

# Stowe Mountain Bike Club 2016 Annual Meeting

Thanks for joining us.



# Tonight's Agenda:

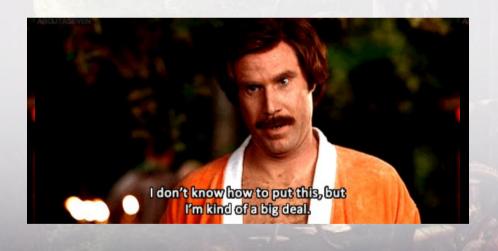
- A few quick intros
- 2015 Accomplishments
- SMBC Budget
- What's in store for 2016
- Stuff to make you feel good about being a mountain biker



- SMBC Board of Directors
  - Drew Clymer: President
  - Deb Martin: Treasurer
  - Frank Foti: Secretary
  - Leslie Gauff
  - Roger Murphy
  - Lucy Neresian
  - Jesse Goldfine
  - Erik Timmerman



### 2016: Full-time Director





### 2016: Full-time Director

### My background:

- -Environmental law and policy
- -Ten(ish) years in consulting and project management
- -Started mountain biking when spandex and toes clips were cool



#### So what does Evan do as Executive Director?

- Through rigorous product testing, ensure Stowe's beer culture is up to snuff.
- Chase KOM's and PR's, bro.
- Argue over wheelsizes on Pinkbike.





- SMBC has grown from a group of MTB enthusiasts into a mountain bike trails stewardship and advocacy organization, managing over 30 miles of trails on public and private land.
  - Build relationships in Town of Stowe and beyond to ensure long term sustainability and consistent expansion of Stowe's MTB trails.
  - Help people understand the value of Stowe's trails.



- SMBC has grown from a group of MTB enthusiasts into a mountain bike trails stewardship and advocacy organization, managing over 30 miles of trails on public and private land.
  - Secure funding for trail maintenance and construction.
  - Work with landowners to protect existing trails and secure corridors to new trails.



- SMBC has grown from a group of MTB enthusiasts into a mountain bike trails stewardship and advocacy organization, managing over 30 miles of trails on public and private land.
  - Learn:
    - What can SMBC do better?
      - Are we working in the best interst of the membership?
    - Study analogous cases around the country



- Strategic Planning
  - 2016 and beyond
  - Five year trails plan
- Manage daily operations
  - Social media, marketing, reporting, etc.
- Fundraising (more trails)
- Communications, outreach, advocacy

# 2015(ish) Accomplishments:

- Doubled membership:
  - 2013: 309 Members
  - 2015: 700+ Members
- Corporate Sponsorship Program:
  - 2014 Participants: 18
  - 2015 Participants: 44
- Secured \$10k Funding from Stowe for Trail Maintenance

# 2015(ish) Accomplishments:

- Joined VMBA
- Developed a strategic plan
- Trail Work Wednesdays
- New trails:
  - Sap Bucket and Bridgey
    - Part of a long term plan for a wetweather loop



# 2015 By The Numbers

• Total Income: ~ \$74,000



# 2015 By The Numbers

Total Expenses: ~ \$69,000



#### Support businesses that support MTB

- Copley Hospital
- Piecasso
- Central VT Medical Center
- Sisler Builders
- Trapp Family Lodge
- Stowe Motel
- Stowe Mountain Resort
- AJ's Ski & Sports
- Sushi Yoshi
- Stoweflake
- Mansfield Cyclesm/Mtn Ops
- ARFA Property Mgmt
- Coldwell Banker Carlson RE
- Elmore Mtn Farm
- The Round Hearth at Stowe
- Dave Couch Signs
- Rimrock's Tavern
- Personalized PT

The Blue Donkey **Green Mountain Ortho Surgery Commodities Natural Market** The Sugarman of Vermont MTBVT.com Commodores Inn Sun & Ski / Stowe Bowl Shaw's General Store **Alchemist Golden Eagle Resort Topnotch Resort Town & Country Resort Stowe Family Dentistry Academy Mortgage Cactus Cafe** iRide

**Lamoille Valley Ford** 

**Union Bank** 



#### Support businesses that support MTB

- Union Bank
- PAR Springer Miller
- Mike Hitelman Photography
- Concept 2
- Stowe Hardware
- The Bench
- Mountain Road Resort
- Smuggler's Notch Resort
- Plate
- Volansky Studio
- Willie's Auto Village
- Brass Lantern Inn



#### Support businesses that support MTB

# When you see this sticker, start shoppin'...



# What's New for 2016?

SMBC Mission Statement:

Old: To cultivate a vibrant mountain bike culture with a world class trail network, supported by and engaged with the local community.



# What's New for 2016?

SMBC Mission Statement:

New: to partner with the community in building and maintaining a world class trail network.



- SMBC is now a VMBA Chapter
  - SMBC + VMBA = Rad.
    - Part of a state-wide advocacy movement
    - Increased member benefits
    - Trapp's Add-on
    - Good karma



- Formalized Strategic Plan
  - Not a static document
  - Available on the SMBC website
  - Outlines:
    - Trail initiatives
    - Access agreements
    - Initiatives to get more locals on bikes
    - SMBC "rebranding" in 2017



- More/Better Trail Maintenance
  - Hardy Avery and Sustainable Trailworks will be maintaining all trails on town land in 2016.
    - Major focus areas:
      - Bear's Upgrades/Updates
      - Schween Haus Loops repairs and reroutes
      - Lauren's Loops
      - Other repairs/maintenance as needed throughout network



- More/Better Trail Maintenance
  - Hardy and his crew will also be leading volunteer trail work days throughout the season.
    - April 16
    - April 30
    - May 14 (Spring Trail Work Day)
    - May 28
    - More throughout the season



- More/Better Trail Maintenance
  - Trails on private land are beyond the scope of Sustainable Trailworks' contract with SMBC.





### Speaking of Private Property...

- Strawberry Hill Farm Trails:
  - Use of these trails is very much a privilege, not a right.
    - The value of our ability to use these trails cannot be understated.
  - Access is based on an informal, year-to-year agreement.
  - Continued access hinges upon riders respecting the property and owners' wishes.



### Speaking of Private Property...

- Strawberry Hill Farm Trails:
  - Fields are off limits.
  - Stay on the trails and off the road after Car Wash
  - If Cady Hill is closed, Strawberry Hill Farm is closed.



### Speaking of Private Property...

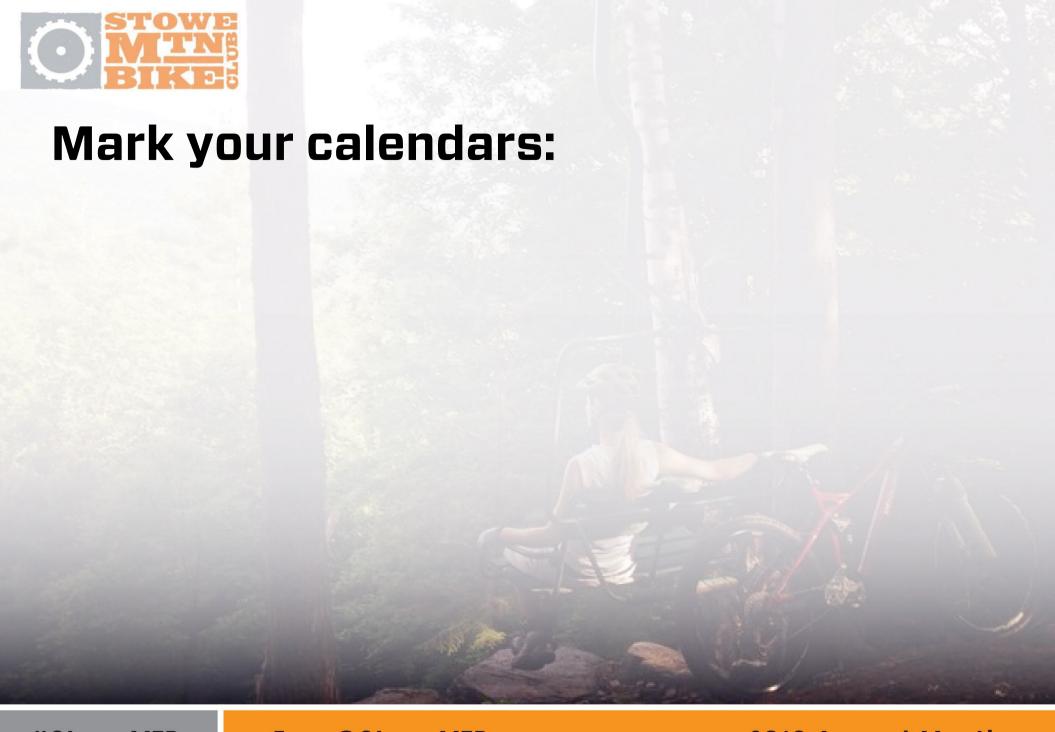
- Strawberry Hill Farm Trails:
  - Seasonal access ends when hunting season begins.
  - Parking for these trails at Stowe High School only
    - NOT via Meadows Lane (near Gables Inn)



#### Dylan Conte Sponsorship

- SMBC assisting Dylan with entry fees, travel expenses, etc.
- Check out Dylan's schedule:
  - Rootsandrain.com/ dylanconte







- Trail WorkWednesdays
  - Starting next week,
    4/13, 5:30 p.m.
  - We'll focus on a different area each week.





- Spring Kickoff Party!
  - Thursday 4/21,
    6:30 p.m.
    Rimrock's Tavern
  - Kinda like this meeting but with more beer and less Power Point.





- Spring Trail
  Work Day
  - Saturday 5/14,
    8:30 a.m., Stowe
    Bowl
  - Rations to be dispensed upon completion of all trail work.





- B3 Festival
  - June 10 12
  - Party starts Friday with Critical Mass ride and Pub Crawl.
  - Be responsible if you choose to imbibe. Seriously.





- Leaf Blower
  - October 9
  - Epic group rides, best trail snacks ever, post-ride bbq, etc.
  - #bestdayoftheyear





- Uberwintern 2017
  - MTBVT's event, "hosted by SMBC".
    - Thanks Thibault!
  - Don't knock it till you try it.
    - Just sayin'.







Because we love mountain biking;





- Because we love mountain biking;
- Because we love this community.



- The social and communal value of trails and mountain biking;
- Mountain biking's role as an economic driver (especially after such a challenging winter).



- Organizational balance:
  - Remain true to our roots, supporting the core values of what built these trails
  - Attract new riders, family/beginner friendly trails.
    - Bring out-of-state dollars to town.
    - Opportunity to bring business to Stowe doesn't mean selling our souls.



- Our duty as riders and members:
  - Recognize the value of these trails beyond their intended use.
  - Trails as community resource, trails as a commercial resource.
    - Greater than the sum of their parts.

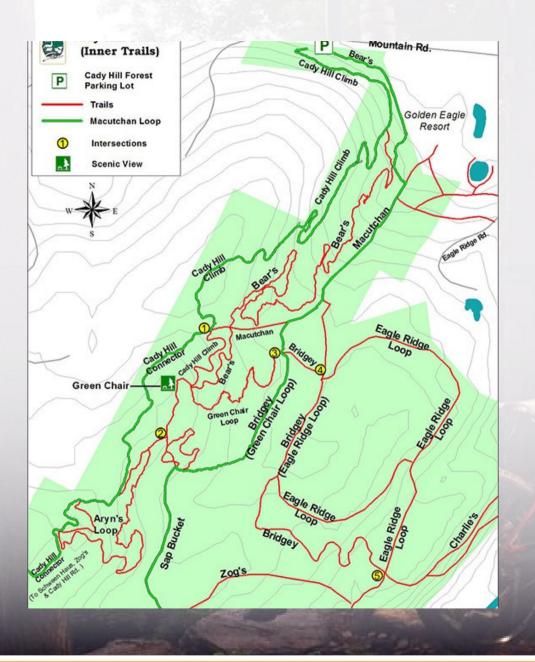




# How do we get there?

- New trails. Duh.
  - Secure funding for new trails in Cady Hill Forest
    - Wait, what? More trails in Cady Hill Forest? C'moooooon!!
      - ! Beginner friendly
      - ! Advanced/progression elements.
        - » Need dinero.







# How do we get there?

- Other new trail potential:
  - "Secret Menu" trails
    - Sanctioned trails, but not necessarily mapped
    - Work with Hardy Avery and Stowe Land Trust, as well as Tom Jackman at the Town of Stowe to identify areas ripe for the picking.



#### **Additional 2016 Goals**

- Secure grant funding for more trails
- Work with private land owners, VMBA, other local chapters to start connecting trail pods
- Get more people on bikes
- Define the future of SMBC with more input from the general membership.



# What can YOU do?

- Buy a membership
- Get involved
- Social Medial: like, share, yolo, OMG, whatever.
- Volunteer
- Feedback



# In closing...

- You are the Stowe Mountain Bike Club.
- Step up, get involved, ride your damn bike.

Peace out.