurer/ Secretary.

## **DIRECTOR OF SOCIALS and DIRECTOR OF RACES**

We did not have any candidates nominate themselves for either of these roles thus the 2024 board of directors will appoint representatives for these roles until the next election.

# ELECTION RESULTS

- Director of Fundraising and Memberships
- Director at Large 1 (*no particular order*)
- Director at Large 2 (*no particular order*)

\*\*Officer roles of Vice President will be appointed by your newly elected board of directors.

**SEE YOU IN 2024!**

