



ANNUAL REPORT 2019

Velo Cape Breton Bicycle Association

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TO OUR MEMBERS

Strategic Highlights

This has been a very successful year for Velo Cape Breton. Of particular note is the new Bike Share program at Cape Breton University, officially launched in September 2019 due, in no small part, to our own Andrée Crépeau's tireless efforts to keep the project moving. A photo of the unveiling of the bikes is shown on the cover page of this report.

We offered a full ride schedule for members and guests. Most of the rides were well attended, in part due to an increased effort to inform the membership and the general public about upcoming rides and events using social media, public service announcements, and our website. The Women on Wheels (WoW) program continued to be a huge success, with funding for the program provided by the Central, North Side the Lakes, and Eastern Cape Breton Community Health Boards.

Once again, our signature tour, the Cabot Trail in 4 Days, was a huge success. For the first time this year, participants stayed at the Keltic Lodge in Ingonish on the final night of the tour. This brought our tour package up a level and was well appreciated by the participants.

Our membership at the end of September was 136, with 62% female and 38% male. The high proportion of female members are due in large part to the tremendous amount of energy and enthusiasm from Rosalind Wright, Shelley Johnson, and Colette Smith, our Women on Wheels coordinators, great job gals.

Financial Highlights

Our total income for the year exceeded \$28,000.00 CAD due to our normal revenue streams such as membership fees, the sale of jerseys, government grants received, and numerous Velo Cape Breton organized rides. The Cabot Trail in 4 Days tour, in particular, was instrumental in providing much needed revenue, this year bringing in a net income of over \$3300.00. The revenues we bring in through our various initiatives allow us to keep membership fees at a very affordable \$10.00/yr. for an adult membership. We continue to maintain a high level of retained earnings with a small net profit for the year of \$1440.

Operating Highlights

We continued to pursue a balanced three-sided approach to our strategic priorities, namely the following areas:

- Advocacy
- Education & Safety
- Rides & Events

Advocacy: (Report by Andrée Crépeau)

- Connect 2 Project: Velo Cape Breton managed a project for the ad hoc active transportation group, What Moves You. The project consisted of a survey of students and staff at CBU aimed at learning the level of interest in using the newly opened MaryAnn Corbett Trail for transportation. It was done to inform future social marketing initiatives for the trail. A student was hired, and the research was supervised by Dr. Leigh Potvin and Dr. Pat Mahr. The survey results were shared with the NS dept of Energy, the CBRM AT committee and What Moves You. The project was funded by the NS Department of Energy, with in-kind funding from Velo, CBU and CBRM



New Bike Share Program at CBU

- Cape Breton University (CBU) Bike Share: This fall CBU opened a free bike share based at the university for students and staff. It consists of 25 orange smart bikes with CBU branding. The fleet is managed by a student hired by the

project. They are available for up to 24 hours on loan and helmets are available at the library. The bikes are signed in and out from a central location on campus and accessed via a smart phone app. The project was a joint effort by Velo, CBU and CBRM.

- Maryann Corbett Trail: Although the trail was opened last fall small areas of landscaping were completed this year. Velo helped fund the furnishing of a rest area adjacent to the university overlooking a brook and small treed ravine. It consists of an accessible two-tiered deck overlooking the brook with benches, and a concrete pad with a bike repair stand and a bike pump. A plaque recognizes the contribution Velo made towards the project to acknowledge the work, dedication and involvement of two of our founding members, Jacques Côté and Micheline Guillot. Velo contributed \$2k and an anonymous Velo member matched that sum. We are also awaiting the installation of solar powered lights on the section near the fire hall next to the mall.



New Rest Stop off the Maryann Corbett Trail near CBU

- Glance Bay Rail to Trail: This is a signature project in the CBRM AT Plan, and was first proposed 10 years ago, but shelved when the Donkin mine considered rebuilding the rail line. It would see the existing railbed made into a multi-use Trail though Glance Bay to the Gardiner Highway. After extensive negotiations lead by Mayor Clarke with the Federal government the municipality signed an MOU with the feds for the transfer of a large number of land parcels in the municipality. At first CBRM only wanted the portions of the corridor containing sewer and water lines. After much lobbying by Bay it Forward Trail committee (David MacKeigan, Colette Smith, Allister McLean) Velo (Andrée Crepeau,

Colette Smith) and Bicycle Nova Scotia (Ben Buckwold) the municipality agreed to take the whole rail line and the federal government agreed to make significant improvements to the Trail bed and to fund the maintenance of the Trail. Work on the trail is currently underway.

While this is a very good news story, there is a problem yet to be resolved concerning the finishing details of the trail. Details that are vital to cyclists and pedestrians.

Prior to his retirement last spring Rick McCready, the chair of the CBRM AT Committee, completed a feasibility study done by the engineering firm EXT with support from Ben Buckwold, director of

Bicycle Nova Scotia's Blue Route Program, and funded by NS Department of Energy and Mines and the Federation of Canadian Municipalities. The study recommended key features to make the trails usable by all intended users- pedestrians, cyclists and ATVs. These features included paving through Glace Bay, rest areas with benches and bike racks, landscaping through urban areas, wayfinding and interpretive signage, parking lots at trail heads, paving of the aprons at intersections in the areas finished in crusher dust, and guidelines for maintenance and a management plan.

We continue to press CBRM to reinstate the Staff Active Transportation Committee and name a new chair. In the meantime, Bicycle Nova Scotia continues to liaise with Department of Energy and Mines re funding from the department for this project. Once CBRM moves to reinstate the AT committee we hope that funding will be secured from the province to match funds from CBRM. Note that in this year's capital budget, funds from CBRM were already committed to this project but without a staff person attached to the project the money is stalled. This project will undoubtedly need to be funded over more than one year. However, the work completed by the federal government is the vast majority of the construction required to complete the trail.

- Other Projects: We also continue to liaise and lobby various levels of government on smaller projects. It took several phone calls and emails to get the George St. bike lanes repainted after the repaving was done. While the



Start of Construction on the Glace Bay Rail to Trail

basic bike lanes were reinstated the proposal which was agreed to last year included a buffered lane on the wide section of the street below Dorchester and this was not done. A letter was sent to Department of Transportation and Infrastructure Renewal (DoTIR) to urge them to retain the 1.5 m paved shoulders on the New Waterford highway near Whitney Pier. In the end we supported the CBRM proposal to include a 2m wide shoulder on the water side



New Bike Racks on Cabot Trail Lookoffs

replacing the original narrow asphalt sidewalk and a 1m paved shoulder on the other side. Note that the CBRM had to pay for the wider shoulder. We continue to liaise with Parks Canada re the Cabot Trail. The bike racks at the newly constructed outputs are a result of these discussions.

Education & Safety:

- As part of our Ride Right program, several new members were trained with the skills to safely navigate our local roads as a free benefit with their membership.
- As part of the Women on Wheels (WoW) Project Pink 2019 program, WoW Coordinator Rosalind Wright organized a bike workshop, called “How to Change your Tire”, instructed by Velo member Colette Smith.

Rides and Events:

- We produced a full schedule of events for 2019, including the Winter Potluck and Bowling at the recently opened Membertou Bowling Lanes, and the Ride the Mira Opening Bar-B-Que at the Mira Boat Club.

- On Wednesday, May 15, 2019 we honored those who, over the past year, lost their lives while cycling. The Ride of Silence is a slow, silent ride through the streets of downtown Sydney.



Ride of Silence Route - May 2019

- On May 25th, Velo Cape Breton members had a table set up at the Farmer's Market on Falmouth Street, and a free bicycle maintenance clinic outside to help cyclists get ready for the upcoming riding season.
- The new Marion Bridge to Gabarus ride and picnic was well attended and a great deal of fun.
- Micheline hosted several "Thursday Morning Rides" through the month of June and early July, and many impromptu rides, just to keep things fresh!
- WoW, the Women on Wheels, were very active this year, with a full schedule of rides throughout the summer. See Rosalind's report on WoW below.

Women on Wheels – 2019 (Report by Rosalind Wright)

2019 proved to be another successful year for Women on Wheels (WOW). We received grants this year from the Central, Northside the Lakes, and Eastern Cape Breton Community Health Boards totalling \$1,375.00 for Project Pink.

The Project Pink funding was used to promote WOW in the community, and to increase membership. Shelley and I attended a Health Fair at Sobeys in January 2019 along with the 50+ Expo in Whitney Pier in May to promote Women on Wheels. We printed a new brochure and had promotional posters from last year laminated. We used project funding to purchase membership incentive fandanas and these were very popular. In addition, funding was also used to offset the cost of new WOW jerseys to keep the costs affordable. The Velo website

was updated so that WOW has its own tab and I updated the webpage and Facebook site regularly to keep everyone current on rides and events. In addition, WOW members were notified of rides and events through weekly emails. We made a new link for our webpage “www.velocapebreton.ca/wow” along with Facebook “www.facebook.com/wowcapebreton.”

Project monies were also used to hold our 2nd spring social which took place at Dooly’s Pool Hall. Dooly’s generously gave us a good deal on the rental and we had over 30 ladies attend. All became members and received their fandanas.

In preparation for the season, Shelley and I took a drive to Mabou to check out the Coastal Shores Trail as we wanted to add this ride to the WOW schedule. Unfortunately, it ended up rained out, though it received lots of interest. One new ride that was popular was the Beach to Shore Ride leaving Groves Point Park to Dalem Lake and back. We then enjoyed a nice picnic and swim followed by a shopping trip to Escape Outdoors and dessert at the Black Spoon. We look forward to both these rides next year.

Collette put on a great “How to Change your Tire” workshop in May which we hope to do again next year. The Ride Right program was also offered through Velo and I believe 4 gals took advantage of the program.

WOW was partnered with the Heartland Tour and participated in the Grand Opening of CBU’s Bike Share. During Bike Week in June, we had about 25 ladies ride the Mary Ann Corbett Trail with a brief social at the CBU look off for treats supplied by Andre Crepeau, and bell giveaways. WOW made great use of the Mary Ann Corbett Trail with our 6-week program and the Tuesday night rides extended through the summer. Unfortunately, the annual ride to Tim Horton’s in Reserve to bring the Sydney and Glace Bay WOW Groups together was rained out. We ended the season with another Tour Da Tartan Tour to the Clucking Hen. This ride is so successful that we need to rename it the Tour da Tartan lunch and crafters tour. Overall, it was our best year yet for WOW turnout.

Women on Wheels:

Rosalind Wright, WOW Coordinator

Shelley Johnson , Co-Coordinator

Colette Smith, Glace Bay Coordinator

Looking Ahead

The new banking arrangement with TD Canada Trust allows us to now accept e-transfers, and the Sage Accounting software is becoming more familiar and easier to use. The financial aspect of the association is now well in hand. Our concerns now focus on issues related to registration of members, assigning their email to our newsletter mailing list, and streamlining our flow of information to our members, and to the general public using the VCB Newsletter.

To accomplish this goal, we will once again be updating our website to merge the membership database and the newsletter creation screens to be within the same platform. This will remove much of the manual tasks currently required to register members, notify them by email, and add their email address to the newsletter mailout list. We will also look to provide a digital Membership card, automatically created by the web site, that can be printed if desired.

We will continue to offer a full schedule of rides for 2020, most importantly the Cabot Trail in 4 Day tour, as it has become a significant source of revenue for the association. As well, we will continue to promote the Ride Right program, a free benefit of membership that would cost \$45.00 for a non-member.

I wish to thank all our members and our Board of Directors for their support, encouragement, and patience as we continue to move forward with our internal processes.

Special thanks go out to all the Ride Leaders for their commitment to provide opportunities for members to get together on group rides under the Velo Cape Breton marque.

I would also like to thank the following government agencies for their financial support of our initiatives:

- CBRM for their sponsorship of Velo Cape Breton's involvement in Bike Week
- CBRM Active Transportation Committee for their shared sponsorship of the Connect 2 Grand Lake Road Multi-Use Path Survey
- Central, Northside the Lakes, and Eastern Cape Breton Community Health Boards for their funding of the WoW Project Pink initiative through the 2019 Wellness Fund Grant.

- NS Department of Energy for their shared sponsorship of the Grand Lake Road Multi-Use Path Survey through the Connect 2 funding program.

Executive Members 2018-2019

Finally, I would like to thank our Executive Members for all their hard work which has allowed us to achieve our goals this year. Velo Cape Breton was built from the hard work of volunteers and continues to be a going concern due to the efforts of everyone who pitched in and helped. Thank you, thank you so much!

Paul Babin - President

Andrée Crépeau - Vice President

Steeve Messier - Registrar

Patricia Babin - Secretary

Rosalind Wright - WoW Coordinator

Russell Rollinson - Rides Captain

Erin Phillips - Member at Large - Newsletter

Chris Milburn - Member at Large

Tim Babcock - Member at Large - Promotions

Britney MacNeil - Member at Large - Communications

May the wind be always at your back,

Paul Babin, President

November 2019



Bicycle Maintenance Station at the new Rest Stop near Cape Breton University.

FINANCIAL SUMMARY

Velo Cape Breton had another successful year financially in 2018/2019 with a net profit of \$1448, largely due to our primary fundraiser, the Cabot Trail in 4 Days Bicycle Tour. Revenues and expenses are listed below, rounded to the nearest dollar. All funds reported are in Canadian dollars.

STATEMENT OF OPERATIONS

For the Current Year Ended September 30

Revenues	Current Year
• General Memberships	\$1349
• Cabot Trail in 4 Days	\$16980
• Donations	\$21
• Bike Week CBRM Grant	\$300
• Opening Banquet	\$430
• Clothing	\$3208
• Wellness Fund Grant	\$1375
• Gabarus Ride & Poker Run	\$345
• <u>Connect 2 Survey Grant</u>	<u>\$4450</u>
Total Revenues	\$28,458

Expenses

• Cabot Trail in 4 Days	\$13593
• Winter Potluck & Curling	\$529
• Opening Banquet & River Ride	\$314
• Other Rides	\$311
• Advertising	\$206
• Bank & Paypal Fees	\$665
• National Cycling Summit	-\$24
• Ride Right Program	\$135
• Annual General Meeting	\$135

FINANCIAL STATEMENTS

Statement of Financial Position

Balance Sheet as of September 30, 2019

• Assets		
Cash		29,970
Deferred Revenues		<u>-12</u>
Total Assets		29,958
• Liabilities		
Accounts Payable		0
Net Assets		<u>29,958</u>
Liabilities & Net Assets		29,958

Statement of Changes in Equity

• Total Revenue		28,458
• Total Expenses		27,010
• Excess of Revenue over Expenses		1448



NOTES TO FINANCIAL STATEMENTS

Accounts

In order to provide Velo Cape Breton members with the ability to pay for memberships, rides, and store purchases using e-transfer, we are now banking with TD Canada Trust.

Unfortunately, the Cape Breton Credit Union was unable to provide this service due to our requirement that our cheques have dual signatures. Although we are not trying to pay our expenses using e-transfer, their system could not allow payments either into or out of the account.



Debt

Velo Cape Breton does not in general borrow money to fund annual operations or to fund capital projects. All funds necessary for these activities are drawn from the retained earnings of previous years which have been built up through fund-raising activities over the past fifteen years of operation. Currently, the association does not have any loans, nor is there any expectation of a requirement to borrow money in the future.

HST

As a not-for-profit entity, and because of our limited cash flow, Velo Cape Breton does not need to collect or submit HST to the federal government.