



Bruce Trail
CONSERVANCY

CALEDON HILLS CLUB

Annual General Meeting Package
April 2, 2023

**Caledon Hills Bruce Trail Club
Annual General Meeting 2023**

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Agenda

Caledon Hills Bruce Trail Club Annual General Meeting 2023

Sunday April 2, 2023, 1:30 PM
Caledon Village Place

Welcome & Land Acknowledgement

Approval of Agenda

Approval of Minutes of AGM 2022

Treasurer's Report (Andrée Zeritsch, Treasurer)

Approval of Budget 2023-24

Board Reports

- Marilyn Ross President
- Sandy Green Vice President
- Heidi Bischof BTC Club Director
- Heather Murch Trail Maintenance Director
- Gary Hall Land Steward Director
- Lynn Dobson Membership Director
- Linda Vezina Fundraising Director
- Rob Martin Hike Director
- Danielle Koren Publicity Director
- Janice McClelland Director at Large

Vote on the slate for election to the CHBTC Board 2023-24

Heidi Bischoff	Louise Carberry
Sally Cohen	Lynn Dobson
Bob Ferguson	Sandy Green
Gary Hall	Nellie Leal
Rob Martin	Janice McClelland
Diane McKenzie	Heather Murch
Linda Vezina	Andre Zeritsch

Result of the Vote

Closing

Minutes

Caledon Hills Bruce Trail Club Annual General Meeting 2022

Sunday, April 3, 2022

(The Annual General Meeting was held on Zoom instead of in person due to COVID 19.)

The Annual General Meeting started at 10:00am.

Welcome by Marilyn Ross.

Land Acknowledgement read by Sandy Green.

Approval of agenda. Motion by Marilyn Ross. Seconded by Louise Carberry.

Approval of Minutes from 2021 AGM. Motion made by Sally Cohen. Seconded by Rob Martin.

Treasurer's Report made by Andree Zeritsch.

Highlights were CHBTC lifetime donations to the BTC were about \$237,500. Tuesday Hikers have donated about \$17,250 to date. 2021 Christmas Tree sales and market place sales were over \$12,000.

Approval of Treasurer's Report. Motion made by Andree Z. Seconded by Heidi Bischof.

Approval of 2022-23 budget. Motion by Andree Z. Seconded by Sandy G.

President's Report

Marilyn Ross

Marilyn reported that in 2021 fundraising and badge sales were strong. The Biodiversity and Social Media teams were very active. In 2022 two Trail Ambassadors will be working in the late Spring/Summer on the Caledon Hills trails. Thank you David Lamb for all of your years of service as a volunteer of the CHBTC. Thank you also to Sheila Kingsborough who will also be stepping down from the Board.

Vice-President's Report

Sandy Green

As submitted.

Sandy expressed her thanks to all the dedicated volunteers on the Board of Directors. Anyone with questions about anything related to the Caledon Hills Bruce Trail Club can reach out to her via email.

BTC Club Director's Report

Heidi Bischof

As submitted.

Hike Director's Report

Rob Martin

As submitted.

Trail Maintenance Director's Report
As submitted. Heather Murch

Membership Director's Report
As submitted. Lynn Dobson

Landowner Relations Director's Report
As submitted. Louise Carberry

Louise discussed several pending re-routes in the Badlands, to cross Highway 9 at a safe place and on the 7th Line. Some Landowners have concerns about parking and trespassing. Several new purchases have been made in the Caledon Hills BTC area.

Land Steward Director's Report
As submitted. Gary Hall

Gary reported there are 18 land stewards looking after 21 properties. There are two newly purchased properties in need of land stewards. Gary also stated there is a big problem with commercial foragers harvesting wild leeks and fiddle heads in Nature Reserves and on BTC private land. If you see people foraging remind them to stay on the trail. If you see something, say something.

Publicity Director's Report
As submitted. Maria Burton

Fundraising Director's Report
As submitted. Linda Vezina

Linda reported there are two possible fundraisers this Spring/Summer including the Oakville 5 Drive In theatre fundraiser with the Toronto and Iroquoia Clubs and possibly an Elora film screening. On Sunday, September 11, 2022 a Grand River Dining Cruise is scheduled.

Voting for Board of Directors:

Motion by David Lamb to nominate the slate to be on the Caledon Hills Bruce Trail Club Board of Directors in 2022-23.

Seconded by Sheila Kingsborough. Carried.

2022-23 CHBTC Board of Directors

Marilyn Ross	Gary Hall
Sandy Green	Maria Burton
Andree Zeritsch	Peter Leeney
Sally Cohen	Janice McClelland
Heidi Bischof	Linda Vezina
Rob Martin	Danielle Koren
Heather Murch	Diane McKenzie
Lynn Dobson	

Presentation: “How to Enjoy the Trail, Exploring our Ribbon of Wilderness” by Gary Hall, Richard Smythe and Janice McClelland.

Closing: Marilyn Ross thanked everyone for attending.

Submitted by Sally Cohen.

Year-End Financial Report and 2023 Budget – Andrée Zeritsch

December 31, 2022

We have had an amazing year! In spite of still recovering from COVID we have been able to send the BTC \$25,937, \$10,000 more than we had planned. Thanks to our incredible fundraising and hiking teams!

We are pleased to report that the
Club lifetime donation is \$262,750 and the Tuesday Hikers is \$17,937!

Statement of Operations Summary compared to Budget and Prior Year

The (excess) of Expense over Revenue of \$4,322 is directly attributable to the over budget contribution to the BTC. We had a wonderful Grand River Cruise, a Prediction Hike and End to End weekend and very successful Christmas Sales event over 4 weekends at Hockleycrest. Badge sales were a remarkable \$3,200, similar to last year Newsletter costs are \$584 lower than 2021 as more members opt for a green copy of the Caledon Comment. Our Volunteer Picnic was held in person and our Trail Maintenance team were busy cleaning up from storm damage and dead ash tree removal.

Statement of Financial Position December 31, 2022 compared to December 31, 2021

Cash of \$14,220 is \$6,600 lower than last year. A monthly cashflow prepared during the 2023 budget exercise indicates that this is more than sufficient opening balance for the planned 2023 activities. Merchandise Inventory of \$1,450 represents our first branded T Shirts. Prepaid Expense of \$426 is for the Town of Caledon, in advance of our meetings. The Fund Balance of \$15,724 is \$4,322 lower than last year.

We are supporters of the Conservancy goals!

2023 Budget

We are forecasting a decrease in fund balance of \$1,193 which includes the impact of \$15,750 donation to the BTC. Our fundraising gross is an optimistic \$18,290. As the year unfolds we will gauge our cashflow and adjust the timing of our expenditures. Office admin is higher this year because of the return to Quick Books Accounting and new voucher cheques. We plan to continue a printed Caledon Comment with reduced mailing costs as more go green. Our volunteer picnic will be at a new venue with BBQ! We are holding our AGM in person, for the first time since COVID, with a catered lunch which you will be enjoying as you read this!

Thanks to all the volunteers who make all this activity happen!

Submitted by:

Andrée Zeritsch

Treasurer

Caledon Hills Bruce Trail Club

January 10, 2023

Caledon Hills Club
Statement of Operations Summary
 January - December

	2022	Budget	over (under) Budget	% of Budget	2021
REVENUE					
FUNDRAISING EVENTS	12,840	19,000	(6,160)	68%	14,742
BRUCE TRAIL CONSERVANCY	11,748	12,065	(317)	97%	13,010
HIKE REVENUE	9,241	9,460	(219)	98%	5,101
MERCHANDISE SALES	3,443	1,000	2,443	344%	129
MISCELLANEOUS INCOME	1,847		1,847		2,640
ADVERTISING CALEDON COMMENT	1,374	1,500	(126)	92%	1,695
BRUCE TRAIL DAY INCOME		300	(300)	0%	
Total Revenue	\$ 40,493	43,325	(2,832)	93%	37,317
EXPENSE					
DONATIONS TO THE BTC	25,937	15,700	10,237	165%	25,641
FUNDRAISING	6,849	8,230	(1,381)	83%	2,307
NEWSLETTER	2,729	3,000	(271)	91%	3,313
HIKE EXPENSE	2,635	3,534	(899)	75%	1,321
MERCHANDISE COSTS	2,213	2,500	(287)	89%	94
TRAIL DEVELOPMENT MAINTENANCE (TDM)	1,753	6,200	(4,447)	28%	2,060
OFFICE ADMINISTRATION	880	745	135	118%	650
LAND STEWARDSHIP	564	300	264	188%	
BRUCE TRAIL DAY	404	500	(96)	81%	
VOLUNTEER RECOGNITION	382	450	(68)	85%	
LANDOWNER RELATIONS	161	500	(339)	32%	224
ANNUAL GENERAL MEETING		600	(600)	0%	
PUBLICITY		500	(500)	0%	79
SUNDRY		100	(100)	0%	
WEB EXPENSE	309	240	69	129%	140
Total Expenses	\$ 44,816	\$ 43,099	\$ 1,717	104%	35,829
(Excess) of expense over revenue	(4,322)	226	(4,548)		1,488

Caledon Hills Club
Statement of Financial Position
As of December 31

	<u>2022</u>	<u>2021</u>
Assets		
CIBC Bank Account	14,220	20,819
Accounts Receivable	136	136
BTC Receivable	100	100
Cash Box Float	50	45
Merchandise Inventory	1,450	
Prepaid Expense	426	428
Total Assets	\$ 16,382	21,527
Liabilities and Fund Balance		
Accounts Payable	265	
BTC HST Payable	323	911
Deferred Revenue	70	570
Total Liabilities	658	1,481
Fund Balance		
Opening Fund Balance	20,046	18,558
(Excess) of expense over revenue	(4,322)	1,488
Total Fund Balance	15,724	20,046
Total Liabilities and Fund Balance	\$ 16,382	21,527

**Caledon Hills Club
2023 Budget**

	Total
Revenue	
FUNDRAISING EVENTS	18,290
BRUCE TRAIL CONSERVANCY	12,865
HIKE REVENUE	11,500
MERCHANDISE SALES	2,400
MISCELLANEOUS INCOME	2,000
ADVERTISING CALEDON COMMENT	1,000
BRUCE TRAIL DAY INCOME	300
AGM	200
Total Income	\$ 48,555
Expenses	
DONATIONS TO THE BTC	15,750
HIKE EXPENSE	6,603
TRAIL DEVELOPMENT MAINTENANCE (TD&M)	6,200
FUNDRAISING	5,100
MERCHANDISE COSTS	3,450
NEWSLETTER	3,100
OFFICE ADMINISTRATION	1,860
VOLUNTEER RECOGNITION	1,500
ANNUAL GENERAL MEETING	1,450
EVENT-WINTER POTLUCK	1,450
SUNDRY	500
ADVERTISING/PUBLICITY	500
BRUCE TRAIL DAY	500
LAND STEWARDSHIP	500
LANDOWNER RELATIONS	500
MEETING ROOMS	435
WEB EXPENSE	350
Total Expenses	\$ 49,748
Decrease to Fund Balance	(1,193)

President's Report – Marilyn Ross

This past year has been an exciting and very busy year. The board meetings for our club resumed the 'in person' meetings which most were happy to do with some board members joining us on line.

Events:

Our first 'in person' event for all club members was the Volunteer Picnic held at the St Francis Centre in June with approximately 50 members attending. The presentation of the volunteer awards took place after a great hike and yummy lunch. See the recipients in the Volunteer Directors report.

Bruce Trail Day was held in October at the 5 Sideroad parking lot. Approximately 80 members enjoyed the various hikes led from that area throughout the morning and early afternoon and were treated to some nutritious snacks on their return. The installation of a Boot Scrubber was tried by those heading off for their hike. They are to stop the spread of invasive species along the trail by hikers.

In December our club hosted a Winter Social with Beth Gilhespy presenting on her activities at the Toronto Zoo. We will be collaborating with the Toronto Zoo on a cell phone collection project which will be described in Colleen's report. We had a great turnout of over 60 members attending and enjoying a wonderful lunch after the hike. Many prizes were awarded and raffles were won. Make sure to join us again next year for this great get together seeing all your friends.

Fundraising:

In September our club hosted an enjoyable day cruising the Grand River. Participants enjoyed a hike prior to getting on the boat where they had a wonderful lunch while viewing the sites along the river.

Also this past September, our Second Prediction hike was held from the Hockley Parking lot, with a great turnout of participants and volunteer helpers.

In December the club held our annual Christmas Tree sales and Marketplace at the lovely home of Dave Moule and Sally Cohen: Hockleycrest. It continues to be the club's largest fundraiser each year. Badges continue to be very popular and provide motivation to get out on the trails as well as a source of revenue for the club.

Hiking:

The weekly Tuesdays are usually filled to maximum registration level each week. And some weeks a second hike is also occurring such as the Frosty Five Hikes, E2E hike series, Biodiversity hikes, Forest Bathing hikes and other hiking opportunities.

Communication:

The club's quarterly publication continues to be an outstanding magazine for all club members to enjoy and keep up to date on club activities. Members are gradually switching to the electronic version but there appears to be a core group that will always want to receive a hard copy.

The Social Media team keep us informed on Facebook and Instagram and the monthly Cal E News provides immediate information and what's going on.

Other:

- Strategic planning: A committee is examining the clubs strategic direction and ensuring it aligns with the latest BTC Strategic plan and directions.
- You may have seen the Trail Ambassadors out on the trail while you were hiking during the summer this year. The BTC hired university students to help hikers with information about hiking, including where to hike, what take on the trail, what to view while hiking etc. They stationed themselves at 'Hotspots' in Caledon to help answer questions about the mission of the Bruce Trail and provide answers to questions regarding hiking as well as what local flora and fauna they will see.
- The Biodiversity committee continues to promote conservation along the trail by setting up Invasive Species pulling workshops, providing specialized educational hikes as well as workshops on Invasive Species along with the creation of badges which encourage these activities
- Our club has acquired a new property on Escarpment SR and we enjoyed a celebration of this acquisition in the spring.
- Dominion Street running north from Forks of the Credit Road will be under renovation starting March 2023. Because of this, a portion of trail in that area will be rerouted along McLaren Side Road. Please check for signage for the changes to trail location.
- The club recent acquired a property on the south side of Hockley Rd which will take approx. 1.2k of trail off the road.
- You can now purchase CHBTC's own T Shirt with its vibrant turquoise colour and logo. It was designed by club members.
- Our club board is currently looking for someone for the Public Relations Director position. This person needs to have good skills using various social media platforms as well as good communication skills. Please contact our volunteer director to finds out more about this exciting position which will communicate the BTC's mission to the public through various means.
- There will be major trail reroute in the Forks of the Credit area, to be started March this year, due the construction along Dominion St. Please watch for change in signage from Km 5.2 to 14.6.

Submitted by:

Marilyn Ross

President

Caledon Hills Bruce Trail Club

Vice President's Report – Sandra Green

This past year has been filled with many joyful moments and new learning. I have gained a greater understanding of the many components of our Club, from time spent on Board tasks, caring for the Trail through maintenance and land steward projects, and spending time with a host of hikers in our own Caledon Hills section and beyond from Queenston Heights to Tobermory.

BTC Trail Ambassador Program

I had the privilege of closely interacting with two young adults hired by the BTC to perform visitor outreach, keep the trail clean, and report trail maintenance and invasive species concerns throughout the summer. The pair met and hiked with representatives from each quadrant to become familiar with trail geography and tales of the trail. They also participated in training sessions on biodiversity, nature identification apps, and invasive species. The two were stationed at “hotspots” on weekends. During the week, they walked the trail and assisted with special maintenance and land steward work.

Fall Colours End-to-End - 2-day and 3-day Events

The events were thoroughly enjoyed by all. The weather was perfect. The Trail was in tip top condition. Both events were sold out for a total of one hundred participants. Hikers across the entire Bruce Trail continue to speak highly of our welcoming and kind approach, thanks to the care given by our twenty-three volunteers. Due to construction at the Tai Chi International Centre, we had to make a few last minute meet up changes. On day one, hikers parked at the Mono Community Centre. On day three, the 5 Sideroad Parking Lot and along the road provided a satisfactory meeting location. We will be returning to our usual agreement with the International Centre for 2023.

Prediction Hike Fundraiser

On Saturday, September 24, fifty hikers participated in this fundraiser. The event took place at the Hockley Valley Nature Reserve. Twenty- six enthusiastic volunteers helped to make the event fun and successful. Over \$1000.00 was raised for trail development and maintenance. The 2023 fundraiser hike will take place on May 7, in the Whitetail Refuge Nature Reserve area.

Strategic Priorities Planning Team

Board directors and support volunteers were invited to think of key goals for the coming year. They were encouraged to reflect on their excellent present work, consider ways to keep their enthusiasm and energy flowing in a forward motion, and align their goals with BTC Strategic Priorities - Urgently Protect Land, Restore and Care for Niagara Escarpment Lands, Inspire Generosity, Support People and Culture, and Enhance the Bruce Trail Experience. Thoughtful dialogue and solid plans for the future resulted.

Updating the Directors' Manual

Directors and support staff have reviewed and provided revisions to their role descriptions that reflect current practice and up to date terminology.

Caledon Hills Bruce Trail Club Google Drive

This project is ongoing. Documents relating to Business, Communication, Public Outreach, and the Trail continue to be added for easy access, role succession, and for some archival purposes.

info@caledonbrucetrail.org Correspondence

Part of the Vice President's role is to manage inquiries sent to the Club email address. The inquiries continue to relate to parking, requests for hiking routes, badge confirmation, and reports of fallen trees.

Team Member: Badge Committee, Biodiversity Committee, Bruce Trail Day Committee, Budget Committee, Fundraising Committee, Publicity Committee, Social Media Team, Strategic Planning Committee, Student Hiking Program, Succession Planning Committee, and Winter Social Committee

Additional Roles: Assistant Quadrant Leader, Trail Captain, Club Sawyer, Land Steward, and Hike Leader

Certification:

Renewed Standard First Aid - CPR C - AED

Successfully completed the Ontario Ministry of Health Food Handler Training Course

Renewed Hike Leader Certification

Submitted by:

Sandra Green

Vice President

Caledon Hills Bruce Trail Club

BTC Director's Report – Heidi Bischof

Each of the Bruce Trail Conservancy's nine Clubs recommends a member to sit on the BTC's 19-member board. The BTC board 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 recognize that operational decisions and activities are the responsibility of BTC Management.

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, the Club's BTC Director plays a unique role in ensuring that the interests of the Club are understood at the Conservancy.

The Conservancy normally has six regularly scheduled Board Meetings and the AGM, plus numerous committee meetings. As a result of COVID-19, all of the Board meetings during 2022 were held via Zoom except for the one in December.

In 2022, the BTC Board approved the [2030 Strategy](#), which has five strategic and interconnected goals:

- Urgently protect land,
- Restore and care for Niagara Escarpment land,
- Enhance the Bruce Trail experience,
- Inspire generosity, and
- Support people and culture.

The strategy emphasizes both people and place, and ensures the BTC remains accountable to its members, donors, volunteers, and especially the Niagara Escarpment.

As a member of the BTC Board, there are opportunities for Directors to support the broader organization through involvement in its committees. Since September 2021, I have been the Finance Co-Chair of the Finance & Risk Committee. The role of this committee is to assist the Board in fulfilling its oversight responsibilities by monitoring: 1) the overall systems of internal controls and risk mitigation procedures; 2) the integrity of the financial statements of the BTC; and 3) BTC compliance with legal and regulatory requirements.

*Submitted by:
Heidi Bischof
BTC Director
Caledon Hills Bruce Trail Club
March 2023*

Trail Maintenance Director's Report – Heather Murch

The CHBTC has over 71 km of main trail and 41 km of side trails. The wonderful trail is inspected and maintained by a dedicated team of volunteers including 35 Trail Captains, 4 Quadrant Leaders and the Trail Maintenance Director. There are also 10 experienced and certified Sawyers who fell/clear larger trees along the section. We are also fortunate to have a list of enthusiastic volunteers who help with work parties and special events.

Our Trail Captains are responsible for monitoring the trail and ensuring the treadway remains clear and safe. They cut grass, trim branches, remove smaller trees from the trail, paint blazes, maintain signs and pick up litter. If a fallen or hazardous tree is more than a Trail Captain can manage, the Club's Sawyers are brought in to safely bring the tree to the ground or remove it from the treadway. Sadly, due to the ash borer, the removal of damaged and dangerous ash trees is an ongoing concern. Due to windstorms, over 200 trees had to be felled or cleared from the trail from mid-December to mid-January alone.

BTC purchased land at the north end of CH in 2022 and a new section of trail was located, built and opened on the land. As a result, the main trail in CH is shorter by over 1km; however, it has been taken off of a stretch of road and now runs through a beautiful hardwood forest along the escarpment. The new trail has lovely viewpoints, ponds and a stream. Springwater Side Trail is also a new addition and travels past the 2 scenic ponds. Beautiful Whitetail Refuge Side Trail heads east from the main trail out to the 3rd Line. It then crosses from Caledon Hills into Dufferin at Mono Centre Road.

We are grateful to the dozens of volunteers who bring their time and passion to maintain the trail. They are skilled and knowledgeable and we wouldn't have a safe trail without them. A big thank you to each and every member of our trail team.

*Submitted by:
Heather Murch
Trail Maintenance Director
Caledon Hills Bruce Trail Club*

Landowner Relations Report – Louise Carberry

Connecting with Owners:

All our landowners were contacted in the fall of 2022 with a personal visit/or mailing, providing a current Bruce Trail Calendar and a letter updating them on our progress in acquiring new properties, improvements in trail construction and maintenance, and the new Ambassador program that was initiated in 2022, to ensure proper trail etiquette and address any complaints by landowners or hikers. We have not received any complaints from owners in person or by phone or email from this contact.

New trail/reroutes in progress or completed:

1. The planned reroute off the north side of Hwy 9 onto land owned by St. Francis Centre will be completed this Spring.
2. The CVC has confirmed the reroute from the Badlands onto private property. We are waiting for confirmation from the owner to have the trail on their property.
3. The planned trail from the 7th line onto private land has been abandoned due to complaints from a neighbour, that the trail infringed on their privacy as they would see hikers from their property.
4. New property in Mono was purchased and trail completed taking the main trail off the 3rd line. A side trail named the Whitetail Refuge Side Trail to the 3rd line was needed; to be used when part of the main trail on private land is closed for hunting at the owner's request. Signs indicating the closing will be posted at the intersection to the new Side Trail.
5. We have received confirmation that the Region of Peel has purchased the rail line from Orangeville to Brampton, and a section of this will be available to be used for our trail in the future.

Changes in Ownership:

Several properties along our OR have new owners and outreach has been directed to them to request access to their property.

Purchases:

A new property on the south side of Hockley Valley has been purchased and will enable the trail to be relocated from the 2nd line.

Submitted by:

Louise Carberry

Landowner Relations Director

Caledon Hills Bruce Trail Club

Land Steward Director Report – Gary Hall

Property Management:

- We currently have 21 Land Stewards managing about 800 acres of land in the Caledon Hills Club. Our most recent property acquisition is Riverside Woods Nature Reserve (the former Goodyear Scout Camp in Mono)

Invasive Species Management:

- In 2022 we held 11 invasive species training sessions – (6 garlic mustard, 4 Dog Strangling Vine, 1 Common Buckthorn)
- In total 25 volunteers participated
- An additional day was spent pulling wild chervil on the newly acquired Whitetail Refuge Nature Reserve

Biodiversity Committee:

- The Biodiversity Committee continues to meet via Zoom most months except July and August
- Mara McHaffie and Lyndsey Wilkerson from the BTC staff join most of our meetings – We receive excellent support from the BTC
- Two new badges have been introduced 1. The Biodiversity Hero Badge for participating in invasive species training sessions and 2. The Citizen Scientist Badge for participating in the BTC Citizen Science Project
- The committee has been finalizing plans for the coming year.
- Committee members led a nature walk at the Make Mono Shine event last April and will be organizing some fun events for the Earth Day event this year.

Nature Walks:

- The Biodiversity Committee organized 10 Nature Walks during the spring and summer of 2022
- Nature Walk Themes included: spring flowers, bird watching, iNaturalist training, forest exploration, bug walk, identifying fungi

Biodiversity Facebook Page:

- Our Facebook page currently has 150 members.

New Properties:

- Whitetail Refuge Nature Reserve (98 acres) – Dave Dawe is the new Land Steward
- Rushing River (7 acres) – David Lamb is the new Land Steward
- Riverside Woods Nature Reserve (200+ acres) – new land stewards are Ron Jasiuk and Aeron Ryker

Retiring Land Stewards:

- David McDermid – Mathilda's Way – Saly Cohen is the new land steward
- Albert McMaster – Vitali/Starwoods – Gord Orvis is the new land steward

Property Encroachments:

- Mathilde's Way – We've spoken to the landowner to the west who has agreed to keep off the BTC property. We plan to install some T-posts with signs to mark the boundary so that there will not be any misunderstanding of the property boundary.
- Caledon Mountain Springs – an encroachment was reported to the BTC. The BTC has resolved the issue.
- Cedar Highlands: We met with the property owner to the north to walk the boundary between Cedar Highlands and the neighbouring property. Because of the awkward placement of a fence, the actual boundary is confusing. The issue has been resolved.

Bird Boxes:

We continue to manage 42 Bird Boxes over 7 properties. Don Hamilton continues to keep and inventory of birds occupying the boxes and organizing the cleaning of the boxes in the fall.

Working Together Conference:

- Members of our Biodiversity Team facilitated a workshop at the BTC Working Together Conference in June. We shared our experience with forming a Biodiversity Committee, its benefits and how to get started.

Ontario Heritage Trust Property Audits:

- Four properties in the Caledon Hills section are owned by the Ontario Heritage Trust and are audited periodically by the OHT. The properties are Vallis, Vitali, Humber Heights and Scarlett. The land stewards, BTC staff and I joined Kevin DeMille of the OHT on August 3rd and 4th for the property audits.

Submitted by:

Gary Hall

Land Steward Director

Caledon Hills Bruce Trail Club

Volunteer and Membership Report – Lynn Dobson

March 15, 2023

It was a busier year for Members and Volunteers after the pandemic times. There were more events as in-person gatherings came back. Numerous work parties were held with volunteers blazing sections; clearing trail; and, removing invasive species. Volunteers are crucial to maintaining the trail; spreading the awareness of the benefits of the trail and conservancy. The Caledon Hills Club is fortunate to have many dedicated volunteers supporting the club. Thank you to all the volunteers who make a difference for others on and off the trail. If you would like to join the list of volunteers who want to assist at an event; consider a Board position; maintain a section of trail or be a Land Steward, please speak to me at the meeting or contact me by email at chbtcmembershipdirector@gmail.com

Last June, the Caledon Hills Board of Directors recognized and thanked our volunteers at the 14th annual Volunteer Appreciation Day. An important aspect of this day is recognizing achievements of volunteers with awards. The following awards were presented at the June event:

Barry Westhouse Award – The recipient will have demonstrated active involvement (at least three years) in the physical work of trail maintenance and development, exemplifies an unsung volunteer commitment to the trail. The award was presented to **Sandra Green.**

Isabel East Award – A member who has demonstrated the club's values of transparency, excellent communication, and inclusiveness. The recipient has clearly helped CHBTC members to enjoy club activities through their exemplary demonstration of enthusiasm on a particular project, in office, or over a year. Continued demonstration of enthusiasm over a number of years and/or activities. The award was presented to **Andree Zeritsch.**

Laurence Christie Biodiversity Award – Presented to an individual or group that has made a significant contribution to preserving and/or enhancing the biodiversity within BTC managed lands in the Caledon Hills section, either in a leadership role or through active involvement. The 2022 award was shared by **Gary Hall and Richard Smythe.**

Caledon Hills Bruce Trail Club Ribbon of Wilderness Award – This recipient must have demonstrated a long-term commitment to the CHBTC having normally served as a volunteer for a minimum of ten years. The award will be given for an exemplary demonstration of dedication and commitment to the CHBTC and the mission of the Bruce Trail Conservancy “Preserving a ribbon of wilderness, for everyone, forever.” The recipient's volunteer activities will have enhanced and strengthened the Caledon Hills Bruce Trail Club. The recipient in 2022 was **Diane McKenzie.**

The 15th Annual Volunteer Appreciation Event will be a BBQ catered by the Club and held at the Alton Legion on June 4th, 2023. More details to follow – please save the date!

In regards to Membership Statistics, the following summary details are provided for the Caledon Club: 1261 members on March 1, 2022 and 1099 members on March 1, 2023.

Overall Membership within all nine clubs is down from March 1, 2022 when there were 13,391 Members to March 1, 2023 when there are 11,728 Members.

Membership Statistics as of March, 2023

- ❖ 420 Members have a 1-year membership (primary club and added club figure)
- ❖ 191 Members have a 1-year membership set to auto-renew
- ❖ 427 Members have a 3-year membership
- ❖ 14 Honorary Members
- ❖ 44 Members have enrolled in a lifetime membership
- ❖ Plus, Landowner Memberships

2023

Thank you for choosing the Caledon Hills Bruce Trail Club and supporting the Bruce Trail Conservancy. We are so fortunate to have over 900 km of beautiful trail to hike and enjoy, all thanks to Members and Donors who support the trail and contribute to this important preservation.

Caledon Hills designates are participating in various Committees with the BTC and I have the pleasure of representing our Club on the BTC Diversity, Equity and Inclusion (DEI) Committee. This committee has representatives from the BTC and all clubs. The discussion and exchange of ideas is beneficial for all and will greatly improve our outreach efforts. In the months and years ahead, the Board will continue to examine our practices and efforts to ensure we are mindful of including all; reaching and including a diverse group of members and volunteers and equitably serving our community – of volunteers, members, landowners, and the larger community.

On a personal note, this was my second year as Volunteer and Membership Director and I would like to thank Marilyn Ross, Club President, all the Directors and Board Support Volunteers for their assistance and guidance. This promises to be a year with a return to “normal” gathering activities and many opportunities to explore the trail together.

Submitted by:

Lynn Dobson

Volunteer and Membership Director

Caledon Hills Bruce Trail Club

Fundraising Report – Linda Vezina

Once again in spite of Covid-19, 2022 was a successful year for fundraising in the Caledon Hills Bruce Trail Club. In total, our Club raised nearly \$6,000 (after expenses) for the Bruce Trail Conservancy!

2022 Fundraising Highlights:

- Total Fundraising Revenue \$12,840
- Total Fundraising Expenses \$ 6,849
- **Net Revenue \$ 5,991**

Thank you to all Bruce Trail members and friends who supported these events.

Thank you to our enthusiastic volunteers who made this fundraising possible.

Last year the Caledon Hills Club also had tentative plans to revive legacy fundraising events at Theatre Orangeville, and Film Screening at the Elora Gorge Cinema. Unfortunately, these plans had to be cancelled due to the lingering ramifications of Covid-19.

2023 is shaping up to be better year for us, so please keep your eyes peeled for Fundraising Announcements in the Caledon Comment, Cal E-News, our Club website, and Facebook page that will keep you up to date on upcoming events.

2023 Fundraising Ideas in Planning:

- Theatre Orangeville Community Give Back Night with pre-show Dinner at the Bluebird Café - April 26th. BUY YOUR TICKETS TODAY!
- Film Screening at the Bookshelf Cinema, Guelph – Date TBD in Summer or Fall
- HMCS Ojibwa Submarine Tour & Lunch – Date TBD in Summer or Fall
- Winter Marketplace & Christmas Tree Sales – Date Nov 25- Dec 16 weekends
- Winter Social & Raffle – Date Dec 3 2024.

NOTE: If you are interested in helping with Fundraising, as a volunteer, please contact me at vezina.linda@gmail.com. Many hands make light work!

Submitted by:

Linda Vezina

Fundraising Director

Caledon Hills Bruce Trail Club

Hike Director's Report – Rob Martin

Review of 2022

There was a nice variety of hikes made available through 2022 as the hiking program got back to a more normal feel as the pandemic waned.

- Sandy Green's *Frosty Five* series started off 2022 in January.
- Nancy Mooney's club-by-club E2E endeavour had hikes through the Peninsula Section followed by Blue Mountains and then wrapping up in November with the Toronto Section.
 - Sydenham and Dufferin Hi-Land are on the Calendar for 2023
- The Biodiversity Committee offered a varied – and very popular – series of themed Nature Walks through May and June.
- Janice McClelland introduced us to Forest Bathing hikes.
- The Prediction hike fundraiser proved to be a big success in September followed by the ever-popular Fall Colours E2E series over the Thanksgiving weekend.
- We welcomed new hike leaders Peter Ostrowski, Rolland Hervieux, and Freddy Wang.
 - Rolland did a Caledon Hills E2E series of 4 hikes in September.
 - Freddy led our Winter Potluck hike in December and will be leading the AGM hike.

First Aid and Certified Hike Leader Courses

- After a poll of our members was taken in November there was a definite interest shown for both of these courses. Plans were put in place to offer both.
- A Canadian Red Cross First Aid course was held on February 25th and 26th, 2023 at Caledon Village Place.
 - 15 people participated, 14 of whom were Caledon Hills BTC members
- A Certified Hike Leader course, through Hike Ontario, is planned for April 4th & 11th, 2023 (Zoom sessions) followed by an outdoor, in person session on April 15th
 - Registrations have reached the maximum allowed of 12, again with a majority of participants from our club.

BTC Hike Schedule/Calendar

- Upgrades to the BTC Hike Schedule/Calendar were due to be released in mid-March
- This is what is generally expected:
 - for hikers: more organization of their "*My Hikes*"
 - for hike leaders: more Hike Entry options

Tuesday Hikers

- Due to the online waiver/registration process for organized hikes, I can't provide some summary statistics of the program as I've done in the past.
- There are currently 276 hikers on the *Tuesday Hikers* contact list
 - There continues to be quite a number of new faces appearing over the past year
- The Loonie Fund donations amounted to \$670.00. A very big thank you as usual to our generous hikers

- There is a hike almost every Tuesday all year due to the awesome commitment of a small group of hike leaders.
 - Thanks to Peter Leeney, Doris Harper, Mohammad Shafiq in particular.
 - Barb Euler also led some hikes even though she has moved to Collingwood.
 - Thanks, as well, to some long-time leaders who had to temporarily step back this year due to injurie.

Submitted by:

Rob Martin

Hike Director

Caledon Hills Bruce Trail Club

Social Media Report – Danielle Koren

December 31, 2022

Summary

We reached 2,500 page likes on Facebook in November and met our Facebook goal for 2022. With 1,899 Instagram followers the end of December, we missed our goal for 2022 with 1. We had our first contest on Facebook: on National Hike Day, November 17, we asked our social media community to share their favorite Bruce Trail hike photo and gave them a chance to win 1 of 3 Bruce Trail Conservancy Winter Toques. On Facebook, 41 beautiful photos were shared, and we announced the three winners on Facebook and Instagram on Monday the 21st. Costs for the postage and the three toques were \$55.

In 2022 we posted 113 times on Facebook and 106 times on Instagram. The total reach on Facebook was 68,420 and on Instagram 48,752. We gained 375 new Facebook page likes and 116 new Instagram followers.

Sandy joined the social media team in October and has been posting photos directly on social media. This has resulted in more relevant content and an increased engagement.

General

Goal

To educate, entertain and engage the members and the general public about the Caledon Hills section of the Bruce Trail through Caledon Hills Bruce Trail Club's Facebook page (caledon.brucetrail) and its Instagram account (caledon.brucetrail).

Objectives

- To increase Facebook likes from 2,083 to 2,500 by the end of Dec. 2022
- To increase Instagram followers from 1,762 to 1,900 by the end of Dec. 2022
- To post 2-3 times per week (including reposts/shares and Instagram stories)
- To engage (like, comment) with at least two other accounts per week

Facebook Page

	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Page Likes	2,325	2,342	2,361	2,398	2,337	2,437	2,468	2,497	2,504	2,514
Posts	6	5	6	11	4	1	12	23	19	10
Reach	3,280	2,227	4,046	7,318	3,903	251	7,851	11,678	6,204	11,559
Post reactions/likes	139	112	213	380	409	7	298	550	214	507

Instagram Account

	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Followers	1,814	1,814	1,819	1,833	1,843	1,851	1,863	1,885	1,899	1,899
Posts	6	6	6	9	4	1	11	25	14	10
Reach	2,597	2,627	2,097	3581	1552	295	6,713	10,497	7184	3822
Post reactions/likes	251	253	202	336	155	9	438	1169	560	313

Advertising

	2021	Oct.'22	Nov'22
Reach	2,683	7,247	726
Money spent	\$40	\$34	\$14

Social Media Contest

	Nov'22
Contestants	41
Money spent	\$55

Year Overview

	2021 April- Dec.	2022 Jan. – Dec.
Facebook new page likes	124	375
Facebook posts	74	113
Facebook reach	57,368	68,420
Facebook post reactions/likes	2,023	3,269
Instagram new followers	129	116
Instagram posts	63	106
Instagram reach	32,645	48,752
Instagram post reactions/ likes	2,617	4,450

*Submitted by:
Danielle Koren
Social Media
Caledon Hills Bruce Trail Club*

Director at Large Report – Janice McClelland

Part of my role on the CHBTC Board of Directors is to co-ordinate our **Side Trail Stories Committee**. The Committee includes Board members Helen Billing, (our Club archivist), Louise Carberry, Diane McKenzie and David Lamb a previous member of the CHBTC Board. David Guzda, our CHBTC Web Designer, is also integral to the success of this project.

Our goal is to put together Stories that describe the origin of the names of the CHBTC Side Trails. Hikers can access the stories, out on the Side Trails, via a QR code that is posted on the Side Trail sign. For example, we have installed a QR code on the Isabel East Side Trail sign. The QR code is titled “Why is it called Isabel East Side Trail?” A hiker’s cell phone camera can read the unique QR code and will directly take the cell phone to an information synopsis (posted on our website), answering this question. See photo below that shows a QR code in the upper right corner of the Isabel East Side Trail sign and hiker, Richard Smyth, using his cell phone to learn why this Side Trail is named after Isabel East.



Not only does the QR code potentially add awareness and value to the hiking experience, the Stories certainly help us preserve the Club’s collective history and knowledge.

You can also access these Side Trail Stories directly on our CHBTC website, caledonbrucetrail.org, by clicking on Hiking and then selecting Side Trail Stories from the drop-down menu.

So far, we have posted stories for 8 of our Side Trails:

- Cam Snell Side Trail
- Darcy’s Side Trail
- Dorothy Medhurst Side Trail
- Glacier Valley Side Trail
- Hemlock Ridge Side Trail
- Isabel East Side Trail
- Ring Kiln Side Trail
- Tom East Side Trail

The first point of reference (whether from the QR code in the field or from directly accessing the Club website) is a brief synopsis that answers the question, “Why is it Called?”. We have endeavoured to keep the synopsis brief on the basis that the hiker will want to have only a quick look at the info

displayed on his/her cell phone - that the primary experience is being out in nature on the Trail. At the bottom of each synopsis is a link that can take the reader to a fuller story and photo(s), if selected.

Currently, the actual QR codes are in the field on the Side Trail signs for Darcy's Side Trail, the Isabel East Side Trail and the Tom East Side Trail. More QR codes will be placed in the field this Spring.

We are in the experimentation stage in terms of learning the best size and shape of the QR sticker, best font size, etc. There is a fair bit of variety in the Side Trail signs (due to their varying ages) so it can be a bit challenging getting the "best fit" for the QR stickers - learning more as we proceed.

We are encouraged that we are not the only Club with this idea. Peninsula Club is also starting a similar project and we are sharing our experiences.

We'd appreciate an additional Committee volunteer to assist in drafting more Side Trail stories. If you have writing skills and are interested in helping out, please let me know at janicedon86@gmail.com. Story building is rewarding - contacting some of our pioneers, learning more about the local area, history of the Club, geology etc!

On another topic entirely, as part of our CHBTC hiking program, I plan to lead **4 new Forest Bathing walks for Spring, Summer & Fall 2023:**

- Sat April 22nd from Mono Centre on main trail and Side Trails;
- Thurs June 22nd, on main trail and Cam Snell Side Trail in the Hockley Valley, 6.6 km;
- Sat July 1st, Nottawasaga Bluffs Loop in Blue Mountains, 8.2 km;
- Thurs Oct 19th, Glen Haffey about 7 km of main trail and park trails.

The main objective of a Forest Bathing Hike is to quietly absorb nature around us using all our senses.

I will also try to lead a couple of "regular" hikes in addition to the above. In due course, I will post all walks and hikes that I plan to lead on the BTC hiking schedule. Looking forward to enjoying your company out on the trail!

Submitted by:

Janice McClelland

Director at Large

Caledon Hills Bruce Trail Club