

**Caledon Hills Bruce Trail Club Annual General Meeting
Reports from the Board of Directors**

April 9, 2017

President's Report	<i>Bob Ferguson</i>
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The past year has a very active one for our Club and the reports from the Directors and Support Volunteers will highlight the many activities and accomplishments.

I continue to be impressed with the level of commitment and interest from the many volunteers who make our Club a success. Six times a year the Club Directors and Support Volunteers meet to review progress and make decisions about Club activities. There is a great deal of experience and knowledge with our volunteer board members, and we have been fortunate to have some new people join the group. This adds a fresh approach and together with experience of others makes me realize how fortunate we are to have this group of 20+ people leading the way.

Hamish Duthie leaving his role as Land Steward Director. Hamish has been in this position since 2013 has done an outstanding job developing the team of Land Stewards who capably ensure the effective management of the 18 properties and easements in the Caledon Hills section of the Trail. Hamish has recommended that two people are needed to replace him since the role and workload has expanded considerably. **Gary Hall** and **Ted Stephenson** have stepped forward and hope to become part of the club executive. A big THANK YOU to Hamish and welcome to Gary and Ted.

Marg Bonk has announced that she is resigning from her role as Secretary to pursue other personal commitments. We will certainly miss Marg as part of the board and the good news is that she will continue to be a volunteer at various club events.

Heidi Bischof attended last year's AGM and immediately got involved with the Club website. Since then Heidi has worked with David Lamb to upgrade the website and with a fresh new appearance and content. Heidi has initiated a regular blog with interesting news that I encourage other Members to register to receive as emails.

Christine Elliott approached the board with a proposal to try Instagram to spread Club news. After a pilot of this new tool over last summer, the board unanimously approved a Club presence on Instagram. Christine has since become the Social Media Coordinator which includes FaceBook and Intstagram. The intent is to increase awareness of the Trail and our Club using alternative channels to complement our traditional E-News and website methods.

Emily Stitt has started working with Carol Sheppard on Land Owner Relations giving much needed additional support to this portfolio.

Jean Kerins stepped forward to take on the Caledon Comment Editor role, especially important as we consider the future of Caledon Comment as part of club communications. Jean has continued to handle the Badlands file and advises that work on the new parking lot has started while the Trail has been temporarily rerouted in the area.

Marisa Jokelainen coordinated a group of volunteers for a very successful Bruce Trail Day on October 2, 2015. The venue was moved to Glen Haffy conservation area and this worked well. This year's Bruce Trail is October 1, 2017.

Earth Day is Saturday, April 22, 2017 and Jean is coordinating some special activities including tree planting, environmental clean-up, installing bird houses and a sign unveiling. We hope to attract members of the public to help increase awareness of the Trail and our Club. The BTC 50th anniversary celebration is being marked by a special baton which is being passed along the Trail starting April 1 in Niagara until June 10 celebration event at Tobermory. Our Club's time for the baton starts on Earth Day through April 29. Members are encouraged to participate to move the baton along the 72 km of Trail.

Perhaps the most significant achievement for our Club is reaching the \$100,000 total donation level this year through a \$15,000 donation. This is the cumulative level of many years of donations and is a major achievement towards the goal of securing the Trail forever.

Many thanks to the board directors and support volunteers for a fantastic year!

BTC Director's Report	<i>David Lamb</i>
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As a member of the Caledon Hills Bruce Trail Club Board of Directors and also a member of the Bruce Trail Conservancy Board of Directors I play a unique role in keeping the Caledon Hills Club updated on the latest initiatives that are being undertaken by the Conservancy. In addition, I am also able to provide input to the Conservancy on the activities of the Caledon Hills Club and ensure that the interests of the club are understood at the Conservancy. The Conservancy has five regularly scheduled Board Meetings and the AGM plus numerous committee meetings.

In conjunction with the BTC Board meetings, there is also a Club Communications Committee meeting which includes representatives from the nine BTC clubs. These meetings allow for a free exchange of information across the clubs. As an example, a review of the best practices for recording and storing of club Meeting Minutes is currently underway. When complete this information will be circulated to all the clubs. In another example, there is discussion on how clubs are planning to distribute newsletters in the future and how will social media impact this as more and more people rely on the internet for their communications.

As part of the BTC Board, there are opportunities to support the broader organization through involvement in their committees. Currently I am the Chair of the Risk Committee. The role of this committee is to systematically perform risk assessments on all aspects of the BTC and to

help develop mitigation strategies to reduce these risks and their potential impact on the Conservancy and their clubs.

Hike Coordinator's Report

Marilyn Ross

Hiking

Thank you again to all the hike leaders as they provide such a valuable service to us all with their hikes which includes the planning, prehike and preparations.

The Bed and Breakfast hikes are being offered again this year with new hike leaders. If you are interested in leading hikes for these popular two day hikes please let Louise Carberry or myself know. With a variety of hike leaders for these, we will continue to be able to offer varied hiking further from home.

Hike Listings

In the Summer Caledon Comment the hike listings will be abbreviated to give the date, section, location and map number as well as the type of hike: car shuttle or loop, distance, pace and terrain.

Example: Sat June 4: Caledon section, Hockley Rd to Mono Rd, Map 18/19, 11km shuttle hike, moderate terrain and medium pace.

Hikes will start at 9:30 am unless stated otherwise, no dogs on the trail unless stated otherwise and refreshment stop is included unless stated otherwise.

The full hike listings will be on the web site as well as any recent changes.

Student hiking program

Our club provides the opportunity for teachers in the area to contact us with their interest in hiking the trail and introducing their students to the outdoors as part of their current curriculum. The Club will provide hike leaders, and from the support of the Gosling Foundation, bus transportation to and from the hike. Enthusiastic teachers provide goals for their class so that it fits into what the class is currently working on. Students can also earn a badge designed specifically for students by the students from Belfountain PS.

Badges

The second in the series of Wildflower Badges has arrived and is ready to be handed out for those who complete Caledon's End to End hikes.

To celebrate Canada's 150th birthday, the Caledon Club has developed five Historical hikes in our section. Hikers will receive a badge with Canada's 150th birthday logo on it after completing the required hikes along with the required photographs.

Tuesday Hike Co-Ordinator's Report

<i>Rob Martin</i>

- the 2016 Tuesday Hikers Loonie Fund finished at \$846 which has been forwarded to the Bruce Trail Conservancy

• some highlights from the just finished year

- average weekly attendance was 18 which is up slightly from last year
- hot and dry summer weather kept the numbers low but the beautiful fall weather saw weekly attendance in the mid 20s with a couple of Tuesdays numbering in the low 30s
- from the hike waiver forms virtually all the participants are listed as BTC members
- new hikers continue to show up and additions to the Tuesday Hikers group email list are also up
- thanks to the hike leaders who planned hikes and to those who filled in openings in the schedule we were able to offer a Tuesday hike all year round (except for the Christmas holidays)
- new hike leaders are beginning to come on board

Fall Colours End-to-End Report

<i>Peter Leeney</i>

Report on Fall Colours end-to-end – 2016:

Thanksgiving weekend the weather was excellent and the event was very successful. While the end-to-end is not designed primarily as a "fund-raiser" we enjoyed a "surplus" of about \$1700.

Total registrations – 129 (some people come for just 1 or 2 days) 2-day badges awarded – 36 3-day badges awarded – 27

My impression is that this year we had a somewhat younger group of people taking part.

About 10-12 people could not be accommodated for the 3-day group but I believe we should hold the line on the number of participants each day to about 100 — that is one bus that makes two trips — primarily to keep the duties of checkpoint volunteers reasonable. [SEP]

Next year we will have more explicit rules requiring hikers to discontinue their odyssey if it gets too late in the day. [SEP]

My thanks to all of the checkpoint volunteers and especially Joan Richard for looking after things on Monday (when all the excitement happened). [SEP]

Sat Oct 8 Hockley Road 5th Line [SEP] Tai Chi Centre 7th Line Innis Lake Rd Sweep

Sun Oct 9 Forks of the Credit Willoughby Rd Heart Lake Rd Innis Lake Rd

Mon Oct 10 Escarpment Sideroad Coolihan's Rd [SEP] Tai Chi Centre Sweep

Peter Leeney Convener.

Franca De Angelis and Fred Nix [SEP] Dave & Sally Moule [SEP] Jean Kerins, Judy Leeney, Claire Devlin Sharon Kerr, Jean Trask [SEP] Louise Carberry [SEP] Fred Douglas (for Saturday and Sunday)

Colleen Darrell [SEP] Brenda Egget [SEP] Heidi Bischof, Nina Carlisle Irmgard Richter & Trevor Stock

Barbara Forster, Marg Bonk John & Carol Maxwell [SEP] Bob & Gail Douglas [SEP] Gary Hall

Landowner Relations Report

<i>Carol Sheppard</i>

Landowner Relations is running along just fine.

The biggest news this year is that I finely have some help in my new volunteer Emily Stitt. She is also helping with *Land Stewardship* as well.

Emily is taking the lead on familiarizing herself with Bruce Trail's Google Drive. It's a cloud base storage area with built in programs such as databases, spread sheets and word processing. It will enable club volunteers to share information, collaborate on tasks and update information such as landowner data instantly with head office.

Since I am so busy, the task required a bit of dedication to learn how to use the Drive and programs, iron out a few bugs with head office and meet a few times to get the data input working.

We have met 3 times now to get discuss the data changeover method. Emily has made numerous phone calls and emails to Adam, Laura and Scott at head office with questions and ideas. She has

even attended the LOR workshop given by Hike Ontario on March 9th.

I believe Caledon will be the first club to really get an understanding of this new way to enter and maintain landowner data.

I'm thankful to have such enthusiastic help.

Trail Coordinator's Report

<i>Joan Richard</i>

As the hiking season ramps up again, our trail team is also taking to the trails to check out their sections.

Since last year's AGM, we've had several small work parties mostly organized and led by one of our four quadrant leaders to do repairs, upgrades and small re-routes.

Two changes to the main trail have occurred in response to renovations being made by landowners. In particular, the route around the Badlands is temporarily on Boston Mills Road to avoid construction on Olde Baseline. The other change is in Forks of the Credit Park. Details of re-routes are always available on the BTC website.

Last year's statistics speak to the commitment of our volunteers:

Hours by trail captains: 985;

Hours by work parties: 729.

We have had some new volunteers join the team, especially in the role of trail captain. Our club is fortunate to have a good base of volunteer trail workers. We are always happy to welcome newcomers to learn the ropes and pass the torch.

Land Stewardship Director's Report

<i>Hamish Duthie</i>

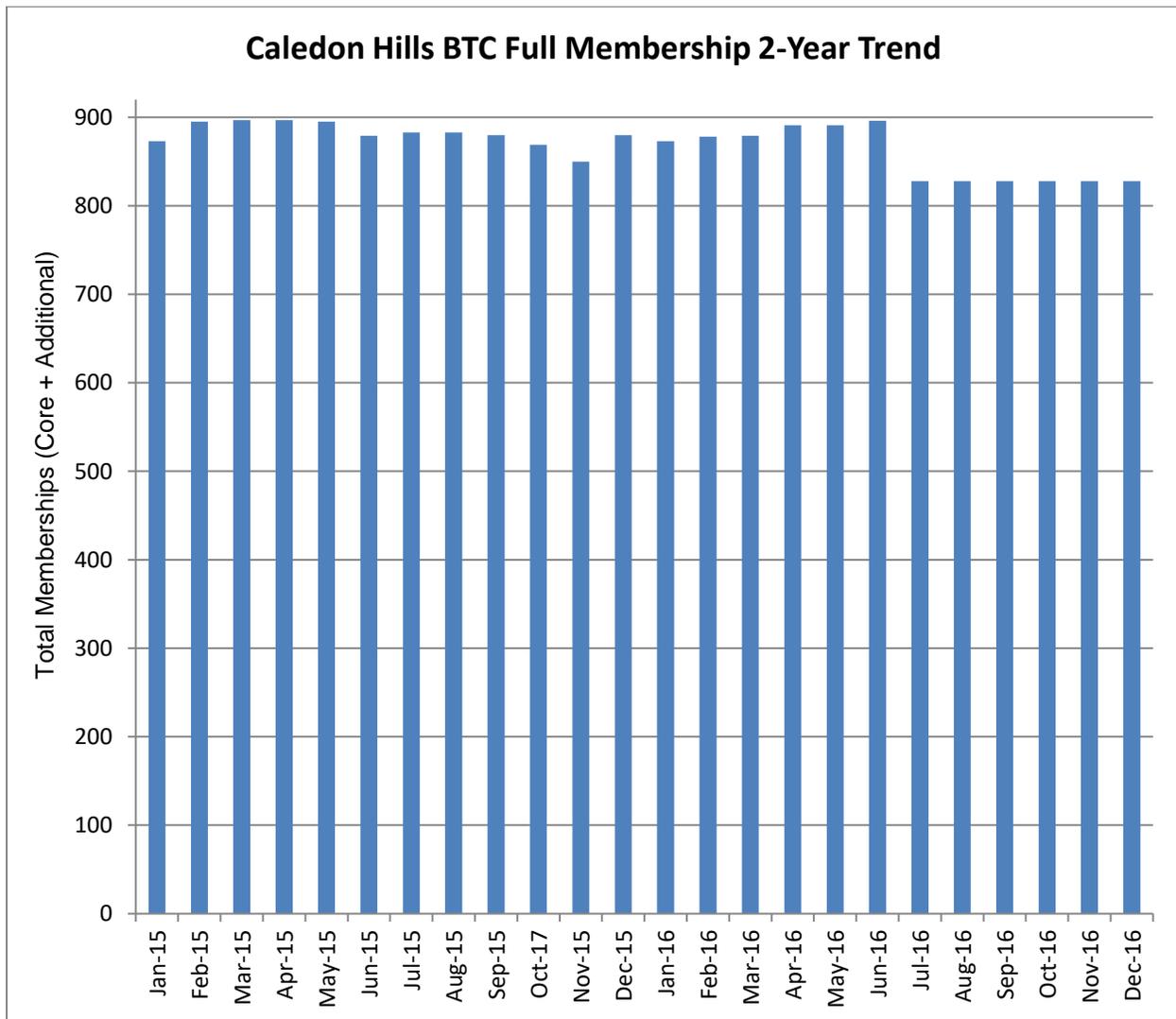
1. Caledon manages 18 properties. One (Moule/Cohen) is an easement, and two properties, Songbird (Airport Road) and West Forks (Forks of the Credit) do not have any Main Trail on them. Songbird has a Side Trail not connected to the Main Trail. (Note that BTC owned or managed properties are identified by special shading in the *Bruce Trail Reference*.)
2. I received no reports from land stewards of encroachment over the winter, or of unauthorized snowmobile or ATV incursions.
3. I am stepping down this spring as LSD after nearly five years in this position.
4. There are three immediate tasks facing the incoming LSD(s) this spring:
 - a. Check the boundary posts for the Songbird property. The land steward for this property took a leave of absence last year and I completed the Annual Monitoring Report myself. In doing this I noted the construction of a house on the severed NE corner of the property, but could not locate the BTC Property signs.

- b. Two BTC boundary posts for the newly acquired Galbraith Property (Airport Road/Hockley Road) were ploughed over last year. Brian Popelier has offered the use of a metal detector to find them.
 - c. Land Steward Jim Garrow was unable to find some of the surveyed boundary markers for the Halbert Property (Hockley Heights Side Trail). These should be located and the BTC property markers posted for this new property.
5. A tree planting is scheduled as part of the Caledon Club's Earth Day Celebration on April 22. 100 trees will be planted in the Gosling Forest (Laing property) and the adjacent Struck property. The trees are being very kindly donated by Somerville Nurseries.
 6. I wish to thank all Caledon Land Stewards, past and present, for their dedication and diligence during my tenure as Land Steward Director.

Hamish Duthie, Land Steward Director for Caledon Hills BTC, 2013 – 2017.

Total Membership

Summary of 2015 and 2016 membership numbers

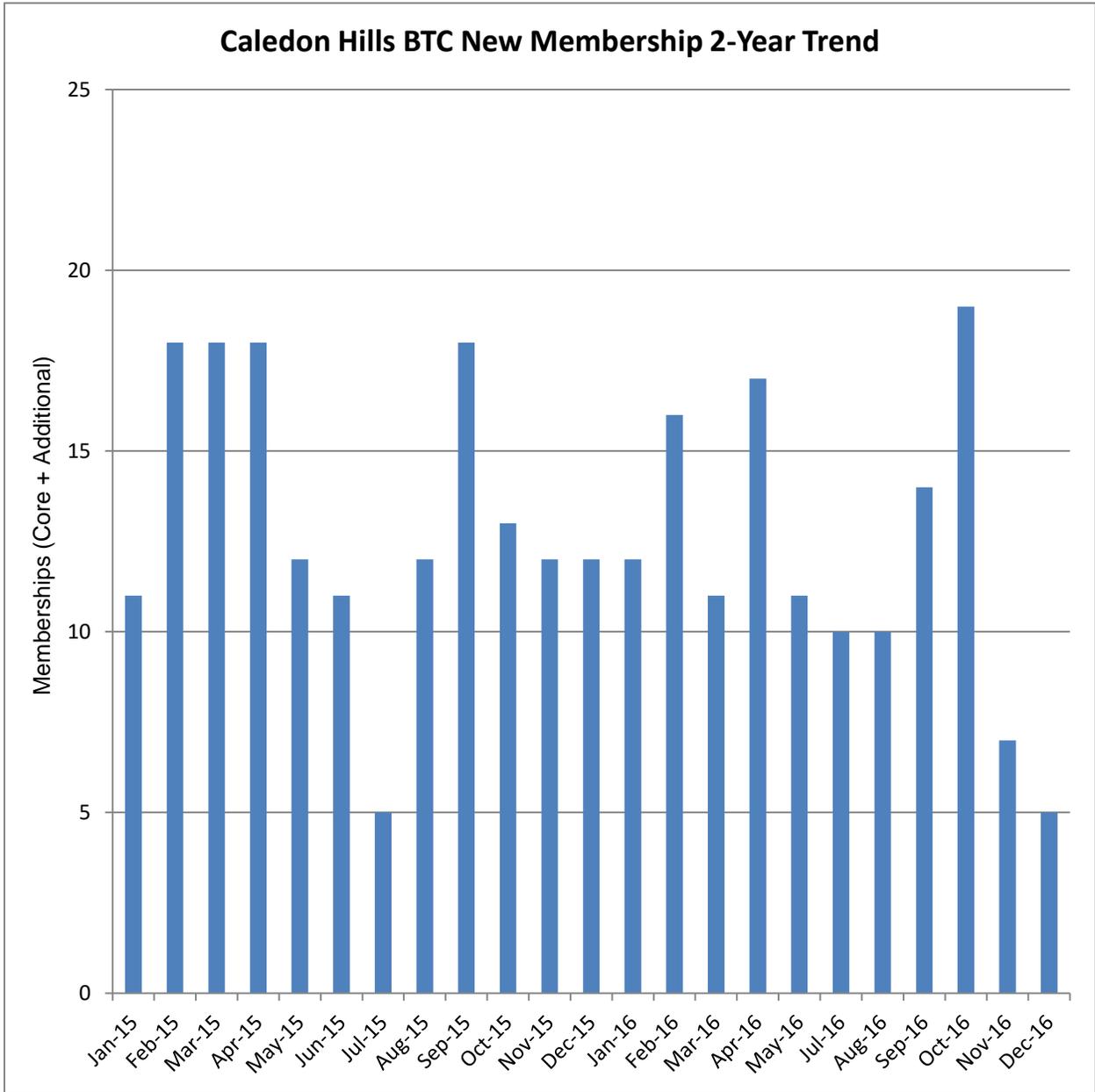


CHBTC started 2016 with 873 members. Over the year, this managed to increase to 897 in the spring. While the membership numbers remained steady throughout the summer a decline has occurred in the fall. The total of 828 members (as of December 2016) does not include an additional 10 honorary members.

Another interesting note, members are increasingly opting for automatic renewal of their memberships. As of the end of December 2016, 156 of our 828 members had signed up for automatic renewal.

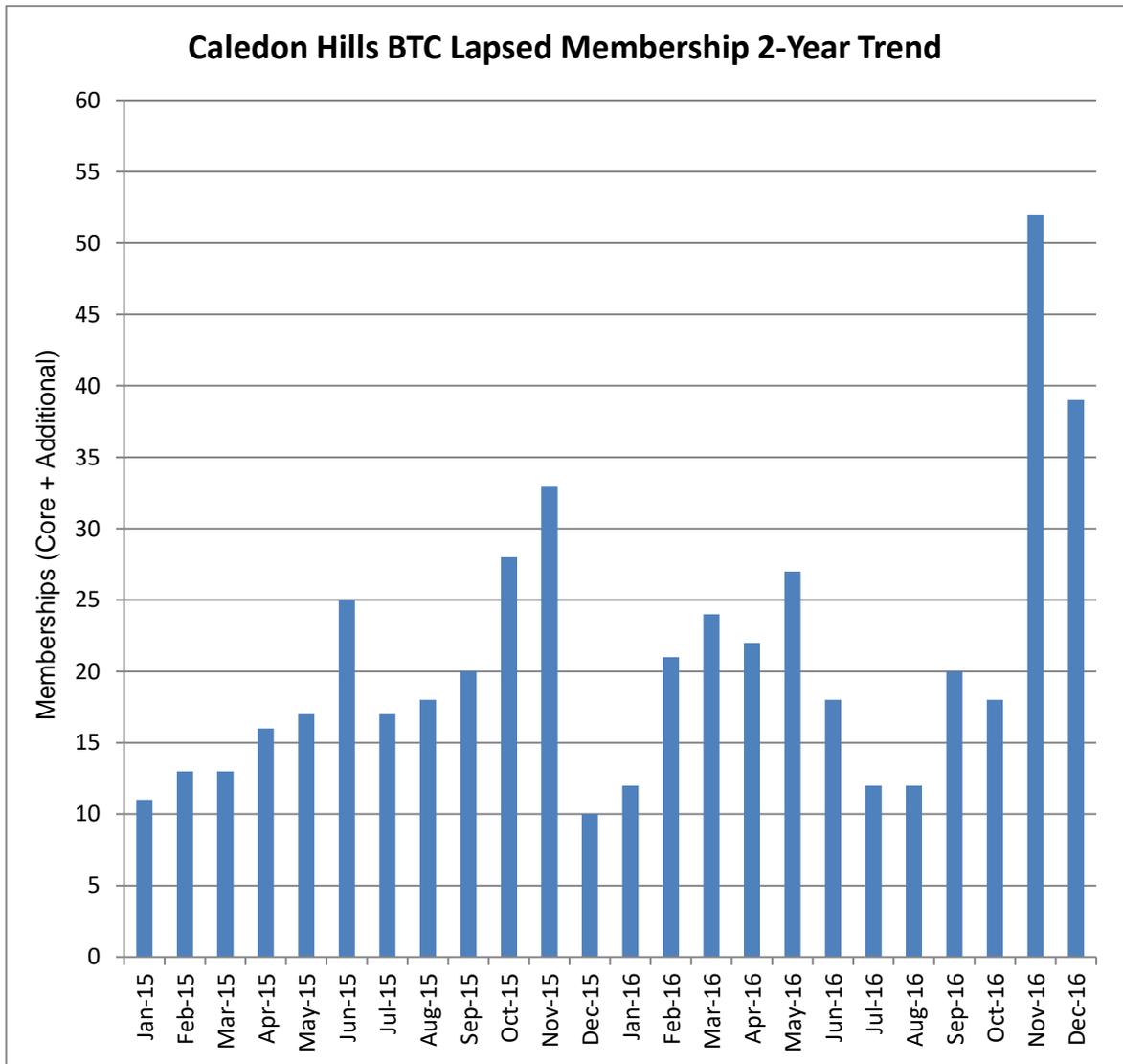
New Membership

Summary of 2015 and 2016 New membership numbers



Lapsed Membership

Summary of 2015 and 2016 Lapsed membership numbers



Keeping Our Members

The club does a number of things to connect to and keep our members. These include:

- letters to members whose membership is expiring for the first time to thank them for their membership support, remind them of the things that CHBTC does with the support of their membership, and to let them know about upcoming activities and club programs
- emails to all other members about 1 month prior to membership expiry, to let them know that the club values their continuing support and directing them to the BTC on-line membership renewal link.

Sally Ker, Membership Coordinator

Publicity Director's Report*Louise Carberry*

- Participated in the Orangeville Farmer's Market on Saturday, June 18th, 2016 with tent/displays/membership pamphlets and merchandise for sale. Estimated 75 - 100 contacts made with the public. Good response to our club activities.
- Slide show and presentation made to the students at Spencer Avenue Elementary School, in Orangeville in preparation of hiking day with the Grade 4/5 students. Membership pamphlets given to each student to take home to parents.
- Continue to supply libraries, local general stores, visitor centre with the BTC Membership brochure.
- Assist with BTC outreach booth at the Green Living Show, April 2016
- Notify local papers of club activities - Caledon Citizien consistently attends events and reports on our club activities - notably attending Bruce Trail Day, in October 2016. In the Hills Magazine has our Earth Day Event on April 22nd highlighted in the Spring Edition, 2017.
- Organizing outreach booth at Bruce Trail Day in October, 2017 with merchandise, and membership information.
- Developed a Pamphlet specifically for the Caledon Club, listing our social media profiles, scenic/historical landmarks, and general outline of club activities which will be distributed to local venues this year. To be printed in April 2017.

Volunteer Co-ordinator's Report*Colleen Darrell*

THANK YOU to all who volunteered with the Caledon Hills Bruce Trail Club this past year!

We are fortunate to have so many wonderful volunteers that assist in many ways, from baking cookies for events...to... chain sawing all those fallen trees ...to... sitting around the table at the board meeting ...to... picking up that piece of garbage along the trail. We wouldn't have such a beautiful trail without all these great people. THANK YOU!

Here are our 2016 CHBTC Award recipients:

Ross McLean Award : Jean Kerins

Barry Westhouse Award : David Weicker

Isabel East Award : Albert McMaster

We are always looking for new volunteers, please contact me if you are interested or know anyone who is interested.

Webmaster's Report*Heidi Bischof*

Web Site Tracking

	12 Months 2015	12 Months 2016	% Change
Visits to Site (sessions)	39,729	23,373	-41.2%
Where they came from:			
Organic Search	65.4%	50.3%	
Referral	18.0%	32.4%	
Direct	15.3%	15.2%	
Social Media	1.3%	2.0%	
Where they went (pageviews):			
About Us	1,769	1,126	-36.3%
Land Stewardship	n/a	57	New page
Trail Dev & Maint	n/a	129	New page
Hiking	11,651	10,819	-7.1%
Hikes	n/a	202	New page
General Hike Info	n/a	122	New page
Introductory Hikes	904	1,043	15.4%
General Hikes	3,487	3,422	-1.9%
Tuesday Hikes	1,786	2,110	18.1%
E2E Hikes	1,212	1,416	16.8%
Sideways Hikes	n/a	644	New page
Self-Guided Hikes	2,349	1,678	-28.6%
B&B Outing	n/a	125	New page
Club Badges	1,917	2,341	22.1%
Student Hiking	n/a	17	New page
Overnight Rest Area	n/a	31	New page
Hike Leader Info	350	421	20.3%
Events	1,615	1,599	-1.0%
Membership	580	608	4.8%
Volunteering	197	252	27.9%
The Badlands	27,403	6,653	-75.7%
Cross-country Skiing	529	481	-9.1%
Contact Us	1,393	913	-34.5%
Club News	n/a	39	New page
Cal E-news	728	599	-17.7%
Blogs	n/a	1,361	New feature

- 2016 saw a significant decrease in both visits to the web site and some pageviews (what people looked at), due to a dramatic drop in activity related to the Badlands.
- Hiking information continued to be the most active area of the web site as people planned their activities.

- In 2016, there was a significant increase in interest in the Volunteering and Hike Leader Info pages, compared to the previous year. Club Badges also saw a significant increase in visits in 2016 due to the new Nature Hunter badge.
- There were more visits to the Membership page in 2016 than in 2015.
- The web site was relaunched on October 31, 2016.
- A new feature on the web site is the blog, which is a new way for the club to issue communications. The blog can be subscribed to, and 2016 ended with 25 subscribers.



Caledon Hills Annual Social Media Report (2017)

Summary

Big things have been happening over the last year for our club in terms of social media! The number of users who follow us on Facebook continues to grow, and in the fall we successfully launched our brand new Instagram page. Along with club communications such as our website, blog, the Caledon Comment & Cal E-news, our social media channels are designed to keep members up-to-date with what's new, exciting and interesting in our section of the trail. For more detailed information about each social media platform, please see below.

As always, members are encouraged to continue sharing their photos and stories with us online, whether they are from club events, work parties, or self-guided tours along the trail.

Facebook

Our Facebook following has continued to grow at a steady rate over the past year, with 861 page likes and 844 users following our page as of March 31st. Our goal for the upcoming year is to break the 1000 'likes' & followers milestone, thereby continuing to increase the club's profile on this social network. To give some context to these statistics, please refer to Appendix A.

Upcoming club hikes are now listed as events on the club's page, allowing users to easily access and share this information 1-2 weeks before each outing.

We've also started weekly features, such as #sidetrailsunday, #gratituesday, #wildlifewednesday & #throwbackthursday. The purpose of these different posts being to celebrate the people, places & wildlife that make our section great, while also educating the public about the trail and what we do as a club; this content is also shared on our Instagram page.

Instagram

After piloting a new Instagram page with our club's board members and support volunteers this past August, our new Instagram page went live in September. Since launching, our page has seen steady growth month-over-month, with good online post engagement (see Appendix B).

The purpose of launching this new social media channel was to engage a new demographic of potential club members, donors and volunteers, as well as increase our club's profile on social media. This has and continues to be achieved through liking, commenting, & featuring other users' photos of the trail, as well as through posting our own original content. Other clubs have also started to embrace Instagram as a viable form of club communication, such as the Toronto & Iroquoia Bruce Trail Clubs, as well as the Bruce Trail Conservancy. We're excited to continue building our follower base over the next year, with the aim of turning interest in the club's page to tangible actions such as membership, donations & volunteer work.

Submitted by: Christine Elliott Date: March 31st, 2017

Appendix A: Bruce Trail Club Facebook Pages

Page		Likes
1	The Bruce Trail Conservancy	7.9 k

2	Peninsula Bruce Trail Club	1.9 k
3	Niagara Bruce Trail Club	1.5 k
4	Toronto Bruce Trail Club	1.3 k
5	Dufferin Hi-Land Bruce Trail Club	988
6	Blue Mountains Club Land Stewardship	949
7	Iroquoia Bruce Trail Club	879
8	Caledon Hills Bruce Trail Club	861
9	Sydenham Bruce Trail Club	799
10	Beaver Valley Bruce Trail Club	589

* Data current as of March 31st, 2017

Appendix B: Caledon Hills Instagram Statistics, 2016-17

	Calendar Month	Follower s	+/-
1	September 2016	86	+ 83
2	October 2016	176	+ 93
3	November 2016	214	+ 38

4	December 2016	253	+ 39
5	January 2017	314	+ 61
6	February 2017	360	+ 46
7	March 2017	415	+ 55