



**EXECUTIVE COMMITTEE MEETING**

November 21, 2007 at 2:00 pm  
North Bay and District Chamber of Commerce Boardroom  
1375 Seymour Street, North Bay

**MEMBERS PRESENT:**

Mark King, Chair	Laurie Bachedler, Member-at-Large
Susan Christian, Secretary	Vic Trahan, Member-at-Large
Arne Schmidt, Member-at-Large	David Thompson, Member-at-Large
Walter Reich, Member-at-Large Mike	Martel, Member-at-Large

**REGRETS:**

Bill Beckett, Past Chair	Sharon Kitlar, Member-at-Large
Ken Turner, Treasurer	

**ALSO PRESENT:**

Jennifer McCourt, Program Manager	Julia Hogan, Marketing Assistant
Keith Harriman, Harriman and Associates	

**1. Welcome**

Mark King chaired the meeting and thanked everyone for coming.

**2. Adoption of minutes of September 29, 2007**

The minutes of September 29, 2007 were approved.

*Resolution No. 1-11-21-07 Schmidt/Reich*

“That the minutes of the September 29, 2007 Executive Committee Meeting be accepted as written.”

**3. Correspondence**

Six total correspondences were received – summary attached

Regarding the Sudbury-Nipissing Rail to Trail Corporation, there are two options to link the Trans Canada Trail between Sudbury and West Nipissing that route around the north of the Nipissing First Nations as indicated in the 2002 study by FRi Ecological Services. Contact has been made with a representative of Union Gas who indicated that there might be an opportunity for the trail to be built on a right-of-way owned by Union Gas in this area. A letter will be written to Union Gas regarding the opportunity.

**4. Trans Canada Trail Progress Report**

TCT Ontario is going through a restructuring of their operations. They will be looking into hiring three or four advisors for the province of Ontario, and it was suggested that Discovery Routes request to fulfill this role for TCT Ontario. Discovery Routes is very knowledgeable about the trails in the region, as well as Trans Canada Trail itself, and would greatly benefit from this position in terms of public image and awareness, and financially as well. The following resolution was passed:

*Resolution No. 2-1-21-07 Schmidt/Bachelder*

“That Discovery Routes Trails Organization is prepared to extend its services to assume an advisory role for Trans Canada Trail Ontario on a fee for service basis in order to further the development of the Trans Canada Trail. Recognizing that the Discovery Routes region is only a small portion of the coverage area required, Discovery Routes would be prepared to represent TCT Ontario beyond its region.

The contractor hired for the Trans Canada Trail project has been ill, and construction was halted for a few weeks. Because of these and other delays, the December 31, 2007 deadline for construction may not be achievable. A letter will be sent to the Northern Ontario Heritage Fund requesting an extension on the grant.

**5. Voyer Road Trail**

A group of determined volunteers in East Ferris are attempting to resurrect the Voyer Trail project that would connect Corbeil to the Kate Pace Way. The catalyst for the project is a considerable anonymous donation that is being held in trust by the Knights of Columbus for the construction of the Trail. It was suggested that Discovery Routes should take a lead role in the project to coordinate the stakeholders. Some preliminary work has been done to resurrect some of the past agreements with property owners. A meeting is scheduled at the Corbeil Park hall on Thursday, November 29, 2007 to discuss the plans regarding the Voyer Road Trail. It was brought up that the shoulders on Booth and Birch’s Road in North Bay should be paved to allow for safety of users of the Kate Paceway. It was suggested that paving the shoulders could become a part of the overall Voyer Trail project.

**6. Membership Campaign**

Discovery Routes will develop a media launch in conjunction with the Coordinating Council Meeting scheduled for February 13, 2008. Discovery Routes can also use this opportunity to recognize the Trillium Foundation for their contribution to the organization.

**7. Mission Statement Review**

A mission statement was presented to the board as follows:

*“To facilitate and manage the development, maintenance, and promotion of the region’s recreational trail systems, and encourage the use of the trails to improve one’s health and well-being while enjoying the natural beauty and history of Ontario’s Near North.”*

The board agreed that the mission statement adequately represented Discovery Routes and the organization’s operations. It will be presented at the Coordinating Council meeting for final approval.

**8. Trail Guide and Map**

A copy of the trail guide and map brochure prepared by the Greater Nipissing Stewardship Council was presented to the board. Discovery Routes will be one of the lead partners in the project. There may be an opportunity to work on a fee for service basis for the Stewardship Council to prepare the design and layout of the guide. Discovery Routes will be producing a regional trail map that will accompany the guide and be available independently as well. Discovery Routes will be selling ads on the map with anticipated revenue of \$10,000 to \$15,000. The Near North Trail Association grosses around \$25,000 per year on the advertisements they sell on the Snowmobile maps. The board agreed that this map was long overdue, and feels that this is a good way for the organization to generate money as well as generate further public awareness.

**9. 'Kicking it up on the Trails' – School Program**

The Executive Committee was presented with two pamphlets on trail-related school programs offered by the Ontario Trails Council and Rainbow Routes (see attached). Discovery Routes can benefit from this type of program as many schools are in close proximity to the trails. Further research is required into the cost and logistics associated with such a program.

**10. Financial Report**

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

*Resolution 03-11-21-07 Trahan/Reich*

“That the financial report be approved as presented.”

**11. New Business**

- a. It was reported that the Friends of Laurier Woods would soon be updating their trail brochure. They will keep the Discovery Routes logo on the brochure as they feel that Discovery Routes is a vital partner to their group.

**10. Adjournment**

*Resolution 04-11-21-07 Christian/Martel*

“That the meeting be adjourned.”