



**EXECUTIVE COMMITTEE MEETING**

June 27, 2007 at 2:00 pm  
North Bay Parry Sound District Health Unit Boardroom  
700 Cassells

**MEMBERS PRESENT:**

Mark King, Chair	Sharon Kitlar, Member-at-Large
Susan Christian, Secretary	Walter Reich, Member-at-Large
Ken Turner, Treasurer	Jill Faulkner, Member-at-Large
Arne Schmidt, Member-at-Large	Laurie Bachelder, Member-at-Large

**REGRETS:**

Bill Beckett, Past-Chair	Andre Boileau, Member-at-Large
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**ALSO PRESENT:**

Jennifer McCourt, Program Manager	Julia Hogan, Marketing Assistant
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**1. Welcome**

Mark King chaired the meeting and thanked everyone for coming.

**2. Adoption of minutes of March 30, 2007**

The minutes of March 30, 2007 were approved.

*Resolution No. 1-06-27-07 Christian/Bachelder*

“That the minutes of the March 30, 2007 Executive Committee Meeting be accepted as written.”

**3. Correspondence**

Three correspondences were received. – summary attached

The Program Manager attended a meeting in Sudbury on June 5 and 6, 2007 regarding the review of legislation affecting trails. The Ministry of Health Promotion has hired a consultant to review all legislation that impacts trails. The Sudbury meeting was one of four across the province seeking stakeholder input.

**4. Trans Canada Trail Progress Report**

Harriman and Associates has been hired as part of the Trans Canada Trail extension from Callander to Commanada. A water crossing needed to be addressed, and a beaver dam that had been causing water to build up on a portion of land is now broken. The land is beginning to dry out, and now only a culvert is needed for the crossing. It is expected that the land will be dry enough by the end of July to begin construction.

Discovery Routes has requested from the Trans Canada Trail Foundation, an extra \$100,000 for the Trans Canada Trail project. Although TCT has never authorized funds of more than 10% of a total cost, Discovery Routes is arguing that the budget was created 5 years ago, and many costs have changed. Trans Canada Trail Ontario’s General Manager has taken this issue to the board, and has also proposing that the percentage provided by the Foundation be changed for projects in rural areas. An answer will be provided by the end of July.

Two board members will be meeting with the Mayor of Callander to see whether they would be able to assist Discovery Routes with the cost of the Trans Canada Trail, since most of the trail development is located in Callander.

#### **5. Finance and Sustainability Committee Report**

The Finance and Sustainability Committee met last month to create the outline of a funding plan. One large source of funding that the Committee proposed is an ATV raffle where tickets will be sold at the area's events and festivals throughout the summer and fall. 5,000 tickets will be printed, selling for \$10 a piece. After covering costs, it is estimated that Discovery Routes could potentially gain a profit of around \$33,000. Tickets will be sold at Northgate Square when there are no festivals taking place. Mark King suggested that a formal letter be written and sent to both Bombardier and Suzuki to see whether they are willing to forgo a portion of the cost of an ATV in return for free advertising. The company that offers the lowest price and most support will be chosen as the supplier of the ATV.

The Board will look into getting a trailer for the ATV donated to Discovery Routes, and in return, Discovery Routes will advertise the company at the festivals.

*Resolution No. 2-06-27-07 Turner/Christian*

"That Discovery Routes Trails Organization will purchase an ATV and trailer for the purpose of a raffle."

The Committee is also looking into selling Trans Canada Trail merchandise at the summer festivals as another form of income.

Regional and local economic development agencies will also be approached for an annual contribution.

Other trail stakeholders will be approached for an annual membership fee.

#### **6. Staffing**

The new intern for Discovery Routes was introduced. FedNor is funding 90% of the internship program, and Trillium Foundation is providing the other 10%. The contract will go until April 2008.

The Program Manager's salary is being provided by Employment Ontario at a 60% funding rate for 32 weeks.

#### **7. Trail Events Made Easy Workshop**

20 people attended the workshop on March 31, 2007. Those who attended were very interested and very enthusiastic about the workshop. Discovery Routes is preparing to hold another workshop in the fall with a tentative date of October 3, 2007, in order to correspond with the Record Breaking Walk. Based on the results of a survey sent out to Discovery Routes' various contacts regarding the workshop, the topics for the next workshop will be volunteer recruitment and retention and event promotion and sponsorship.

*Resolution No. 3-06-27-07 Faulkner/Bachelor*

"Discovery Routes Trails Organization approves the May 24, 2006 project as presented to the Communities in Action Fund for two volunteer training workshops."

#### **8. Lake Nipissing Stewardship Council Trail Guide**

The Lake Nipissing Stewardship Council has received a Communities in Action Fund grant in the amount of \$22,000 to create a regional trail guide for non-motorized uses. Discovery Routes is hoping to work with the Stewardship Council to co-ordinate a meeting with all trail stakeholders to discuss this project. Discovery Routes will look into using this project to leverage money from

other sources to extend the scope of the project to include other marketing products that will meet the needs of the tourism industry.

It was suggested that all trail stakeholders should get together to inform everyone of what is happening in terms of trails, and to eliminate any sort of duplication when it comes to mapping, information, or any other trail business. Discovery Routes should be aware of all other trail groups/organizations activities and have input into funding priorities. Discovery Routes will discuss this issue with representatives from the Ontario government.

#### **9. Legislation Affecting Trails – Sudbury Review**

See correspondence.

#### **10. Ontario Trails Conference – Niagara Falls, May 15-17, 2007**

The Health Unit and Trillium Foundation provided the funding for the Program Manager and Marketing Assistant intern to attend this meeting. Discovery Routes' main purpose for attending the conference was to inform the provincial trails community that Discovery Routes is up and running again. The main issues that were discussed at this conference were liability, insurance, and legislation.

#### **11. Financial Report**

An Income Statement and Transaction Report covering the period since the last Executive meeting are attached. The following resolution was carried:

*Resolution No. 4-06-27-07 Turner/Schmidt*

“That the financial report be approved as presented.”

#### **12. Schedule of Meetings and Annual General Meetings**

A draft of the schedule of meetings for the next year is attached. The Coordinating Council will be held every few months, the next one being October 3, 2007. There will be Executive Committee meetings every month, with the exception of summer months, and December. The meetings are scheduled on a Wednesday of each month, and will be held in the afternoon. It was suggested that a news release be sent out before each Coordinating Council meeting in order to inform and attract participants.

#### **13. New Business**

- a. There is concern about the condition of sections of the Kinsmen Trail and Kate Pace Way, as well as graffiti on some of the trail signs. Discovery Routes will pass along these concerns to the North Bay Mattawa Conservation Authority.
- b. The group was informed about the Annual 5 km Run being held in Magnetawan on September 8, 2007. Along with this run, there will be a Health Fair to teach people proper techniques to warm up before exercising and a Trans Canada Trail plaque unveiling.

#### **14. Adjournment**

*Resolution No. 5-06-27-07 Reich/ Bachelder*

“That the meeting be adjourned.”