

CEO Report

Strategic Direction Advancement:

- **Increase the capacity of the trails community**

- NS Trails launched a fresh new website www.nstrails.com in the fall of 2019

Our funding opportunities page is helping groups understand the variety of funding programs that exist that may be a good fit for their trail projects.

Our news emails, along with regional and user group reports are posted on the site so that everyone can read about the great work being accomplished by volunteers across the province.

- We have also created social media graphics, a new brochure and information sheets to help our members tell the story of trail development and management in Nova Scotia, promote the work they do and encourage more involvement by the public.

- **Strengthen the NS Trails Brand**

- We have produced 5 videos so far that promote getting involved in the trails movement by volunteering and/or donating. These videos have been viewed over 15,000 times. According to Facebook our videos have reached 40,000 people and have resulted in 1000 reactions – likes, shares or comments. The latest video is a joint project with Rec NS promoting exploring trails as a great way to Take the Roof Off Winter. <https://vimeo.com/317524421>
- We have been working with Chris Merry, Kate Lambacher of KCL Software Solutions and our joint NS Trails/Rec NS committee to finalize the trail guide landing page. If the guide is ready, we have been discussing a possible launch at the Hiking Summit on May 25th. In preparation for this possibility Heather and Fawn Logan-Young of Rec NS are working on a promotional campaign to promote the guide.
- Social Media Graphics promoting donations
- NS Trails Info Sheets and tri-fold brochure
- Shared Use Position Statement Under Development – Ben, Steve and Vicki have been working on the statement for discussion at April 27th board meeting

- **Advocate on behalf of the trails community**
 - We have been working with CCH to bring the Shared Trails Strategy to the print stage to allow for the release this spring. We sourced and shot photos for the design phase to ensure full visual representation of the trails community. We also reviewed numerous drafts of the Strategy and provided feedback through the design process.
 - NS Trails has also been involved in developing Terms of Reference (TOR) for the Trail Strategy Coordinating Group.

- **Strengthen Association Leadership**
 - The Governance Committee is working with Governance Specialist, Grant MacDonald reviewing new job descriptions and policies to make recommendations to the board. The committee has the following policies ready for review by the board at its meeting on April 27, 2019.
 - 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

Issues:

- A number of calls and emails to the NS Trails office complaining about condition of Blueberry Run

- Lake Ainslie Development Association signed an agreement with a landowner that contains a save harmless clause (against the advice of NS Trails) and the landowner wanted NS Trails to sign it. NS Trails does not build or manage trail and will not be signing the agreement. This issue has been reviewed and discussed by the Risk Management Committee.

Other Updates and Operations

- Drone Regulations changing June 1st
As a result Heather will be required to do some additional training and take two more tests.
- RJSC Renewal Filed for March 31, 2019
- Insurance Renewals
 - NS Trails D&O – Renewed \$900 for \$5,000,000 coverage
 - Accident Insurance – Preparing a list of participating groups for 2019-2020 for insurance company
 - General Liability- Calculated total number of KM of member trail for Marsh
 - Drone GL Insurance and DJ Care – renews in July

NS Trails Dashboard 2019-2020:

- **Member Stats**
 - Total number:** 101
 - Total Kilometres of Trail:** 1360.5
 - Community Groups:** 77
 - User Groups:** 4
 - Associate:** 16
 - Individual:** 4
 - Municipal:** 4
 - Indigenous:** 3
 - Western Loop:** 22
 - Shared Use:** 34
 - Shared Use Km:** 980.4
 - Western Loop Shared Use:** 556.40
 - Great Trail:** 26
 - Great Trail Shared Use:** 399
- **New Member Applications 2019-2020**
 1. St. Andrews Trail Association – Received and sent to Membership Committee Chair April 9, 2019
- **New Insurance Applications:**
Currently None