

# CEO Report for October 5, 2019 Board Meeting

## 2019 - 2020 Strategic Framework Advancement

### 1. Increase the capacity of the trails community

- The NS Trails office has emailed our members looking for input into topics for our planned conference in the fall of 2020 and webinars leading up to the conference.
- **(ACTION REQUIRED)** We are looking for a region to volunteer to take on the planning of the conference in their region. **Regional Reps are asked to consider hosting the fall 2020 conference in their region.** We will need to begin planning shortly and establish a conference budget by January 2020.
- TRAILS GUIDE

The Trails Guide is nearly ready for launch. We still have three Central Region members who have not approved their profiles at the time of writing this report, however Heather Stillwell informs me they have promised to do so and she expects approval any day now.

Some of the functionality the committee suggested is not yet in place but there is enough ready that we can move forward with a launch if the board likes what they see. One challenge is that Chris Merry finished her contract in April 2019. Some of the changes have been completed by Kate Lambacher of KCL Software, but some need to be activated on our end and others like the trail length search mechanism require more discussion. The plan is to train Eric from CCH and our Heather to be a super-user on the site. Training scheduled for October 1<sup>st</sup>.

Our lawyered Terms of Use are in place on the top and bottom of the page. Our lawyer recommended acceptance be through a click wrap. Kate cannot put this in place without impacting the software and other clients. The best she can do is the banner currently showing at the bottom of the page or a pop up box that would appear on every page users clicked on. She says she can do this but it is what she calls hostile to users and so many people know how to get around this that even this won't guarantee a user has accepted the terms. **We need the board's instructions in regards to the Terms of Use treatment on the site.**

**NS Connect Trail Management Team** – has invited NS Trails to sit on the NS Connect Management Team. The team has created new a draft Terms of Reference for the team. The NS Trails Executive is recommending we accept this invitation and that CEO Vanda Jackson be the representative for NS Trails.

## **2. Strengthen the NS Trails Brand**

- **Position Paper on Shared Use** has been posted to our website with an introduction created by Vicki Josey and minor edits by Beth Pattillo.
- **Comprehensive Communications Strategy:** Vanda Jackson has begun working on the framework of a strategy and will be working together with Heather Stillwater to complete the strategy early in January 2020 for presentation to the Board at its February meeting.

## **3. Advocate on behalf of the trails community**

- Vanda Jackson and Beth Pattillo have been working with some members of the Interdepartmental Committee on Trails (ICT) and are pleased to share that a Terms of Reference for the Trail Strategy Coordinating Committee is complete along with a number of Committee governance documents to ensure a smoothly running and functional committee when recruited. A recruitment process still needs to be determined by the different groups making up the committee.
- Janet Barlow and Beth Pattillo have been working on a Resource Development Policy to help NS Trails begin the process of acquiring the funding/sponsorships it needs to sustain the organization. It is imperative the organization seek alternate sources of funding for the upcoming conference and to ensure the financial viability of NS Trails as an organization.

## **4. Strengthen Association Leadership**

- **Governance and Policy Review:** The Governance Committee led by Vicki Josey is working with Governance Specialist, Grant MacDonald [www.governinggood.ca](http://www.governinggood.ca) creating job descriptions and reviewing policies. To date the following documents have been developed and approved by the board:

- Financial Management Policy
- Human Resource Policy
- Executive Committee - Terms of Reference
- Governance Committee - Terms of Reference
- Board Chair Position Description
- Secretary Position Description
- Treasurer Position Description
- Vice Chair Position Description
- Board Member Code of Conduct
- CEO Evaluation and Compensation Policy
- Board and CEO Communications

The following documents will be presented to the board Saturday October 5, 2019 for review:

- Draft CEO Job Description  
Rules on Board Motions
  - Committee Terms of Reference -Template
  - Board Representation and Composition - *Discussion Paper*
- **Municipal Survey and Training** – In June the NS Trails board received its first training session which involved taking part in the set up of our survey. Over the summer Laurene Rehman sent the survey out to municipalities across the province. Several reminders were sent out in an effort to prompt more participation. As many people are away in the summer and we only had 15 responses on September 9<sup>th</sup> we extended the deadline until September 29<sup>th</sup>. In that time, two extra surveys were completed. We are now at 17.

Laurene says a 30% response is considered good but we are of course looking for a baseline of data for future survey comparison. In all 48 contacts were sent the survey. **So 17 responses is a 35% response rate. Laurene has offered to contact folks saying she will do the survey over the phone with them. Do we extend the deadline again and hope for more?**

#### Issues:

- **Hurricane Dorian** - numerous trails across the province were impacted by tree fall and flooding causing damage to trail surfaces and culverts. According to reports to our office the areas experiencing the most included The Great Trail in Oxford and Cole Harvest and trails in the Annapolis Valley. Most areas of the province have been able to clean up the damage.

Those that still have issues are posted on our website in a new section called Trail Bulletins that we plan to maintain on an on-going basis as our trails often need to notify the public of construction or damage. As of the morning of October 2, 2019 this is the list of trails still impacted by storm damage.

## Trail Bulletins

We have been notified that the following member trails were impacted by Hurricane Dorian:

- **Cape Mabou Trail**, Inverness County – **Open** although work is ongoing to clear damage, so hikers can expect to run across some windfalls but hopefully most will be cleared in coming weeks or months.
- **Bull Run Trail** in Lunenburg County- **Open** with a few areas where overflow damaged the trail leaving it very rough for bicyclists and walkers etc.
- **Bay to Bay Trail** in Lunenburg County- **Open** – clear from Mahone Bay to Lunenburg with one area at the top of the pedway approaching Maple Street that requires dismounting from a bike. This area should be repaired in the next week. The trail is in good condition with some loose gravel on sloping terrain.
- **Costley Farm Trail** in Cole Harbour – **Open** – The remainder of the Cole Harbour Heritage Park is open.
- **Black Rock Trails** in Annapolis Valley – **CLOSED** – Of the 5 loops, the Yellow Trail is closed due to significant damage. The other loops are not as bad and should be open soon, hikers should check the Black Rock Trails Facebook page.
- **Salt Marsh Trail** in Cole Harbour – **CLOSED** between Bald Eagle Bridge and Ready Aye Ready Bridge (potentially until November).
- **Short Line Trail in Oxford** – Trail is **CLOSED** due to water damage in one area, as the trail is completely washed out for about 10 metres between Thompson Rd and Water Street. There is no alternate route.

## OTHER CLOSURES:

September 24th, 2019 – **Celtic Shores Coastal Trail** in Cape Breton:

- 1) Two week Closure at Marker 59 along the SW Mabou River, from Wednesday Sept 25th, to Friday Oct 11th. Non motorized users may detour along Rt.19 between Civic # 10015 (Zutphen Farm) and Civic # 2920 Little (West) Mabou Road is recommended for cyclists and hikers. Construction equipment will be present.
- 2) Trail is “Closed” until further notice at Marker 53.7 (46.008 -61461 degrees) due to Washout. Non motorized Users can use a 1 km Detour at Civic # 1867 to Civic # 2067 along the “Mabou Road” that travels from “Rt.19/ Zutphen’s to Glencoe

Station". This detour is along a low traffic secondary gravel road, but trail users are reminded to use caution.

All other sections of the CSCT are Open and Operational. Updates of this closure will be provided as timelines change. Celtic Shores Trail Team apologize's for any inconvenience.

- **RESOLVED:** HRM wanted groups to have pollution insurance in order to qualify for funding this year. We have a pollution exclusion clause in our GL policy and so we asked Marsh to look into the cost for sudden and accidental coverage. Much to our surprise, upon further investigation between Marsh and Northbridge it looks like we do have some coverage despite the exclusion in our policy. **Matt Dunn, the Province's Risk manager confirmed with HRM's Risk Manager in September 2019 that this will satisfy HRM's requirements.**

### Operations Updates:

- Insurance Renewals
  - NS Trails D&O – Renewed \$900 for \$5,000,000 coverage
  - Group Accident Insurance – **Renewed @ \$5935.00** - Participating groups have been **invoiced \$152.18** this year compared to \$138.46 last year which is an **increase of \$13.72 per group**. While we have **2 fewer participating groups** this year (39 groups) we have **16 more volunteers that are listed as 70 plus** (141 @ 70+). The premium is higher for those 70 +.
  - NS Trails/SANS General Liability Policy - This insurance was renewed. The premium is 6% higher this year. Total coverage under this policy is \$10,000,000. The cost of the policy this year is \$71,206.00, which is equally divided between NS Trails and SANS at a **cost to NS Trails of \$35,603.00**.
  - Drone Insurance – awaiting invoice (quote this year is \$600.00 - \$100.00 more than last year)
- Membership and Insurance Invoicing & Collections Report
  - Invoices were sent out in July for membership and insurance
  - Two months later we have received 73% of member payments. This is outstanding compared to past years.
  - Over the past week Heather has been following up with members to prompt the remaining payments.
  - 75 member payments have been received totaling over \$48,000
  - 29 member payments still outstanding totaling \$17,500

## **NS Trails Dashboard 2019-2020:**

### **Current Membership Applications**

Uniacke Trails Association – Tabled June 15<sup>th</sup> until Oct 5<sup>th</sup> meeting  
Strait Area Trails Association  
Victoria County Trails Federation  
Village of Bible Hill

- **Member Stats**

- **Total number of members:** 103
- **Total kilometres of trail:** 1360.5
- **Community Groups:** 78
- **User Groups:** 4
- **Associate:** 17
- **Individual:** 4
- **Municipal:** 4
- **Indigenous:** 3
- **Western Loop:** 22
- **Shared Use:** 34
- **Shared Use km:** 980.4
- **Western Loop shared use km:** 556.40
- **Great Trail:** 26
- **Great Trail shared use km:** 399

### **NS Trails continues to build our audiences on social media**

#### **2019 Social Media Stats**

- **Facebook**
  - Likes: 3412 – increased by 199 since June 2019
  - Followers: 3677
- **Instagram**
  - 1415 followers –increased by 90 since June 2019
- **Twitter**
  - 4833 followers - increased by 80 since June 2019
- **Website**

January to September 2019:

  - 4930 Visitors – an increase of 1772 since June 2019
  - 10,061 Page Views – an increase of 3946 since June 2019

Respectfully submitted,

Vanda Jackson  
President and Chief Executive Officer  
NS Trails