



Stowe Mountain Bike Club 2016 Annual Meeting

Thanks for joining us.

#StoweMTB

Evan@StoweMTB.org

2016 Annual Meeting



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.





Ok, seriously.

- **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.**



Ok, seriously.

- **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.**

Ok, seriously.

- **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 interest of the membership?**
 - **Study analogous cases around the country**



Ok, seriously.

- **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 wet-weather loop**



2015 By The Numbers

- **Total Income: ~ \$74,000**



2015 By The Numbers

- **Total Expenses: ~ \$69,000**



Support businesses that support MTB

- Copley Hospital
- Picasso
- 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.

Other New Stuff

- **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**



Other New Stuff

- **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**

Other New Stuff

- **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**

Other New Stuff

- **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**

Other New Stuff

- **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**





Mark your calendars:

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Mark your calendars:

- **Trail Work
Wednesdays**

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



Mark your calendars:

- **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.**



Mark your calendars:

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



Mark your calendars:

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



Mark your calendars:

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



Mark your calendars:

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





So...why are we here?

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So...why are we here?

- **Because we love mountain biking;**



So...why are we here?

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

So...why are we here?

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

So...why are we here?

- **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.**

So...why are we here?

- **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?

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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.**