



Toronto Bruce Trail Club  
Annual General Meeting  
Saturday May 23rd, 2020  
1:00 P.M.  
Zoom Webinar

**Agenda**

- 1.Call to Order
- 2.Opening Remarks
- 3.Minutes of Annual General Meeting 2019
- 4.President's Report – Graham Allen
- 5.Treasurer's Report – Margaret Corner
- 6.Directors' Reports and Questions
- 7.Report from the Nominating Committee
- 8.Amendments to Constitution
- 9.Presentation of Awards
- 10.Any Other Business

# Board of Directors Annual Report

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- 5.Nominating Committee Report – John Grandy

## 1.Minutes of Annual General Meeting 2019

### Toronto Bruce Trail Club Minutes of 2019 Annual General Meeting

April 13th, 2019

Kortright Centre for Conservation, 9550 Pine Valley  
Drive, Woodbridge, Ontario

#### 1. Call to order: 1:35 pm

#### 2. Opening Remarks

Graham Allen expressed thanks to the two guest speakers: Leah Myers, interim CEO BTC, and Alison Ronson of the Canadian Parks & Wilderness Federation Society.

#### 3. Approval of Agenda

Moved by Peter Leeney, Seconded by Rosemary Mitter,  
*That the Agenda for the 2019 AGM be adopted as presented.*

Motion Carried.

#### 4. Minutes of the 2018 AGM

Moved by Robert Gillespie, Seconded by Graham Allen,  
*That the minutes of the 2018 AGM be accepted as distributed.*

Motion Carried

#### 5. President's Report – John Grandy

John stated that this was his last report to the Club as President.

A few highlights of what has been achieved over the last three years:

- Communications to our members have improved significantly, with our revamped website and our new and improved E-Notes. John particularly acknowledged the efforts of Wayne Crockett and Magdalena Vander Kooy, the new editors of E-Notes. Our Footnotes magazine continues to deliver interesting content to members, thanks to our new editor Orest Nahacziwec and retired editor Malcolm Sanderson.
- Club membership continues to grow, now standing at nearly 3,200. Special thanks are due to Alina Lin for her enthusiastic and determined efforts to grow membership.
- Our hiking program continues to thrive, as you will see from David Royle's report. During John's period as President, he has worked with three hiking directors, Wayne Crockett, Lucy Leung and now David Royle. Each of them has managed the program with great professionalism and initiative.
- The Bruce Trail Conservancy has acquired several very strategic properties within our section of trail: the Jespersen property on Heritage Road; the Kerbel property, where we have opened the Todd Bardes Meadowlands Side Trail; and most recently the Robertson property at Speyside.. Each of these transactions required imagination and determination from our Land Management Committee under the leadership of Dave Tyson.

- The Conservation Committee created a Biodiversity Team to bring more professionalism to the conservation work on the various properties the BTC owns and manages in our section. Thanks to Kevin Warburton and the other members of this team.
- Our trail captains and other trail maintenance volunteers continue to do a superb job of keeping our Main Trail and Side Trails in excellent shape, despite all the challenges. Our thanks are due to Marlis Butcher, Rose-Mary, Paul, and all the other volunteers.

All this work requires planning and supervision, and that is where the Club’s Board of Directors comes in. John thanked those directors from last year who have moved on or who are not standing for re-election: Karim Mishriki, Kevin Warburton, Lucy Leung and Brigitte Peters.

Finally, there is one other director who is retiring who deserves special notice. Malcolm Sanderson, who has been a volunteer for our club since 1975 and a director for as long as anyone can remember, will be stepping down. On behalf of the Board and the entire Club, John offered Malcolm our profound thanks for all his efforts.

**6. Treasurer’s Report – Karim Mishriki/Janet McColeman**

Janet reviewed the 2018 Financial Statements and the Budget for 2019

**Statement of 2018 Revenue and Expenses**

1. TBTC Program Stats Detail 2018

<b>TBTC Programs 2018</b>	<b>Winter Coach</b>	<b>Bus Trips</b>	<b>Footnotes</b>
<b>Schedule</b>	10 trips	80 trips	
<b>Cancelled</b>	3 trips	9 buses	
<b>Coupons Redeemed</b>	0	\$489	
<b>Paying Hikers #</b>	325	2,428	
<b>Donations (excl E2E)</b>	\$371	\$2,459	
<b>Revenue (excl AGM bus)</b>	\$10,275	\$46,818	\$6,431
<b>Expenses</b>	\$9,318	\$41,996	\$10,188
<b>Net Surplus (Deficit)</b>	<b>\$957</b>	<b>\$4,822</b>	<b>(\$3,757)</b>
<b>Net Surplus per trip</b>	<b>\$137</b>	<b>\$68</b>	

2. A \$1 donation is included in the bus fare for each paying rider (both ski coaches and bus hikes including the Toronto E2E). All donations on hikes are donated to BTC at year end.
3. Donations on ski/bus hikes (including the \$1 per paying hiker) are deducted from the total collected before the profit/loss of the trip is calculated.
4. Badges, tools, etc. are expensed at time of purchase (no attempt to track the value of inventory).
5. Donation to BTC from surplus funds, September 2018.
6. End to End September 2018 – record number of 180 hikers participated in the 2 Day E2E Hike, total Net Profit of \$2,473 was raised excluding the hikers \$1 donation to BTC.
7. Landowner relations/Appreciation expenses included installation of plaques at Peartree Parking Lot and Speyside Trial head.
8. Year End Net Income result below 2018 Budget because surplus funds were donated to BTC.

## Budget Forecast Year Ending December 31, 2019

1. Membership estimate to remain the same as Dec2018 year end.
2. Toronto End-to-End Hike Sept2019 offering both a 1 day and a 2-day option.
3. Next Hike Leader Training Session in 2020, no revenue budgeted in 2019.
4. Biodiversity Team organizing Biodiversity Day previously called Earth Day, event expenses covered at the club level in 2019.
5. E2E Badge supply replenished, and new badge offerings planned for 2019. Badge cost expensed in the year purchased and no inventory amount recorded.
6. Hike Leader Training expense in 2019 does not include a training session for new leaders.
7. Landowner Relations expenses include the biennial Landowner Dinner event.
8. Administration expense are higher because of the rental of an additional storage unit for non trail maintenance items. Separate storage for Public Relations, Social and Administration items.

Moved by Janet McColeman, seconded by David Paape, that the 2018 Financial Statements and the Budget for 2019 be accepted as presented. Motion Carried

## 7. Director's Reports and Questions

John introduced the Club's Directors and noted that each director's report had been posted on the club web site for review prior to the 2019 AGM. Some highlights of the reports are:

- David Royle expressed thanks to all hike leaders and indicated that a process is being developed to set up on-line payments for hike registration, cancellation, pre-payment, reservation of seat on bus hikes and refunds/charges for reservation no-shows.
- George Lenat encouraged everyone to sign-up for the 2019 Hike-a-thon. There will be a prize for the person raising the most money.

## 8. Nominating Committee Report – Peter Leeney

Peter present the slate of the Toronto Bruce Trail Club Board Nominations for 2019-2020:

### Continuing Board Members:

<u>Name</u> (alpha order)	<u>Position as of March 2019</u>
Graham Allen	Vice-president and Volunteer Coordinator
Marlis Butcher	Director from the Club to the BTC; Trail Maintenance Director
David Royle	Hiking Director
Robert Gillespie	Secretary
John Grandy	President
Peter Leeney	Past president
Alina Lin	Membership; Public Relations & Education
Orest Nahacziwec	Communications (Footnotes Editor)
David Tyson	Land Management Committee Chair & BTC Land Securement Secretariat Representative

**First-time nominations to the Board for 2019-2020 (and the positions they are interested in):**

Sarah-Louise Quig	Member at Large
Natalia Svechnikova	Member at Large
Janet McColeman	Member at Large

**Two board members are stepping down. Our thanks and best wishes for their work over the past several years:**

Karim Mishriki	Treasurer
Kevin Warburton	Land Stewardship

***And a special vote of thanks and appreciation to:***

Malcolm Sanderson                      roles too numerous to mention

Moved by Peter Leeney, Seconded by Wayne Crockett,  
*That the Report of the Nominating Committee be received.*

Motion Carried.

Moved by Peter Leeney, Seconded by Alina Lin,  
*That the slate of twelve members be elected to the Board of Directors for the year 2019-2020 and at the Board meeting in May 2019 that each Director's role will be confirmed.*

Motion Carried.

**9. Amendments to Constitution: None**

**10. Nina Carlisle Award and Todd Bardis Award for Volunteer Service**

The Nina Carlisle Award is given annually to a long-standing volunteer who is active in the activities of the Club. This year the recipient of the Nina Carlisle volunteer appreciation award is Barb Euler.

The Todd Bardes Award is given to a volunteer who makes an exceptional contribution to the Club over a short period of time. This year the recipient of the Todd Bardes volunteer appreciation award is Hollis Webb.

**11. Any Other Business**

- Marlis Butcher and Rosemary Mitter presented the 2019 TBTC volunteer service awards.
- Larry Haigh noted that the 2017 Hike-a-thon (HAT) starts August 1.

**The meeting adjourned at 2:30 p.m.**

**Minutes by Robert Gillespie**

## **2. President's Report – Graham Allen**

My first year as your Club President has been a busy one.

I would like to acknowledge the hard work and dedication of the TBTC Board of Directors many of whom fulfil dual roles on the board and for the BTC. They include Marlis Butcher, Robert Gillespie, John Grandy, Peter Leeney, Janet Le Lievre, Alina Lin, Janet McColeman, Orest Nachacziwec, Sarah-Louise Quig, David Royle, Natalia Svechnikova, and Juliet Williams. Without their work many of the club activities would not occur. You can read about their accomplishments in the attached reports.

This year we are saying goodbye to John Grandy, Immediate Past President, Sarah-Louise Quig, Natalia Svechnikova, and Dave Tyson. I would like to thank them for their contributions.

The board set an ambitious agenda this past year and accomplished a great deal:

- we updated and distributed our board position descriptions to attract new board members
- we started to update the on-line hiking registration system
- we implemented Eventbrite for our AGM and our upcoming Hiker Initiation Program
- we reached out to non-traditional groups regarding our hiking program
- we increased our cultural diversity to better reflect our membership

In response to a motion at last year's AGM we discontinued Footnotes, the Club newsletter, resulting in savings in printing and distribution costs; E-notes is now the Club's primary communications vehicle.

As you can see from the Treasurer's report the club's finances are in good order.

The club is working more closely with the BTC and the other clubs. Under the initiative of Michael McDonald, CEO, the clubs meet quarterly via teleconference to discuss common issues and share updates.

Through the generosity of Mountain Equipment Co-op (MEC) our board meetings are now held in the community room of the Queen Street St. store. As well we would like to recognize MEC as a supporter of our Hiker Initiation Program.

I am particularly proud of the Club's Hiker Initiation Program. Under Hiking Director David Royle and other volunteers HIP continues to attract a large number of new hikers to the Bruce Trail, helping to fulfil the BTC's mission of 'preserving a ribbon of wilderness for everyone, forever'.

Volunteers are the lifeblood of any organization and nowhere more so than Trail Maintenance. A major achievement was the replacement of the 10m long footbridge between Appleby and Campbellville Roads by a dedicated crew of volunteers over two fall weekends.

The Toronto Section contains 14 BTC managed properties, each with its own volunteer steward.

The contribution of the Biodiversity Team, led by Sandy Gillians and Kevin Warburton, deserves special mention, in particular the work they have done together with the 401<sup>st</sup> Scout Group at the Springdale property near Limehouse. At the November BTC Working Together Conference Sandy and Kevin put on a workshop on how to engage youth in Conservancy activities.

On behalf of the Board I would like to thank the members for their continued support of the Toronto Bruce Trail Club and the Bruce Trail Conservancy.

I look forward to maintaining the momentum we have generated over the past year.

Graham Allen  
President



### **3. Treasurer's Report – Margaret Corner**

#### **Statement of revenue and expenses**

The year ended December 31, 2019 was another successful year for the Toronto Bruce Trail Club. Membership fees revenues were comparable to budget and the prior year with actual 2019 amounts being 104% of 2018 figures. Bus hikes and special events continued to be extremely successful and, in both cases, revenues were in excess of budget and last year's amount. Net of expenses hikes and events contributed \$8,638 (2018 - \$10,256) to the bottom line. The club did not earn any interest income this year as the Guarantee investment certificate held at the end of last year matured in early January of 2020 and the proceeds were transferred to the bank account.

On the expense side you will note that our total expenses were 97% of budget. Some categories were over budget and others were under. The increased cost of buses for our events and bus hikes resulted in both costs being higher than last year and budget. The cost of distributing our Footnotes decreased with our switch to Mail Chimp at the end of 2018. The Club was highly active with trail maintenance in 2019. In 2019 the old Campbellville footbridge was replaced, the expense of \$2,814 being shown on the special projects line. In addition, a new high wheel trimmer was purchased to assist in maintaining our trail for \$847. We had also budgeted \$8,000 for a Landowner's appreciation dinner which was deferred to 2020.

The excess of revenue of expenses before donations for 2019 was \$21,176 down from \$29,198 in the prior year. Our healthy financial situation allowed us to donate \$38,258 to the Bruce Trail Conservancy during 2019.

#### **Statement of Financial Position**

The statement of financial position shows the Club in to be in a healthy financial position. At the end of December 31, 2019, the club was holding \$36,133 in cash. Deferred revenue of \$5,200 was recorded in the prior year relating to our Ottawa Rideau hike which occurred in May of 2019 but for which monies were collected in 2018. No such situation existed at the end of 2019.

## Toronto Bruce Trail Club

### Statement of operations and changes in net assets

year ended December 31, 2019

	Note	2019 Budget \$	2019 Actual \$	% Annual Budget	2018 Actual \$
<b>Revenues</b>					
Memberships	1	26,700	27,856	104%	28,747
Trail fees	1	1,500	1,697	113%	1,698
HST rebate	1	2,500	831	33%	2,239
Hike revenue (schedule 1)		67,400	72,690	108%	66,810
Events (schedule 1)		20,650	20,985	102%	20,623
Advertising		6,400	6,948	109%	6,431
Donations		3,000	3,258	109%	3,185
Annual general meeting		1,500	1,500	100%	1,500
Interest income		375	-	0%	374
		<b>130,025</b>	<b>135,765</b>	<b>104%</b>	<b>131,607</b>
<b>Expenses</b>					
Hike (schedule 1)		62,650	67,858	108%	59,218
Events (schedule 1)		19,500	17,179	88%	17,959
Newsletter					
Production		9,500	8,816	93%	9,462
Distribution		800	564	71%	726
Trail development and maintenance					
Special projects		-	2,814	-	-
Supplies		2,700	2,032	75%	1,602
Storage		1,560	1,592	102%	1,561
Equipment		115	847	737%	-
Annual general meeting		6,000	7,562	126%	6,289
Web expenses		2,000	2,074	104%	1,837
Office and general		1,300	1,231	95%	331
Biodiversity team		2,000	970	49%	-
Non-annual general meeting expenses		680	759	112%	283
Bank charges		-	256	-	282
Landowner relations		8,300	35	0%	2,710
Advertising		600	-	0%	106
Marketing - special project		500	-	0%	-
Directors' liability insurance		170	-	0%	-
Other		-	-	-	43
		<b>118,375</b>	<b>114,589</b>	<b>97%</b>	<b>102,409</b>
Excess of revenue over expenses before the undernoted		11,650	21,176	182%	29,198
Donations to the Bruce Trail Conservancy		23,000	38,258	166%	43,085
Excess of expenses over revenue for the year		<b>(11,350)</b>	<b>(17,082)</b>	<b>151%</b>	<b>(13,887)</b>
Net assets, beginning of year		58,101	58,101		71,988
<b>Net assets, end of year</b>		<b>46,751</b>	<b>41,019</b>		<b>58,101</b>

Note 1 - These items are transfers from the Bruce Trail Conservancy

**Toronto Bruce Trail Club**  
**Statement of financial position**  
as at December 31, 2019

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	<b>2019</b>	2018
	\$	\$
<b>Assets</b>		
Cash	<b>36,113</b>	40,247
Guaranteed investment certificate	-	20,000
Accounts receivable	<b>5,257</b>	5,111
Prepaid expenses	<b>4,002</b>	2,678
	<b>45,372</b>	68,036
<b>Liabilities</b>		
Accounts payable	<b>1,095</b>	1,650
Due to the Bruce Trail Conservancy	<b>3,258</b>	3,085
Deferred revenue	-	5,200
	<b>4,353</b>	9,935
<b>Net assets</b>	<b>41,019</b>	58,101
	<b>45,372</b>	68,036

**Toronto Bruce Trail Club**

**Schedule 1 - Revenue and expense details**

year ended December 31, 2019

	2019 Budget \$	2019 Actual \$	% Annual Budget	2018 Actual \$
<b>Hikes</b>				
Revenues				
Winter ski coaches	13,400	14,735	110%	10,275
Bus hikes	47,000	50,317	107%	47,403
End to end	6,000	5,720	95%	6,290
Badges	1,000	1,108	111%	1,000
Other	-	810		-
Hike leader training	-	-		1,842
	<b>67,400</b>	<b>72,690</b>		<b>66,810</b>
Expenses				
Winter ski coaches	11,300	12,772	113%	9,318
Bus hikes	42,000	48,101	115%	41,996
End to end	4,000	2,532	63%	4,008
Badges	3,000	3,042	101%	-
Hike leader training	2,000	1,145	57%	3,546
Meetup, Hike line	350	266	76%	350
	<b>62,650</b>	<b>67,858</b>		<b>59,218</b>
Net	<b>4,750</b>	<b>4,832</b>		<b>7,592</b>
<b>Events</b>				
Revenues				
Hiker initiation program	450	290	64%	433
Val David	8,200	8,240	100%	8,100
Kingston	5,500	6,040	110%	-
Peninsula	6,500	6,415	99%	6,550
Hocking Hills	-	-		5,540
	<b>20,650</b>	<b>20,985</b>		<b>20,623</b>
Expenses				
Hiker initiation program	1,600	560	35%	1,665
Val David	6,500	6,251	96%	6,126
Kingston	5,000	4,625	93%	-
Peninsula	5,000	5,067	101%	5,043
Hocking Hills	-	-		4,881
Bruce trail day	300	-	0%	244
Earth/ Biodiversity day	1,000	566	57%	-
Hike-a-thon	100	110	110%	-
	<b>19,500</b>	<b>17,179</b>		<b>17,959</b>
Net	<b>1,150</b>	<b>3,806</b>		<b>2,664</b>

## **4. Director's Reports**

### **4.1 BTC Board Director from the Toronto Club – Marlis Butcher**

Bruce Trail Conservancy (BTC) is governed by a 19-member Board of Directors (Board), elected by the BTC membership. Nine of the 19 board members are recommended for nomination by the Bruce Trail Clubs and are expected to have an affinity to one of the 9 Clubs.

The Board is accountable to BTC members to advance the BTC's Mission and Vision to secure the Bruce Trail within a permanently protected natural corridor. It is responsible for the overall governance of the organization, including oversight of Management and the effective stewardship of BTC financial resources. In general, its responsibilities are strategic in nature and focus on decisions that affect BTC's relationships and long-term sustainability, and reflect that operational decisions and activities are the responsibility of Management.

To meet their responsibilities, most board members also sit on 1 or more BTC Standing Committees: Governance, Finance and Risk, Human Resources, and Land Acquisition.

The mission: *Preserving a ribbon of wilderness, for everyone, forever.*

The vision: *The Bruce Trail secured within a permanently protected natural corridor along the Niagara Escarpment.*

In 2019 the Board hired Michael McDonald as CEO of the BTC. His business background and experience as the President of the Iroquoia Bruce Trail Club made him an ideal candidate.

Late in 2019, the BTC Board elected Leah Myers as the Chair of the Board. Her work in government relations and experience as the BTC's CEO made her well suited to this position.

To date, 68% of the Optimum Route has been secured.

The Beaver Valley Bruce Trail Club will be hosting the 2020 BTC's General Meeting on October 16. Please watch for invitations to this and other BTC events on the BTC's website: <http://brucetrail.org/>.

## 4.2 Land Stewardship/ Land Management Committee – Peter Leeney

### **Land Stewardship**

1. In the Toronto Section there are 14 properties managed or owned by the BTC. All have land stewards at present. Stewards are expected to visit and inspect their property twice a year and submit a written report once a year.
2. The most recent acquisition is the Robertson Nature Reserve near Speyside acquired in Spring of 2019.
3. I cannot say enough about the tremendous stewardship contribution by the Club's "Biodiversity Team" which is led by Sandy Gillians and Kevin Warburton. In particular, they have done a lot of work with the local 401st Scout group. In November the Scouts spent a day at the Springle Property near Limehouse cleaning out the nest boxes. They will learn how to identify and record what species of birds used the nest boxes this past summer by examining the nest material. The Cub Scouts will also collect milkweed seeds for the Beaver Scouts. We will be doing a milkweed growing project with the Beavers in early 2020. In the spring the Beavers will come out to plant their milkweed seedlings. At the Working Together Conference on November 16, 2019 Sandy and Kevin put on a workshop on how to engage youth in Conservancy activities.

### **Land Management Committee**

1. The Land Management Committee combines oversight and coordination of Landowner Relations, Trail Maintenance and Land Stewardship. In addition, the LMC is responsible for identifying and recommending properties on the Optimum Route in the Toronto Section of the Trail to the BTC Land Acquisition Committee.
2. Planning has begun for the Landowners Dinner which will take place November 14, 2020 in Georgetown.
3. We pleased that one of our members, Peter Pritchard, is now the Toronto Club representative on the BTC level **Land Acquisition Committee** (formerly known as the "Land Securement Secretariat").
4. Members of the Land Management Committee are: Marlis Butcher, David Paape, Rose-Mary Mitter, Connie Soros and Mark Pottruff, Peter Pritchard, Vlad Bosnar, Neal Stein, Paul Vanhanen, and Peter Leeney (chair).

### **4.3 Trail Maintenance – Marlis Butcher**

The Toronto Bruce Trail Club has 116 kilometers of main and side trails. These trails are divided into 54 sectors of 1.5 to 4 kilometers each. Each sector is assigned a Trail Captain to monitor and maintain it. Trail Captains trim back branches, cut grasses and weeds, repaint blazes, and submit essential Trail Status Reports 2 or more times/year. Rose Mary Mitter co-ordinates our hard-working Trail Captains:

William Hamilton, Reg & Colette Crosgrey, Brad Bennett, Veronique Habel, Neal Stein, Linda & David Noble, Peter & Gail Pritchard, Connie Soros & Mark Pottruff, Vlad Bosnar, Pat Ferris & Sara Maedel & Francis Walker, Janet McColeman, Jacques & Karen Martin, Paul Vanhanen, Adam & Katherine McCormack, Rose Mary Mitter, John Cunningham, Shimeem Al-Ayash, Matt D’Oliviera, Brian Morrell, Shawn McDonald, Lois Bastell, William Hamilton, Andre Rudnicky, Imelda & Ernie Fullante, Pamela Newson, Carmen & Don Braund, Jude & Helen Keast, David Rowney, Badar Bashir, Janet Lelievre, Angelika Sommer, Maya Bosnar-Lae, Patti Guminny, Laurent Thibault, Dave Tyson, Regine Joexen, Jennifer Mullen, Veronica Koopmans, Kevin Warburton & the Biodiversity Committee, Peter Pritchard, Kathleen Henry, and Dave Paape.

When the Trail Captains need help, there are large trees down or leaning over the trail, trails need to be rerouted, or bridges and boardwalks need repairs, other trail maintenance volunteers go to work. 49 volunteers helped with a total of **1101 hours of work**:

<b>Tasks:</b>	<b>Building &amp; Repairing Structures</b>	<b>Chain sawing</b>	<b>Mowing Grassy Trails</b>	<b>Building New Trails</b>	<b>Installing Donor Plaques</b>	<b>Misc. Other Work</b>	<b>Total</b>
<b># of Work Parties:</b>	38	25	15	11	2	27	<b>118</b>

Major projects done in 2019 included

- Rerouted the trail just west of Sixth Line, north of Milton, to comply with the new property owner’s request to keep our main trail on his property, but not on his driveway anymore. This reroute was nominated for the Bruce Trail Conservancy’s 2019 Tom East Award.
- Replaced a 32-foot-long footbridge on Conservation Halton property between Appleby Line and Campbellville Road.
- Major repairs to the steps and bridge west of Tenth Line, in Silver Creek Conservation Area.

- Major repairs to boardwalks on either side of Trafalgar Road.
- Expansion and repairs to the Donor Appreciation Plaque Garden in Pear Tree Park.
- Installed a small bench donated by Malcolm Sanderson, allowing hikers to bird watch west of Fifth Line, Limehouse.
- Started installation of donated hand-made signs to let hikers know which roads they are crossing.

Our hard-working Trail Maintenance volunteers include:

Rubbyat Nawaz, Dave Paape, Rose Mary Mittar, Laurent Thibault, Brian Heinmiller, Gail Pritchard, Peter Pritchard, Matt D'Oliviera, Adam & Katherine McCormack, Andre Rudnicky, Brad Bennett, Brian Morrell, Nick Nobile, Neal Stein, Jois Mundell, Connie Soros, John Webb, Dave Martin, Jude Keast, Martin Butcher, Margarita Kashenko, Carman Braund, John Cunningham, Peter Kahn, Paul Vanhanen, David Lloyd, John Borley, Lois Bastell, David Noble, Reg & Colette Cosgrey, Angelika Sommer, Shimeem Al-Ayash, Jacques and Karen Martin, Mark Potruff, Veronique Habel, Byron Guptil, Chris Bint, David Rowney, Klaus Truderung, Rich Pomery, Paul Ford, Ken Lawday, Sara Maedel, Ron Hagedorn, John Farquharson, and myself.

A big THANK-YOU to all our volunteers!

Marlis Butcher

Trail Director, Toronto Bruce Trail Club



#### **4.4 Halton Hills Chapter- Janet Le Lievre**

2019 marked the Halton Hills Chapter's 19<sup>th</sup> year anniversary in Halton Hills. It was founded in 2000 by Maureen Smith and is an affiliate of the Toronto Bruce Trail Club, a member of the Bruce Trail Conservancy. The Chapter was founded to provide residents of Halton Hills and members of the Conservancy with a connection to the Trail and an opportunity to participate in hikes, trail maintenance and other activities and events.

The Chapter continues to run an active hiking program for all levels this year – from shorter, beginner / family hikes, potluck picnic hikes to longer hikes for the more experienced hiker. Hikes were held most weekends throughout 2019 with turnouts ranging from 10-20 people from Acton, Georgetown, Caledon, Milton, Mississauga, Brampton, Oakville and Kitchener. The Chapter organized hikes around the Limehouse Hall Community fundraising events – the Annual Sweet Taste of Spring – Pancake breakfast as well as their Annual Corn Roast in the Fall. This is our opportunity to give back to the Limehouse Community and help support their events.

2019 was another busy year for the Chapter organizing and holding various events promoting the Bruce Trail.

Events included:

- Table Talks at the Halton EcoFest Film Festival in January and February
- Month long displays at the Halton Hills Public Library : Acton in Spring / Georgetown in Fall
- Halton Hills Sustainability Fair and Community Open House in April
- Canada Day Parade in Glen Williams
- Georgetown Farmers' Market in July
- Two-week display in Young's Pharmacy Community Showcase Window in July
- Leathertown Festival in August

The Chapter was again awarded for the 2<sup>nd</sup> year in a row a \$500 grant from the Sustainability office of the Town of Halton Hills.

Special thank you to Linda Wheaton for preparing our newsletter and to Deb Brander for updating TBTC website with our newsletter; to our hike co-ordinator and hike leader Angelika Sommer; our hike leaders Teresa Rigg, Sara Maedel, Paul Vanhanen; to Margaret Teasdale for maintaining relations with local newspaper with hike and event submissions; to Frances Walker for managing our finances and helping with administrative duties; to Don and Gloria Sargent for helping at our many promotional events.

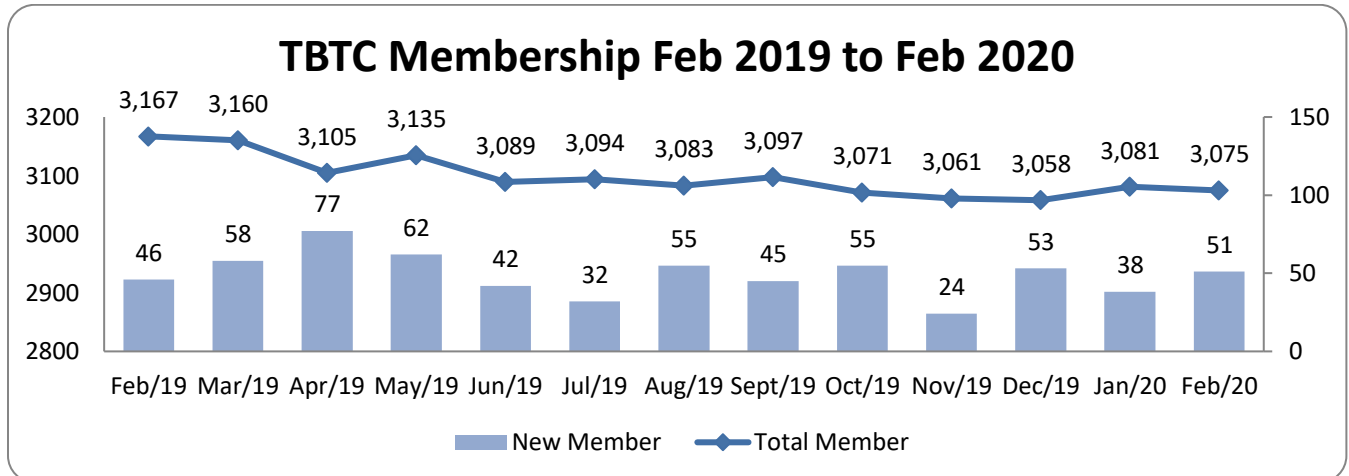
To ALL our volunteers – we couldn't do it without you! THANK YOU!

*Janet Le Lievre, Halton Hills Chapter*

## **4.5 Membership, PR and Education Director Report – Alina Lin**

### **TBTC Membership Review:**

As of Feb 2020, TBTC has 3,075 members, 3% down from Feb 2019. April and May have seen the top two new members, which might attribute to the Hiker Initiation Program hosted in April. The fluctuation of the monthly memberships reflects the dynamics among renewal, lapse and new members.



### **Promotion and Education through Digital Media:**

Multiple digital media including website, emails, E-notes, Facebook, and Meetup have been used to communicate with members and publics to promote the awareness, membership and events, and to educate on hiking programs, conservancy mandate and so on. Digital media have proved successful in reaching target audiences, increasing event participants and boosting brand awareness. Toronto Bruce Trail Club Meetup and Facebook have particularly showed their effectiveness in reaching out.

### **Toronto Bruce Trail Club Meetup:**

Members have grown to 2,723, 18% increased over the last year; among up to 75% are not members of the Bruce Trail Club, who are very promising and potential supporters of the Bruce Trail Conservancy.

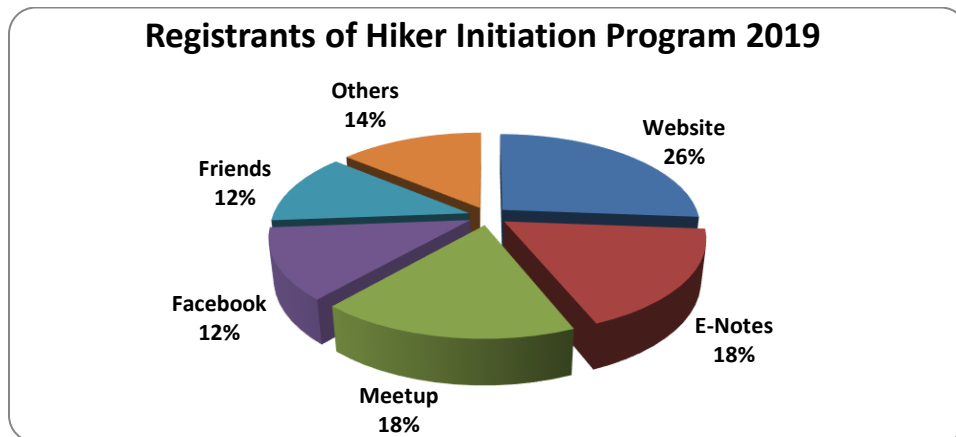
- We reached out to selected car Hike Leaders, encouraging them to or helping them post hikes(already posted on TBTC Website) on the Meetup. Hikes posted on the Meetup have seen significant increase of participants. One good example was the Oak Ridges hike Mina Kazemnia led, in which participants increased to some 30 after posting on the Meetup, comparing to a typical number of around 10 when posted only on the Website.
- In light of the global movement lighted by Greta Thunberg as well as the news that BTC being ranked as Canada’s Best Environmental Charity, we created campaign "One More Way You Can Do About the Climate Change" to promote membership to all TBTC Meetup members.

### Toronto Bruce Trail Facebook:

Constantly created content to promote the Bruce Trail and the events. Topics of Hiker Initiation Program 2019, Bruce Trail End-to-End information session, Halton Hills Chapter, TBTC End-to-End 2019 and Volunteer highlights have all together reached over 15,000 people and generated over 3,500 engagements (likes, reactions, comments & shares).

The promotion campaign for Hiker Initiation Program 2019 was a good example showing the effectiveness of TBTC Meetup and Facebook. Below are some stats highlights:

- **TBTC Facebook posts:** three posts totally reached 5,900 people and generated 1,216 engagements, among the post of the “Bruce Trail End to End Presentation in MEC” alone reached 3,500 people and generated 939 engagements;
- **TBTC Meetup posts:** 174 people signed up for the information session, MEC visits and End to End Presentation.
- **How did they learned about the event?** Among 244 program registrants, 30% learned about the event through Meetup and Facebook, see the chart below.



#### Community Education and Membership Services:

- In March 2019, we provided Bruce Trail Information Table at the Wellness Fair organized by Ivari Insurance Company. Hike Leader Larry Haigh and Ruth Zimmerman manned the table on behalf of Toronto Bruce Trail Club.
- April 17th, we held an information session on “How to Hike 890km Bruce Trail from End to End” at MEC North York store, which was well attended by over 50 people. Some participants expressed the hope that the Club could offer hike programs to help members who are not strong enough to participate the annual E2Es or who don’t drive to achieve their E2E dreams.

#### To be improved in 2020:

- Improve membership engagement, increase membership renewal rate and decrease membership lapse rate.
- Increase Bruce Trail’s exposure in the outdoor and environment community.
- Create youth program and bring more youth to the trail and conservancy.

*Thanks to volunteers Jacqueline Van Dyke, Anisa Khan, Larry Haigh, Ruth Zimmerman and Karen Hanson for having been a great support to some of the projects over the past year.*

## **4.6 Hiking Directors Report – David Royle**

### **A YEAR OF OPPORTUNITY AND GROWTH**

All members have their own individual perspectives, skills and interests.

Our commitment to personalization and honouring the unique characteristics that make us who we are, are promoted in our three Hiking Program elements: -

- We honour members voice, so we want to understand your thoughts, viewpoints and experiences.
- Equity is at the core of our beliefs and we use our resources to promote it.
- We value open, two-way dialogue with community partners.

Because we have adhered to these three elements, we have experienced an awesome year.

We did an end to end of the Bruce Trail this year! Not all at once and not organized as such, nonetheless the Club's Hike Leaders covered every kilometre of the main trail and many of the adjoining side trails. We also ventured to trails beyond the Bruce Trail: our hike leaders led weekend trips to the Rideau Trail and Val David.

Our hiking community took every opportunity to explore new places and connect with other organizations.

While it may seem that we are a hiking club, we are primarily an environmental organization which uses hiking to spread the message to **preserve a ribbon of wilderness, for everyone, forever.**

The Bruce Trail Conservancy has suggested that all the member clubs spread the environmental message on its outings, to **inspire individuals and engage them to work together to save the Niagara's Escarpment.**

A review of the hikes offered in 2020 shows just such a message was promoted by our Club.

In 2019 - 2020 the Toronto Bruce Trail Club offered its members and the community at large an extensive Hike Program. More than half of these hikes were car hikes. Often these were the most challenging of outings, being on average longer, harder and faster, and they covered more parts of the trail than our other two types of hikes.

For those who wished to stay close to home, we hiked **over 90 times** within the City of Toronto or areas nearby which were accessible by public transit. These hikes were very popular, and we are proud of the success of this achievement. Two of these hikes each had more than eighty people!

This is a formidable task for the hike leaders involved! This is an important part of our program and draws a higher proportion of people who are not currently members but might become so.

There were 8 winter bus coach outings for those wishing to cross country ski or snowshoe and a weekend trip to Val David. These were organized so that different ski areas were visited.

## **DIVERSITY IS OUR STRENGTH**

We took part in programs to promote diversity within our Club. We continue to host a **Hike Initiation Program** which draws over 200 participants for the initial evening at the Council Chambers.

We have been be involved with the **Centre for Immigrant & Community Services CICS** in the City of Toronto in developing a program to promote fitness through walking for new immigrants from China. The Club was approached by the administrator of the CICS hiking group to support their hiking program. We are privileged to share with others the joy of hiking.

The Toronto Bruce Trail Club could not accomplish what we do, **without the extraordinary efforts of our hike leaders.**

The Club has about 90 active leaders. Some lead many hikes, others only a few. But each brings a unique perspective to their outings. Without their dedication there would be no organized hiking program, no laughter on the trail, no camaraderie of the day. We certainly owe them our thanks.

Particular note is made of our **Toronto End to End** which is organized by Jacqueline Van Dyke.

This year the Club will host a two-day **Hike Leader Training Program at the MEC North York store, one of our valued community partners.**

An **Apprenticeship Hike Leader Training Program** is prepared following the two-day training.

Led by our Hike Leader Training Committee consisting of Wayne Crockett, Jacqueline Van Dyke, Magdalena Vander Kooy, Peter Leeney, Brenda Menezes and Charles Whitlock the Hike Leader and Apprenticeship Training has drawn critical acclaim. Each year many enter the training program, often fewer than half complete. Preparation for the 2020 Hike Leader Training program has been extensive and of a very high standard of excellence.

**David Royle** Hiking Director and Vice President

#### **4.7 Volunteer Co-ordinator Report -Graham Allen**

Volunteerism is a key aspect of the club and ranges from hike leaders to Board of Directors to Land Stewards to Trail Maintenance, committee members and other numerous volunteers. To paraphrase, “There would be no TBTC without volunteers.”

The Volunteer Coordinator’s role is to match interested volunteers with those areas of the club requiring volunteers.

Over the last four years the role has evolved to one that is more targeted. We are doing this by actively seeking volunteers that meet the requirements of the Toronto Club. We have worked more closely with the BTC to advertise our volunteer requirements, which this year included Trail Captains, Board Directors and new hike leaders. TBTC continues to seek younger and more diverse Board Members to better represent its membership and to develop a Board succession plan.

The Toronto Club was well represented at the BTC’s Toronto Outdoor Adventure Show and the Green Living Show Booths. The former is well attended and results in many new and some renewing members. The BTC has decided to discontinue participating in the Green Living Show due to limited results.

We welcomed Juliet Williams as the new Special Events Coordinator; she is making her presence felt by helping to organize the AGM. Due to competing priorities and new Directors we did not participate in Bruce Trail Day. We also rescheduled our bi-annual Landowners Appreciation Dinner to this November.

The club was well represented by a number of Directors and other volunteers at the biannual one-day BTC Working Together Conference in November. Working Together is an opportunity for Club and BTC volunteers to share ideas, collaborate on projects and plan for future activities.

The 2019 recipient of the **Nina Carlisle Award** was Barbara Euler. The award is given to a longstanding volunteer of at least five years who is or has been actively involved in the Toronto Bruce Trail Club.

The winner of the 2019 **Todd Bardes Award** was Thomas Swales. The award was created in memory of Todd Bardes, TBTC past president, to acknowledge the contribution of a volunteer over the shorter term – the last two or three years.

Thank you to all the TBTC Volunteers.



## **4.8 Communications Director Report - Orest Nahacziwec**

### LOOKING BACK

A lot has changed in the past year. For that matter a lot has changed in just the past month, hasn't it?

Toronto Bruce Trail Club is doing its part for conservancy by having discontinued Footnotes as a paper-based newsletter being distributed through the postal system.

When the digital age dawned upon us, we added E-Notes and a website to our toolkit. It is now clear that these tools are more efficient and timelier than a paper-based quarterly newsletter, and we have shifted to using them as our primary modes of communication.

### LOOKING FORWARD

We know that changes aren't permanent... but change is. A greater reliance on technology has brought about a need to update and enhance our website. Under the hood it is actually an amalgamation of three distinct systems. Various parts of these systems have fallen behind the current technological standards.

What's in store for 2020 is bringing our critical components together to merge them into a single system which meets the needs of members, hiking community, hike leaders, sponsors, and also act as our face to the public.

Step by step we move into the future.

Orest Nahacziwec

## **5.0 Nominating Committee Report – John Grandy**

The Nominating Committee recommends the following new directors, voted onto the board at the April 14, 2020 board meeting, subject to confirmation at our AGM:

David Rowney - Communications  
Matt D'Oliveira - Land Stewardship  
Margaret Corner - Treasurer  
Mario Rigby - member at large

I note that Juliet Williams, approved as a director at a previous meeting, also needs to be confirmed at the AGM.

We also recommend that the board accept the resignations of Natalia Svechnikova and Sarah-Louise Quig.

I would like to thank the members of the nominating committee, as well as other board members, for their efforts in identifying new directors.

Regarding myself, I intend to remain on the board until the AGM, provided that a meeting will be held this year. Otherwise, my resignation from the board is effective immediately.