



Bruce Trail  
CONSERVANCY  
IROQUOIA CLUB

*IROQUOIA BRUCE TRAIL CLUB*

*2021-2022*

*ANNUAL REPORT*

*Saturday, May 7<sup>th</sup>, 2022*



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## ANNUAL GENERAL MEETING 2021 MINUTES

Saturday May 8<sup>th</sup>, 2021 – Online AGM of the Iroquoia Bruce Trail Club

1. **Opening:** The meeting was called to order by Cecilia Gibbons, Vice-President and shared the Indigenous Acknowledgement for the Iroquoia Section.

*The Iroquoia Bruce Trail is situated upon the traditional territories of the Erie, Neutral, Huron-Wendat, Haudenosaunee and Mississaugas. This land is covered by the Dish With One Spoon Wampum Belt Covenant, an agreement between the Haudenosaunee and Anishinabek to share and care for the resources around the Great Lakes.*

*We further acknowledge that this land is covered by the Between the Lakes Purchase, 1792, between the Crown and the Mississaugas of the Credit First Nation.*

*Today, this area is home to many Indigenous people from across Turtle Island (North America) and we recognize that we must do more to learn about the rich history of this land and work together to protect it.*

2. **President's Report:** Paul Toffoletti welcomed participants to the Club's online AGM and highlighted some points contained in his section of the Annual Report. Three outgoing IBTC Board Members were thanked for their many contributions; Anne Armstrong who returned as Interim Hike Director, Gloria Pennycook who served as Volunteer Director for six years and Samar Smith who in a short three years filled many positions where needed on the Board, at events and most recently on the trail. Fortunately, all three will continue to contribute to BTC. Three people were thanked for agreeing to serve as directors on the Board; Cheri Chevalier and Maha Mansoor as Directors at Large and Leah Spence as Hike Director, and, a new Newsletter Editor, Vanessa Lupton who may also attend Board Meetings. This year, in response to the COVID constraints, the Board is placing a special focus on three areas: communication, membership and youth engagement.
3. Speaker **Michael McDonald Bruce Trail Conservancy CEO** provided an update of the BTC organization. Of note is significant annual growth in three areas. BTC has acquired and conserved more land, received more donations and had the highest membership total than any year in BTC's 50-year history. The Conservancy acquired over 1,000 acres thus securing over 6 kms of main trail. This success reflects support for BTC's mission to acquire land and protect habitat. A branding project helped BTC articulate its success in the achieving a balance and harmony between conservation and people connecting with nature responsibly. The brand reflects BTC actions and priorities. Michael expressed sincere thanks to the members, volunteers and other supporters who make BTC's success possible.

4. **Approval of the Minutes:**

*Motion:* It was moved by Cecilia Gibbons and seconded by John Rycroft that the report from the 2020 Annual General Meeting for the Iroquoia Bruce Trail Club as presented in the 2021 Annual General Meeting report be approved. *Motion carried.*

5. **Club Financial Report:**

Treasurer Joseph Gould provided a brief overview of the financials contained in the Annual General Meeting report. Last year resulted in a positive balance. The Club instituted e-transfer banking for events, badges and other fundraising programs. The anticipated funds for 2021 are sufficient and well able to fulfill our mission. Membership is the major source of revenue and is strong. A lower revenue may result if the club is unable to host events due to COVID. However, the Board reviews and approved expenditures in advance providing good oversight.

*Motion:* It was moved by Anne Armstrong and seconded by Doug Stansbury that the financial statements from the 2020-2021 fiscal year as presented in the 2021 Annual General Meeting report. Motion Carried.

6. **Nominations for Board of Directors.**

Paul Toffoletti, President IBTC, introduced the slate of nominations as shown below.

Cynthia Archer	Gary Beaudoin
Cheri Chevalier	Cecilia Gibbons
Joseph Gould	Maha Mansoor
Allan Meyer	Trish Murphy
Peter Rumble	Jordan Scott
Ashwini Selvakumaran	Holly Sluiter
Leah Spence	Doug Stansbury
Paul Toffoletti	Doug Yungblut

*Motion:* It was moved by Ken Lawday and seconded by Samar Smith that the 2021-2022 slate of Directors for the Iroquoia Bruce Trail Club Board of Directors as presented in the 2021 Annual General Meeting report by accepted. *Motion carried.*

7. **Volunteer Awards:** Paul Toffoletti announced IBTC volunteer awards as contained in the Annual Report

**Volunteer of the Year Award**

**Samar Smith** When Samar joined the Iroquoia Board as the Communications Director, she admitted that she knew little about social media but was willing to learn. And she did!! As Membership Director she attended many events to promote our club and BTC. Above and beyond that, Samar volunteered for almost everything! She was always the one who put up her hand to help out Samar is very passionate about the Bruce Trail. She made great contributions to our Board. Thanks so much for your service on the Board and beyond.

**Land Stewardship Awards**

Land Stewards are the caretakers and eyes of the land, visiting their assigned properties, reporting and providing input into the stewardship plans, and helping to organize and carry out stewardship activities such as restoration, garbage removal and signage.

**Sheryl Johnston and Doug Johnston** have stewarded the Cline Bench property in Grimsby for seven years.

**Kathleen Lawday** has been caring for the Burlington Easement in Cityview Park for five years.

**Iroquoia Club Trail Maintenance Award**

**Harry Vanderveen** was recognized for his teamwork and dedication. For example, while the past year was very challenging for Iroquoia Trail Maintenance, in this time of restrictions and reduced activities on the trail Harry stood out. For the last few years, he has taken over the unenviable task of grass cutting in the top half of Iroquoia. 2020 was no different as Harry was out every week throughout the grass cutting season making sure the grass was cut back and helping out countless other Trail Captains who might have had a much more difficult time in maintaining their sections.

### **Junior Appreciation Award**

**Ashwini Selvakumaran** joined the Iroquoia Club Board in June 2020 as part of the Girls on Board organization. She immediately became involved by supporting the social media efforts with an analysis to make improvements and the creation of Spotlight Mondays amongst other things. Ashwini is now involved in the Youth Engagement Team being lead by the BTC. Ashwini has provided a helping hand wherever it has been needed including the organization of our first virtual AGM. Of note is Ashwini's receipt of the Hamilton YWCA's Youth Trailblazer Award for Halton Region.

8. Speaker Ashwini Selvakumaran, IBTC Director at Large  
**Youth Engagement Strategy Report**

<https://online.flippingbook.com/view/947800393>

IBTC Board has held youth engagement as a priority area for several years instituting a Youth Volunteer Award, supporting a candidate for the Ontario Nature Youth Summit and providing internships for the Girls on Boards program. During her internship role of Honorary Director at Large, Ashwini devoted a significant part of her time in researching and writing the Youth Engagement Strategy Report. In it are recommendations to connect more successfully with more youth. The focus of the report is on 18 to 24 year olds. The goal is deeper systemic change that will mobilize future leaders for BTC.

Recommended is ongoing programming for youth. A deeper engagement of youth may be realized through providing group-to-group mentorship program, creating an environment of allyship and inclusivity for intergenerational dialogues, sharing history, exploring contemporary issues, identifying potential solutions and ultimately providing financial support for any projects that may arise.

Recommended is expanded marketing. Communications should be cross-platform and open (not limited to members). The goal of communications should be to foster interaction and could include links to volunteer opportunities, online round tables on contemporary issues, etc.

9. Adjournment: 76 people joined the zoom call for IBTC's 2021 AGM.

*Motion:* Motion to adjourn was moved by Gary Beaudoin and seconded by Anne Armstrong. *Motion carried.*

# Report of the Nominating Committee

Nominees for the Board of Directors of the Iroquoia Bruce Trail Club for the 2022-2023 term are:

Cynthia Archer  
Cheri Chevalier  
Cecilia Gibbons  
Joseph Gould  
Christine Hanley  
Heather Little  
Maha Mansoor  
Allan Meyer  
Jordan Scott  
Ashwini Selvakumaran  
Doug Stansbury  
Doug Yungblut

## President's Report

My how three years have gone by quickly. This will be my last report to the AGM as the Club President. We are very fortunate and thankful to the very capable and enthusiastic Cecilia Gibbons taking over as President from her previous positions as Vice President and Volunteer Director.

The nine Club Presidents have continued to meet on a regular basis with Michael McDonald and the Chair of the BTC Board, Leah Myers. This has proven to be a very workable format for the head office to inform the Presidents of upcoming initiatives and for the Presidents to discuss issues or questions between the Clubs and back to the head office. Some issues we discussed were the Bruce Trail App, Membership fees, financial reporting for Clubs, and will soon be involved with the review update of the BTC Strategic Plan.

A few people have or will be leaving our Board this year and I would like to use this space to thank them all. Gary Beaudoin had led the Iroquoia Stewardship program for many years. He made sure that Land Stewards submitted their annual reports and that any issues were quickly dealt with. We were lucky that Cynthia Archer was very eager to fill Gary's large shoes. Thank you for your longtime support Gary.

Trish Murphy was our Publicity and Public Education Director and also looked after our Club's Enotes. Due to an increasing busy family life with grandkids and other things, she felt

it was best to step down from the Board, but was more than willing to stay involved as a support volunteer building and improving our Club Enotes.

After three years as our Trail Development and Maintenance Director, Peter Rumble decided to step down and pass the torch onto someone else. You will see further in this report that Peter is our 2022 Volunteer of the Year. I am not going to repeat everything that is written in that section, so I invite you to read about Peter's many accomplishments and dedication to the BTC and our Club. I am very glad to report that he will continue his dedication to the Bruce Trail as a Trail Captain and Zone Co-ordinator.

Two more people that should be given thanks to as support volunteers behind the scenes are Holly Sluiter and Samar Smith. Holly looks after our web page and keeps it up to date. Samar keeps an eye out on the emails our Club receives, and if unable to answer a question, will pass it onto someone who can (meaning me). I also want to thank our Director at large, Cheri Chevalier, who this summer took on Social Media for us and has been finding new ways to increase the Club awareness through this medium. One more person to thank is former Director at Large Maha Mansoor, for taking on the role of Secretary / Archivist after Cynthia Archer decided to move over to Land Stewardship.

The pandemic has held our Club back from performing our regular events and trying new initiatives for the past two years. We were fortunate to run a very successful Steeltown Stomp this year with the hard planning work of Samar Smith, Peter Rumble and Joe Gould and the other wonderful volunteers on that day. Our hiking Director, Christine Hanley, is already working away to bring back the official End to End over two weekends in late September, and have you checked out the new E2E in 10 hikes being offered with a really nice new badge? Allan Meyer, Fundraising Director, has started to talk to the local Hamilton musicians to bring back the Bruce Trail concerts this fall. I miss those so much! Finally, for a second year in a row, we funded the opportunity for two young teens to participate in the Ontario Nature Virtual Youth Summit. Both of them had family members who are members of our Club, and informed them of the event.

Over the next number of months, the Board will be getting back to looking at how we can offer more to our membership, engage with other like minded organizations and support young people to be involved. The Board also formed a sub-committee to review communications with our members. Part of this has already started by splitting up the Digital communications of the web page, social media and Enotes among various volunteers. The next phase will be to review the future of the newsletter. We presently spend \$6,000 to \$7,000 a year to send a newsletter to 11% of the membership with cost always rising, plus the volunteer time involved.

On the municipal level, along with TD&M, I was involved with commenting on a number of City of Hamilton parks projects for Southam Park, Mountain Drive Park and Albion Falls. I had reviewed and commented on the City of Burlington Rural Active Transportation Plan. Thanks to Daryl Keays for the extra input as that areas Trail Co-ordinator. The plan indicated future paved shoulders on Walkers Line, but only traffic calming measures on No. 1 Side Road. The main ask we are making are for paved shoulders on No. 1 Side Road and on Derry Road, plus improvements to a number of other rural roads for pedestrians. I plan

to delegate to Burlington Council when the time comes for them to approve the plan. Unfortunately, all these plans seem to take a very long time to become reality.

While things are opening up, I ask all volunteers to take the precautions that they feel they need to take to be safe, and to be respectful to those who may still be uncertain to how much exposure to Covid they are willing to risk to help our Club.

So, with this I want to say a really special heart felt THANK YOU for all your support to all the people on the Iroquoia Board, over the past three years. At times we may felt handcuffed due to the pandemic, but still found ways to bring forward new ideas to raise funds and try to keep our membership engaged. All the volunteers certainly deserve a round of applause for still being involved while taking precautions. Like many other people who leave the Board (after 25 years), I will find it hard to stay away and will be involved as a Land Steward and in helping out at other events. See you there!!

Paul Toffoletti  
President, Iroquoia Bruce Trail Club

## **Vice-President and Volunteer Director's Report**

It has been an interesting year with challenges brought on by the changing restrictions and guidelines due to the pandemic. We are hopeful that the pandemic has now changed into an endemic and we can continue the work for the IBTC and BTC in person and without interruptions.

It has been an absolute pleasure and honour to work with such a talented and committed group of volunteers on our Board. We have seen several and significant changes on our Board. Gloria Pennycook stepped down as Volunteer Director last spring after many years of finding wonderful volunteers for different positions. She always made it look so easy to come up with incredible talent. Last Spring, our longstanding Land Stewardship Director Gary Beaudoin had to step down for health reasons. Gary supported the BTC and IBTC for many years and we thank him for all his contributions. This key position was quickly filled from within by our own Cynthia Archer, who went at it with new energy and ideas. Land Conservation is a cornerstone for the BTC and Cynthia will no doubt make a difference.

Last summer, a Director-at-Large position opened up when Jordan took over the Membership Director role from Samar Smith. She stepped down from the Board after three incredibly busy and impactful years and wanted to continue hands on volunteering. For the open position, we had an excellent list of candidates. The Board voted to bring on two Directors instead of just one. We were thrilled that Cheri Chevalier and Maha Masoor joined us on the board. Maha took over the Secretary & Archivist role from Cynthia and Cheri is an asset in general and more specifically, as our new Social Media expert.

We restructured the Communications role as it was too big for one person. Trish Murphy, our PR & Education Director stepped down from the board for family reasons but agreed to continue with the E-Notes. Holly Sluiter also stepped down from her Social Media position

but will continue updating our website. We recently welcomed Heather Little as our new PR & Education Director. With the help of Trish, Holly & Cheri, she is well set up for success.

We are losing two very strong and experienced Board Members this year who decided to step down. We thank Paul Toffoletti, our President for the last three years, who has held various roles on the Board and in other community groups and committees supporting the mission and vision of the BTC. We also thank Peter Rumble, our Trail Maintenance Director of the last three years. It could not have been a more challenging time being Trail Director during the pandemic with ever-changing restrictions. We thank Peter for all his work and are grateful that he will continue supporting the BTC as a Trail Captain. We are looking to fill the Trail Maintenance Director position and the Volunteer Director role so we are set up for an excellent year.

Cecilia Gibbons, Vice President and Volunteer Director

## **Treasurer's Report**

The accompanying Statement of Activities and Net Assets present the financial position of the Iroquoia Bruce Trail Club ("IBTC") as at March 31, 2022 and the results of its activities for the year then ended.

IBTC officials exercise such controls as determined necessary to enable these financial statements to be prepared free from material misstatement, and assess that IBTC is financially able to continue its activities for the coming year.

A budget for the fiscal year April 1, 2022, to March 31, 2023 has been prepared and approved by the IBTC board of directors on March 21, 2022. The budget is presented in the same form as the annual statement of activities.

The budget is an important tool to plan and monitor IBTC activities based on assumptions about the future. It is possible that the budget may not be achieved. Actual activity may vary from the budget and favorable or adverse variances may be material.

Joseph G. Gould  
Treasurer  
April 10, 2022

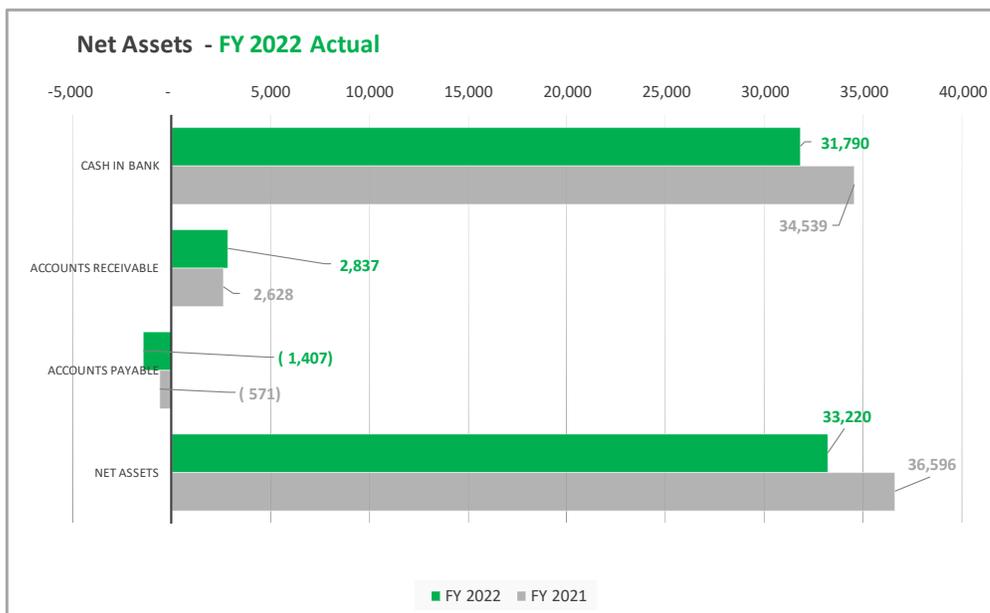
**Iroquoia Bruce Trail Club**  
**Statement of Activities and Net Assets**  
**For the twelve months ending March 31st**

	FY 2022	FY 2021
<b>REVENUE</b>	<b>\$</b>	<b>\$</b>
Membership	31,692	28,023
Donations	450	545
Hiking Programs	8,783	5,658
Fundraising & Events	2,408	3,605
Communications	90	194
	<b>43,423</b>	<b>38,026</b>
<b>EXPENDITURES</b>		
Donations to BTC	25,424	31,110
Hiking Programs	2,722	2,307
Fundraising & Events	1,044	2,352
Communications	4,561	5,824
Trail Maintenance	10,777	9,428
Landowner Relations	1,285	499
Volunteer Recognition	203	280
Office and Admin	783	1,303
	46,799	53,103
<b>Net Activities - revenue (under) over expenditures</b>	<b>( 3,376)</b>	<b>( 15,077)</b>
Net Assets - beginning of the year	36,596	51,673
Net Activities for the year	( 3,376)	( 15,077)
<b>Net Assets - end of year</b>	<b>33,220</b>	<b>36,596</b>

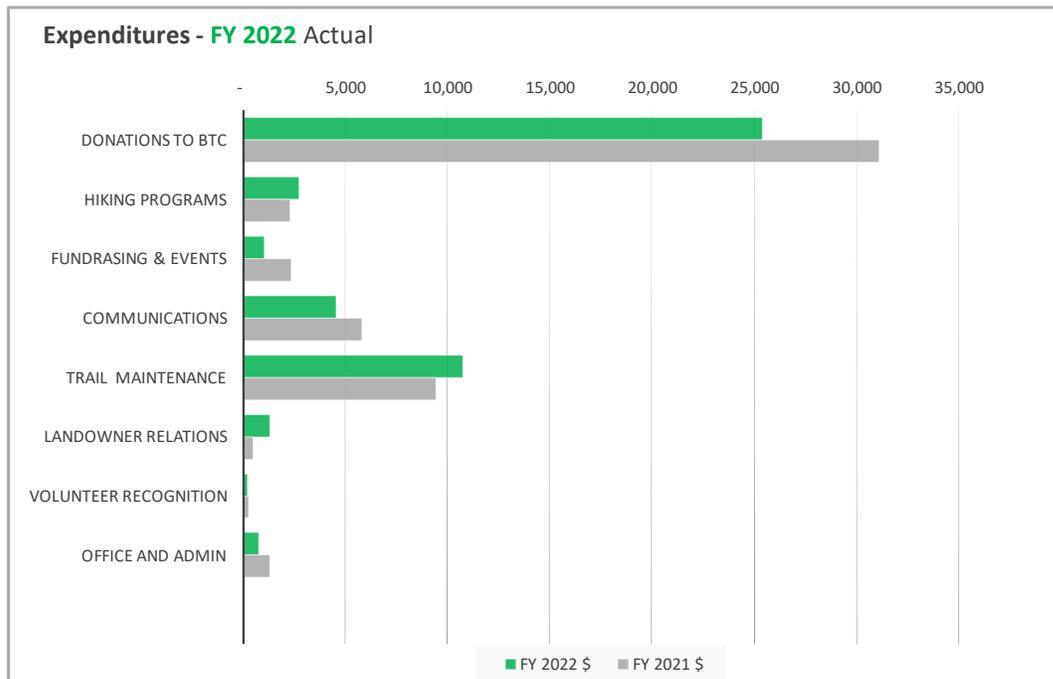
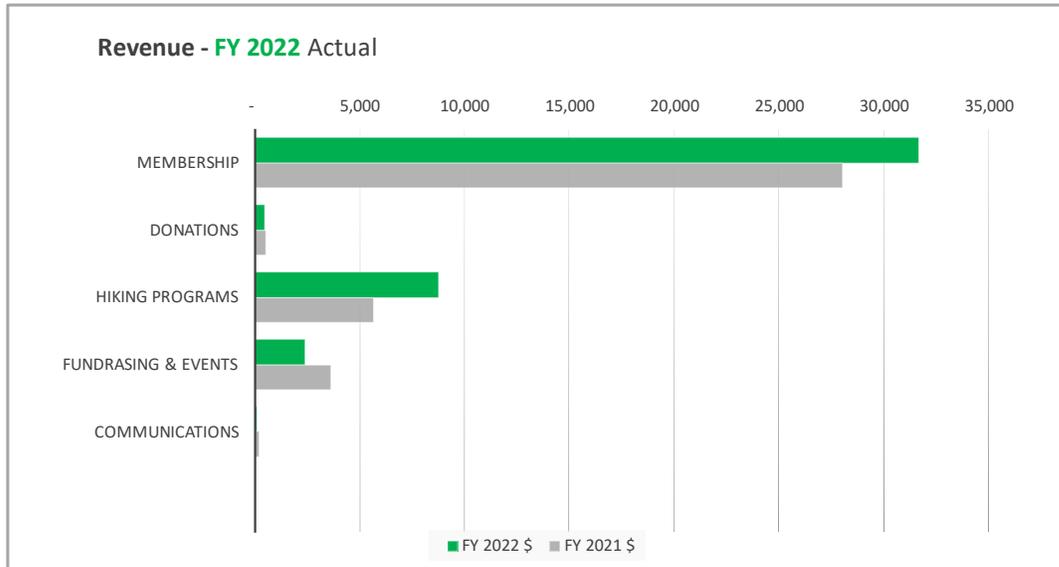
**Represented by:**

Cash in Bank	31,790	34,539
Accounts Receivable	2,837	2,628
Accounts Payable	( 1,407)	( 571)
<b>NET ASSETS</b>	<b>33,220</b>	<b>36,596</b>

FY - Fiscal Year



**Iroquoia Bruce Trail Club**  
**Statement of Activities and Net Assets**  
**For the twelve months ending March 31st**



## **Notes to Financial Statements**

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### **Note 1 Organization and Purpose**

The Iroquoia Bruce Trail Club (“IBTC”) was formed in Hamilton on September 5, 1963 choosing the name “Iroquoia” being the same as that given the tourist region from Grimsby through Hamilton to Burlington.

IBTC is a community volunteer organization and member club of The Bruce Trail Conservancy (“BTC”) in accordance with the by-laws of each of the IBTC and the BTC. IBTC’s objectives are to build and maintain through voluntary labour the BTC main and side trails from Grimsby to the Kelso Conservation Area near Milton, and to support the BTC’s mission and vision by undertaking activities deemed necessary or advisable by its Board of Directors.

#### **Mission**

Preserving a ribbon of wilderness, for everyone, forever.

#### **Vision**

The Bruce Trail secured within a permanently protected natural corridor along the Niagara Escarpment.

All IBTC activities are overseen by volunteers and include organized hikes and other special events, trail development and maintenance, land stewardship, public education, landowner relations, newsletter, website and social media publishing.

### **Note 2 Summary of Significant Accounting Policies**

#### **Basis of Presentation**

These financial statements have been prepared on an accrual basis of accounting and only consist of IBTC financial transactions. They do not include the full scope of The Bruce Trail Conservancy.

#### **Revenue Recognition**

Donations are recognized as received. Restricted donations are deferred and recognized as revenue when the expenses are incurred.

Membership revenue is recorded on an accrual basis, and consists of a portion of BTC membership fees of BTC members choosing to affiliate with IBTC.

## **Notes to Financial Statements**

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### **Cash**

Cash represents cash in the bank.

### **Inventory and Capital Assets**

Merchandise for sale, badges, tools, equipment, hardware and supplies purchased in connection with IBTC activities are expensed in the year acquired. Proper accountability is exercised at the time these assets are purchased, and assets are subject to proper custodianship and care by volunteers.

The value of each asset type on hand is not material, and in the aggregate is estimated to be approximately \$7,000.

### **Volunteer Service**

The work of the IBTC is accomplished by volunteers. IBTC does not record the value of volunteer services or their out of pocket expenses. These services and expenses are received gratuitously and therefore no value has been included in these financial statements as the fair value is not determinable.

## **Note 3 Financial Risk**

### **Liquidity Risk**

Liquidity risk is the risk IBTC will not be able to meet its financial obligations when they become due. Sufficient liquidity is maintained by monthly review of its financial position. IBTC has low liquidity risk given the nature of its obligations and large amount of cash in the bank.

## **Note 4 Related Parties**

Related parties of IBTC are considered to be The Bruce Trail Conservancy, board members, volunteers, and the other eight BTC clubs.

A significant portion of revenue \$31,692 or 73% (FY 2021 - \$28,023 or 73%) and expenses \$25,000 or 57% (FY 2021 - \$30,735 or 57%) are with the BTC for membership fees, and donations to BTC, respectively.

Volunteers have been reimbursed for expenditures made on behalf of IBTC activities amounting to \$11,278 (FY 2021 - \$ 10,309).

## **Notes to Financial Statements**

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Transactions with board member and volunteer owned businesses are minimal at \$2,572 (FY 2021 - \$1,029), and with other clubs is nil.

### **Note 5 Economic Dependence**

IBTC, as a member club of the BTC, is reliant on its continued membership and BTC member fees allocated to the IBTC to conduct its activities. Should IBTC cease to be a BTC member club it would not be able to continue its activities.

### **Note 6 Taxation**

IBTC tax compliance is effectively within the context of its status as a member club of the BTC. The BTC is a registered charity, HST registrant and operates on a not for profit basis. Only the BTC may receive donations and issue charitable donation tax receipts.

Accordingly, as a not for profit organization, IBTC is not subject to income tax. IBTC is obligated to charge HST (Excise Tax) on goods and services sold, pay HST on purchases, and obtains a rebate of a portion of HST collected or paid. BTC is responsible for all tax reporting.

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## **COMMENTARY FY 2022**

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### Net Assets

Net Assets declined in the year by \$3,376 to \$33,320 (FY 2021 – declined \$15,077 to \$36,596).

The club has not been adversely affected financially by the COVID-19 pandemic. The Club continues to have a strong liquidity position with cash in the bank amounting to \$31,790 (FY 2021 - \$34,539).

Highlights of the year include

- 13% increase in membership fee revenue;
- Badge sales remained steady;
- Spending in communication, TD&M, and general expenses remained the same in total;
- Significant donation to the BTC continued.

## Membership

Membership pass-through revenue from the BTC increased to \$31,962 (FY 2021 - \$28,023) as outdoor activities attracted more participants during the pandemic and is the largest revenue source.

The BTC passes \$11 of a member's fee who chooses to affiliate with a club through to that Bruce Trail club as follows: \$9.00 directly to the Bruce Trail club and \$2.00 for trail maintenance, aggregated for all clubs and then apportioned to individual clubs according to their percentage trail kilometers in their section. IBTC's percentage is currently 12.31%

BTC memberships are charitable donations, provide an altruistic not an economic value, and are eligible for charitable donation tax receipts.

## Hiking and Fundraising Events

The Steeltown Stomp was held this year restricted to 100 persons under COVID outdoor rules. The event added hike revenue of \$2,472 with costs amounting to \$231.

The Official End to End, and Concert events were cancelled as they could not be staged under COVID event rules.

## **COMMENTARY FY 2022**

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### Badge and Merchandise Sales

Badge sales held steady at \$5,146 (FY 2021 - \$5,658) .

Merchandise sales of charcuterie boards amounted to \$2,408 (FY 2021 - \$3,605).

Overall, sales less costs amounted to \$4,089 (FY 2020 - \$4,656).

### Other Functions

Trail Maintenance & Development and Landowner Relations increased \$2,135 or 22% as lower COVID restrictions permitted more trail work. Communications, Volunteer Recognition, Office and Admin, in the aggregate, reduced spending by \$1,860 or 25% to \$5,547 due to lower activity and fewer newsletters distributed.

### Donation to The Bruce Trail Conservancy

The board reviews the club's financial capacity each year and donations are made to the BTC from surplus funds. Donation was \$25,000 (FY 2021 - \$30,735).



## **FY 2023 BUDGET**

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### **Concert Event & Merchandise**

The Fundraising Director budgets a concert event in the fall and merchandise sales to contribute a net \$4,850 on revenue of \$12,750.

### **Communication**

Spending on communication remains steady in the budget. Electronic processes are being developed and improved, and newsletter production and distribution continue to be reviewed.

### **TD&M**

The Trail Director is expecting to address a trail work backlog and the budget includes higher expenses to do so.

### **Other expense areas**

Volunteer Recognition and Office expenses have been budgeted at higher levels to allow for possible changes and improvements.

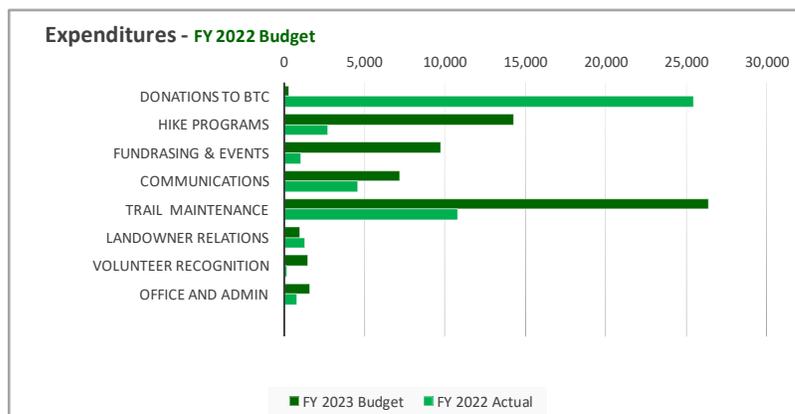
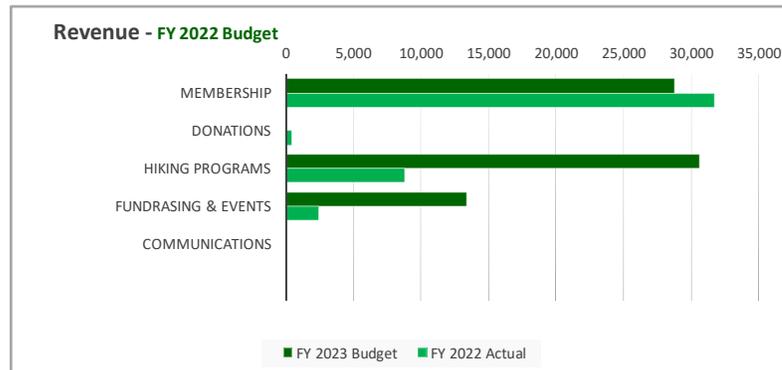
### **Donations to BTC**

IBTC traditionally makes a donation on a discretionary basis to the BTC in a range of \$10,000 to \$30,000. This donation has not been budgeted pending review.

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**Iroquoia Bruce Trail Club**  
**Fiscal Year 2023 BUDGET - Statement of Activities**  
**For the twelve months ending March 31st**

<b>Fiscal Year 2023 BUDGET</b>		
	<b>FY 2023 Budget</b>	<b>FY 2022 Actual</b>
<b>REVENUE</b>	<b>\$</b>	<b>\$</b>
Membership	28,800	31,692
Donations	-	450
Hiking Programs	30,600	8,783
Fundrasing & Events	13,350	2,408
Communications	-	90
	<b>72,750</b>	<b>43,423</b>
<b>EXPENDITURES</b>	<b>-</b>	<b>-</b>
Donations to BTC	300	25,424
Hike Programs	14,300	2,722
Fundrasing & Events	9,730	1,044
Communications	7,200	4,561
Trail Maintenance	26,400	10,777
Landowner Relations	1,000	1,285
Volunteer Recognition	1,500	203
Office and Admin	1,600	783
	<b>62,030</b>	<b>46,799</b>
<b>Net Activities - expenditures in (excess) of revenue</b>	<b>10,720</b>	<b>( 3,376)</b>
Net Assets - beginning of the year	33,220	36,596
Net Activities for the year	10,720	( 3,376)
<b>Net Assets - end of year</b>	<b>43,940</b>	<b>33,220</b>
<b>Represented by:</b>		
Cash in Bank	41,664	31,790
Accounts Receivable	3,276	2,837
Deposits / Inventory	-	-
Accounts Payable	( 1,000)	( 1,407)
<b>NET ASSETS</b>	<b>43,940</b>	<b>33,220</b>



# Trail Development & Maintenance Director's Report

Well it has certainly been an interesting and at times challenging year for every trail captain, trail monitor and trail worker. All trails have received a tremendous increase in usage which is good and yet provides many challenges. Thanks to all our dedicated volunteers for their collective efforts to maintain our main and side trails in a safe and environmentally sound condition. Their work is much appreciated by Bruce Trail hikers and other users.

## Trail Activities

Trail maintenance work party activities were limited to individual trail workers, captains or monitors working individually or in small groups. Blazing, trimming, garbage collection and hazard tree removal were carried out. Some small footpath improvements have also been completed.

Full Tuesday work parties resumed Tuesday July 7, 2021 much to the happiness of our volunteers. We got back to our business.

## The "to do" list

At the first of the year the 5 Zone Coordinators submitted a total of 46 projects, needing to be undertaken the year. These vary from individual sign replacement and blazing to boardwalk and bridge repair and rebuild, removal of the Sherman Falls bridge to hazard tree clearing.

Over 60 work parties were organized for the year, 600 hazard trees removed. Specific projects of note included the removal of the Sherman Falls Bridge due to safety concerns, repairs to the stairs at Smokey Hollow/Grindstone Creek, replacement of the bridge on Main Trail at River and Ruin Nature Reserve, repairs to the boardwalk at Iroquoia Heights, repairs to main and side trails at Beamer Memorial Conservation Area, construction of a new footbridge at Sydenham Hill, repairs to stairs at Chedoke Falls and main trail between Tiffany and Sherman Falls. Trail volunteers supported BTC land stewardship with construction of a fence barrier at the ruins at River and Ruin Nature Reserve and rebuilding the laneway at the McNally Barn.

On October 19, 2021 the second coffee in the park get together was held at Battlefield Park. Some 35 volunteers reconnected with one another.

## The numbers.

Number of trail maintenance volunteers – 141

Trail captains – 61

Trail monitors – 49

Unassigned - attend work parties only (no assigned trail section)

Spring 2021 Trail Status Report Summary

- Total captain hours 1017
- Total monitor hours 164

Thanks to Richard Pomeroy our Data Management Coordinator

## Trail Ambassador Program

Iroquoia's two trail ambassadors - Nicole Freeman and Kate Pearson were given a trail maintenance orientation by Peter Morin and myself on Wednesday June 23rd. Safety and trail maintenance best practices were discussed. Benching, trenching, blazing, pathway clearing and ditching were carried out. Thanks to Peter Morin our Trail Maintenance Volunteer Coordinator.

### Photos of some of the highlights



Our success in maintaining our ribbon of wilderness would not be possible without the leadership and support for our volunteer base provided by my fellow Iroquoia Trail Development and Maintenance team members - Paul McLenachan, Paul Ford, Art Johnston, Daryl Keays, Richard Pomeroy and Peter Morin.

Peter Rumble, Trail Development and Maintenance Director

# **Hike Director's Report**

## **Covid-19 & return to Group Hiking**

As a result of provincial Covid-19 guidelines and multiple waves of variants, different restrictions were imposed by the BTC on group hiking over the past 12 months. Group hiking resumed without restrictions as Delta faded around the time I took on the hike management directorship in June of 2021, and was again partially restricted in late 2021 due to the Omicron wave. However, many hike leaders were (and are) reluctant to lead group hikes (especially those with car shuttles) with the general public, and I balk at the idea of encouraging volunteers out of their personal comfort zone.

The Iroquoia Club scheduled 166 organized group hikes since June 2021. This is a far cry from our pre-pandemic average of 50 hikes per month, per the 2019 Annual Report. Our weekday hike groups (Happy Wanderers on Mondays, Hikers R Us and Good Companions on Wednesdays, and the eponymous Thursday Group) are currently making up the majority of our organized hiking program. A small, core group of hike leaders also puts one or two hikes in for most weekends. In 2022-23, one of my areas of focus will be encouraging hike leaders who are ready to return, to lead group hikes for the general public on weekends.

Interest in hiking, driven by social media, had already increased prior to the pandemic; but a lack of alternatives for exercise and entertainment during the pandemic has led to even more people have been attracted to hiking. This has presented challenges, but also opportunities. In my view, group hiking is one of our most powerful mechanisms of public outreach and education - to convert casual users of the trail to supporters, as well as advancing the proliferation of responsible hiking behaviours.

### **New Hike Leaders**

Approximately two dozen new hike leaders were certified by Hike Ontario in courses led by Anne Armstrong for the Iroquoia club in 2021. Mentoring these new hike leaders has been a challenge, but we have a number of new initiatives that we are hoping will interest them and encourage them to dive in.

### **Steeltown Stomp**

Samar Smith, Peter Rumble and Joe Gould organized the 2021 Steeltown Stomp to overwhelmingly positive feedback from the 100 participants. Due to being a loop hike, it was possible to run this event during the pandemic.

Plans have already commenced for the 2022 event, which will be held October 1, and a few more volunteers will be needed this year.

### **New Year's Day Hikes**

Our traditional, large New Year's Day hike (200+ participants in 2020) could unfortunately not be held once again in 2022. We tried a different format - small groups, meeting and

hiking in various locations at different times - but our efforts were stymied by a quirk in the hike calendar that did not make it obvious enough to potential participants that there were more than 2 events on that day. The first two hikes in the schedule were full, and many of the others, which were not visible unless one knew where to look, had no participants at all.

This was a disappointment, but it was a learning opportunity and now, with greater integration with our social media team, should not recur. In any case, I am hoping that in 2023, our New Year's hike can go back to its original format.

## Official E2E

After a 2 year hiatus, we are delighted to be planning to run the Official E2E in 2022. A long wished for change in the club E2E schedule has also moved us out of the cold, dark October days. The E2E will be held September 17, 18, 24 & 25.

In order to make this the best event we've ever run, we are in need of a number of additional volunteers.



### E2E-in-TEN series

The E2E-in-TEN, which has been organized in conjunction with hike leader Joe Borges, has been a resounding success with hikers. We are only limited by the availability of hike leaders. I am hopeful that with better weather, some of our leaders will commit to leading this series, particularly on weekends and at moderate speed.

One group, led by Ruth Moffatt, has already finished, and 4 others are scheduled: led by Colleen Mabalay, Joe Borges, Smadar Junkin and Asia Shin.

Joe Borges also designed a new badge that can only be earned by hiking 7/10 hikes with an E2E-in-TEN group.

The E2E-inTEN badge depicts a stained glass style rendering of a **Butternut Tree**, *Juglans cinerea*, in late summer with vibrant blues and greens.

The Butternut Tree is endangered in Ontario and Canada, though it is present throughout the Iroquoia section of the trail. By featuring the Butternut Tree on our E2E-in-TEN badge, we engineer an ongoing opportunity to call attention to its conservation.

The stained glass styling is intended both to create a bold, modern look, and also as a comment that the boundaries of natural habitats have been artificially altered by human activities and land use - but with enough pieces put together, we can create something beautiful - for example, "a ribbon of wilderness, for everyone, forever".

Given the early success of the series, 200 Butternut badges have been ordered.

## E2E-in-SIX series

Similar to the E2E-in-TEN series, a series of six hikes to complete the 122km Iroquoia Section has been developed, but has yet to launch. A new badge will be designed for this series as well.

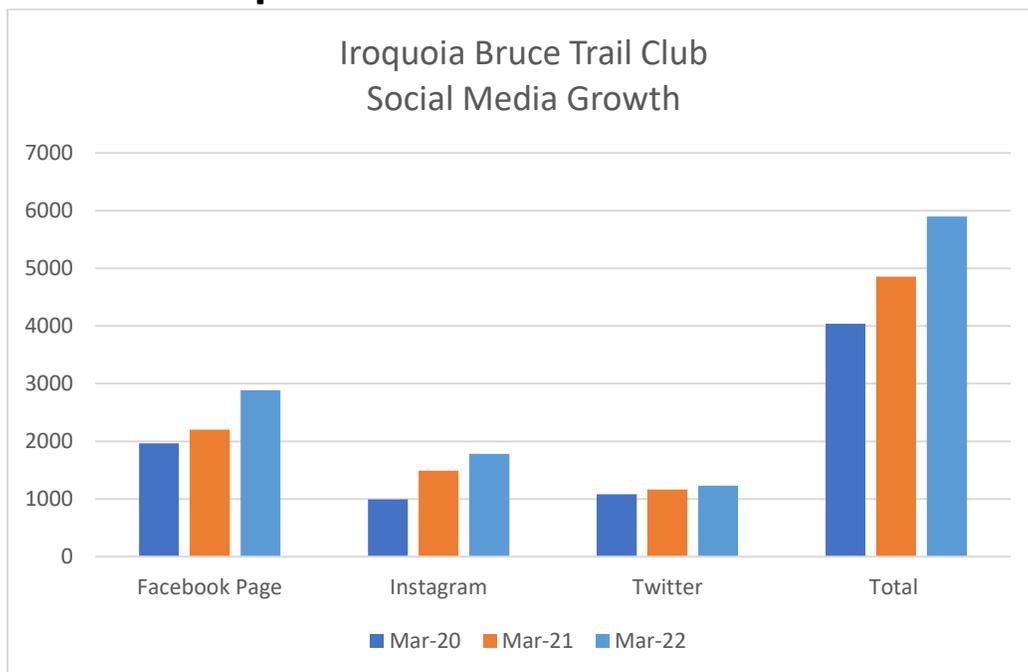
## A call for volunteers

As a final note, I have a great number of planned initiatives which would ideally take place over the upcoming year. However, I also must admit to a glaring shortfall in the ability to achieve my goals for the portfolio: despite my wonderful group of dedicated hike leaders, of event coordinators, and of E2E checkpoint stewards - **I need a large number of additional volunteers in order to accomplish everything I would like to.** If you are looking to donate your time to the Iroquoia BTC, I can assure you that together, we can find a volunteer position that will suit you.

Hike Management involves an expansive portfolio - there are multiple events, the development and refreshing of challenge badges, as well as organizing group hiking and themed hikes. I need committed volunteers to take leadership and ownership of various sub-committees, managing their piece of the overall Hike Management pie.

Christine Hanley - Hike Management Director

## Social Media Report



We have continued to see solid and continued growth across all of our Iroquoia Bruce Trail Club social media properties this past year. The posts with the highest engagement tend to

be those that share personal stories, and call out specific people who are involved in our trail. We have also seen substantial engagement in our posts around our hiking events.

We have begun to use a professional application (Canva) for our posts, which allows us to present very polished and professional communications to our audience – drawing attention to our posts, and encouraging sharing. We have also added a Linktree in our Instagram bio for easier navigation for our users.

The use of a social media calendar has also been launched, to enable a drum beat of communications – enabling our followers get the news they need in a timely manner, without flooding their feeds. A focus of the calendar is on ensuring we have monthly posts that focus on conservation.

Have news or information you'd like to share on our official channels? Please reach out and we can work together! Also, liking and sharing our stories is a great way to help us get reach and engagement. All social media properties are listed on our website [iroquoia.on.ca](http://iroquoia.on.ca)

Cheri Chevalier, Director at Large - Social Media

## **Landowner Relations Report**

The landowner ambassador program is working well and it takes a lot of stress off my role as Director. Thanks to those who have volunteered. I am in need of a volunteer for the Dundas area.

We distributed over 100 calendars this past fall and winter. They continue to be regarded as a valuable item by landowners.

We have made progress on 2 properties, one of which will entail a major improvement in our trail safety. Details to follow.

Patience and persistence are the name of the game when dealing with landowners.

Doug Yungblut, Landowner Relations Director

## **Publicity & Public Education and ENotes Report**

During this second year of Covid, expanding the ENotes content and audience was concentrated on.

When ENotes started its monthly, sometimes bimonthly, publishing in June of 2020, we had 222 subscribers, as of March 2022, there are 510 subscribers to the Iroquoia ENotes. A steady increase each month, with subscribers contributing articles to our publications as well as sharing experiences through photos and stories.

The board of Directors have recently met to discuss the possibility of combining the ENotes and the quarterly IBTC Newsletter to be accessed solely online. As of the time of this report, we are working on a communication which will go out to all IBTC members informing them

of the new implementation of how the Newsletter/ENotes will be distributed, and how they may sign up to receive the ENotes if they are not already on the subscriber list. This will increase our readership to include all members who currently receive the quarterly newsletter.

After discussions with the IBTC Board of Directors, we agreed to expand the Publicity, Public Education and ENotes/Newsletter Publication role to include more than one Director. As of the date of drafting this report, we welcome Heather Little to the Role of Publicity and Public Education Director. Heather brings great enthusiasm and creative ideas to the Publicity and Public Education role. Trish Murphy will continue her role as Creative Contributor, Editor and Publisher of the Monthly ENotes/Newsletter.

From an educational standpoint, I have worked closely with social media to get the word out to our hiking public about dogs on leashes and bicycles prohibited on the trails. This will continue. My hope for 2022 is to continue the educational aspect via social media in hopes of helping the Bruce Trail remain a hiking footpath to be respected by all and thus protecting the nature within. With Heather Little onboard, more educational endeavors will be implemented for the coming year.

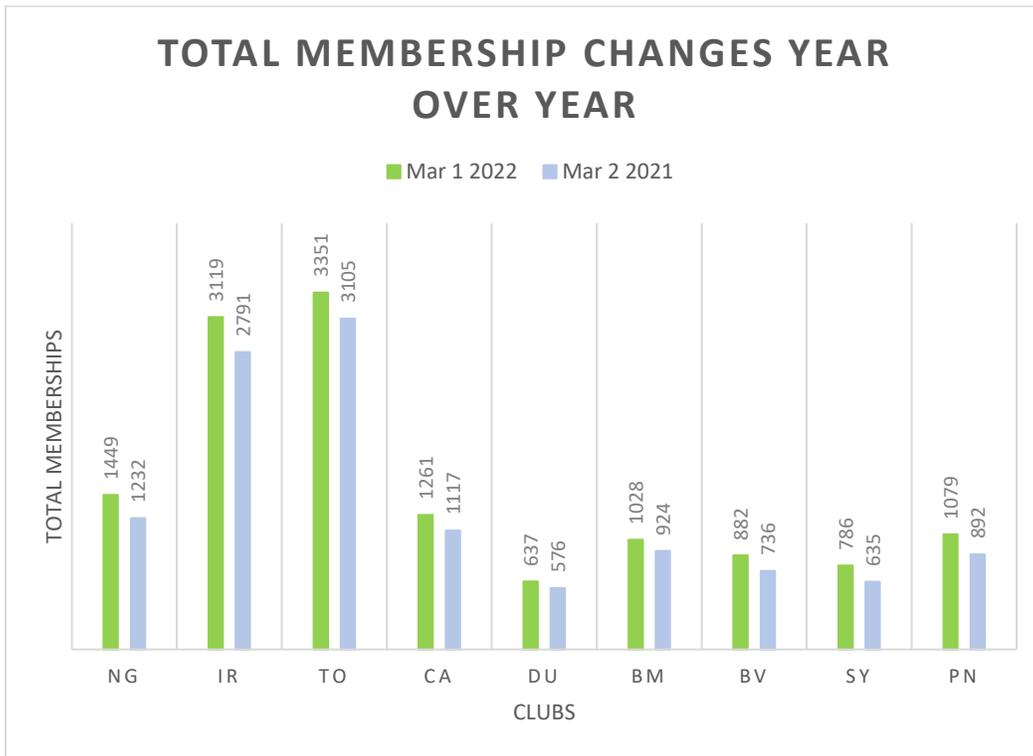
As things are opening back up, we will be looking forward to once again implementing the promotions aspect as events heat up in the summer of 2022.

Trish Murphy, Support volunteer - Enotes

## Membership Director's Report

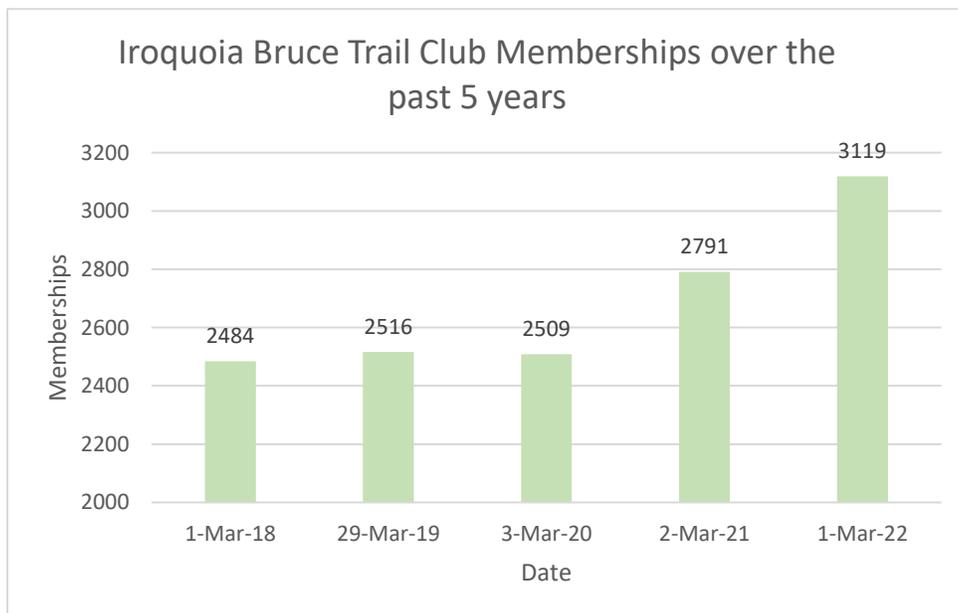
The Iroquoia Bruce Trail club continues to be the second largest of the nine clubs in the Bruce Trail Conservancy. Membership for the Iroquoia Bruce Trail club has increased 12% over last year with a growth of 328 members. This was the largest growth in memberships of any of the clubs.

<b>Club</b>	<b>1-Mar-22</b>	<b>2-Mar-21</b>	<b>Total # increase</b>	<b>% Increase</b>
<i>Niagra</i>	1449	1232	217	18%
<i>Iroquoia</i>	3119	2791	328	12%
<i>Toronto</i>	3351	3105	246	8%
<i>Caledon</i>	1261	1117	144	13%
<i>Dufferin</i>	637	576	61	11%
<i>Blue Mountain</i>	1028	924	104	11%
<i>Beaver Valley</i>	882	736	146	20%
<i>Sydenham</i>	786	635	151	24%
<i>Peninsula</i>	1079	892	187	21%
<i>Members at large</i>	39	35	4	11%
<b>TOTAL</b>	<b>13631</b>	<b>13677</b>	<b>1588</b>	<b>13.20%</b>



Overall, there has been a steady increase in memberships throughout the year. Similar to last year this is most likely due to a better appreciation of the trail and its significance during these challenging times. We saw a slight decrease in membership in December 2021 but this was followed by a very strong increase in memberships in January 2022. We believe this is due to “New years resolutions” and a large number of members returning to be able to lock in membership at the reduced rates before the increase.

Below is a chart showing the growth of the Iroquoia Club over the past 5 years. There has been steady and consistent growth throughout the pandemic.



Once again, we are extremely thankful to our members who continue to support the club. With many events being cancelled this year again, it is the committed and inclusive community that is responsible for the growth in membership we are seeing. I look forward to the upcoming year of reduced restrictions where we will hopefully be able to act upon many of the ideas we have in store for increasing the impact of and engagement associated with membership.

Jordan Scott, Membership Director

## Fundraising Director's Report

2021 proved to be another difficult year for fund raising, due to Covid restrictions. We continued with the sale of the Iroquoia Charcuterie/Cutting Boards, for another successful year. Please go to our web site to place your orders. We have taken this lull in events to develop further products to sell on line and also to plan events. We are working with the Caledon and Toronto Clubs for a drive in movie fund raiser for June 16th 2022. Please watch for further details. We have also started planning for our fall concert, details to follow. We have ordered some new products (buffs and water bottles) that will be available on our web site shortly.

We look forward to meeting with our fellow members this year at live events, in person.

Allan Meyer, Director Fund Raising

## Land Stewardship Director's Report

It has been a pleasure to take on the new role of Director of Land Stewards, effective July 2022. My report follows. *Cynthia Archer*

**Conservation Volunteers** This year we successfully assembled a team of Conservation Volunteers who are willing to

- work on conservation and stewardship projects,
- educate the public and club volunteers about items such as invasive species, identifying flora and fauna, and, using iNaturalist to help inventory species on BTC lands, and/or
- serve as a land steward.

Over 40 people stepped forward to become more involved. More volunteers are welcome. Contact [archercynthiab@gmail.com](mailto:archercynthiab@gmail.com).

**Four new land stewards** were assigned since August 1<sup>st</sup> primarily from the pool of people who volunteered to be conservation volunteers for the IBTC section.

- *Shown below: Martin McSweeney, Barb Sabourin and far right Henriette Jansen are new Iroquoia land stewards for BT properties River and Ruin, Bonta & Robinson below*

*Smoky Hollow falls and Fisher Pond. Cynthia Archer in red (LS Director and steward for Wolverton Nature Reserve)*



- Eli Gottfried is the fourth new land steward who accepted the Red Oaks assignment. He was unable to participate.

**Fisher Pond tree planting** took place on October 20<sup>th</sup>. 10 people from the land steward and conservation volunteer pool contributed to the event where over 400 trees were planted at Fisher Pond including white pine, black cherry, oak and witch hazel amongst others that are native to Carolinian forests. Included were 120 American Chestnut trees that were donated through the Canadian Chestnut Council.



**American Elm Tree planting:** The last week in October two teams of conservation volunteers planted 5 saplings in Fisher Pond and 5 at Smokey Hollow (above the falls). They also agreed to monitor and help the survival of these 10 saplings over the next several years. The saplings were donated by the University of Guelph who propagated these Dutch Elm Disease “tolerant” American elms. 90 more saplings were distributed amongst the other clubs with the goal of helping to restore the splendor of the elm tree in our forests.

**Restoration at River and Ruin:** Over the summer Martin McSweeney with the help of TD&M trail workers and two people from our conservation volunteer pool has removed close to one thousand buckthorn from the R&R reserve. It is amazing work! Kudos to Martin and sincere thanks to those who have helped him.



**Buckthorn Project:** With the initiative of Martin McSweeney and support from our Club (\$200) we are trying to discourage the regrowth of buckthorn by covering their cut trunks with a heavy black plastic cover. See sample to the left.

**Inukshuks:** Hikers devastated the streambed at Smokey Hollow which destroyed the homes of salamanders, toads, insects, etc. and spawning beds for salmon returning in the fall. A number of people assisted in restoring the streambed including some hikers when they learned the value rocks play in health streams.

Several weeks after our second restoration visit only one tiny inukshuk. Progress!



**Thank you Gary:** In 1999 Gary Beaudoin was asked to assist BTC with the implementation of a new Land Stewardship program and organized the first Land Steward Workshop. Over the next twenty plus years 17 properties, big and small, were secured in the Iroquoia section and Gary became the Director of Land Stewards for the Club. This required him to sit on the Club's Board. His contributions to the Board were thoughtful and constructive, always moving the organization forward. In the spring, Gary stepped down from the position of Director of Land Stewards and the IBTC Board of Directors. On behalf of IBTC, thank you for your time and dedication.

**Land Steward Emeritus:** The IBTC Board of Directors approved the creation of the Land Steward Emeritus. According to Wikipedia, the title of emerita/emeritus allows an individual to "retain, as an honorary title, the rank of the last office held" and denotes "perpetual status of an individual who made significant contributions to the institution". The Board is pleased to announce that Gary Beaudoin and John Farquharson have been granted the title of Land Steward Emeritus.

Cynthia Archer, Land Stewardship Director

## **BTC Land Acquisition Committee Representative Report**

It has been a busy year for the Land Acquisition Committee. After initial concerns that donations earmarked for land purchases would be negatively impacted by COVID, our generous donors have proved us wrong and really stepped up to the plate over the past year.

Over the whole trail, we are on track to secure a record amount of optimum route for the BTC's fiscal year ending on June 30<sup>th</sup>, 2022. While there was only one actual property purchase in the Iroquoia section in the past year, several properties have been added to the "active list" and negotiations are ongoing for several sections that the club has identified as being most critical to trail continuity and the quality of the hiking experience.

We are looking forward to another very active year at the LAC with some good news for getting trail off the road in the Iroquoia section.

Doug Stansbury, BTC Land Acquisition Committee Representative

## **BTC Board of Director's Representative Report**

Five years ago, IBTC endorsed my nomination to the BTC Board of Directors. This past year, in 2021, I was appointed to the BTC Board's Finance and Risk Committee. This F&R

Committee approves and monitors BTC's annual budget as well as the Risk Register.

BTC is essentially a donor supported organization with membership dues making up under 20% of the operating budget. Good news is that 2021/22 was an exceptional year for fundraising, particularly in support of land acquisitions! This year operating expenses grew in areas such as adding parking lots to sustain good relations with communities along the trail and stewarding recently acquired large land acquisition.

The Risk Register is monitored by BTC whose role is to inform the Board of hot issues and ongoing priorities. Covid demanded high attention to maintaining good land relations and safe working spaces for volunteers and staff.

Cynthia Archer

Cynthia Archer, BTC Board of Directors,

# 2022 Iroquoia Bruce Trail Club Awards

## Volunteer of the Year – Peter Rumble



Peter is a long time Bruce Trail member and has been involved with Trail Development and Maintenance for a number of years. He joined the Board three years ago as the Director of Trail Trail Development and Maintenance and soon after had to unexpectedly work with his team on trying to make sure the trail remained accessible during the pandemic and balance the needs of the volunteers. It was not an easy task.

Peter is also a Trail Captain and one of our Zone Coordinators. On almost any day, Peter can be found on various sections of the Trail checking out the conditions and engaging with people that

he meets passing by. He is a true ambassador for the BTC and our Club.

In 2020, during the pandemic, Samar Smith and himself were more than willing to set up an information table at the BTC art show at the Burlington Mall. He also started to leave a notebook at the Fisher Pond property for hikers to write in their thoughts, and has been looking after this and sharing his findings.

Over the past few years he was instrumental in making sure our Club's interest in the construction of the Keddy Access Trail was being looked after. This is a multi-use path that runs along the Claremont Access in downtown Hamilton and connected with the Bruce trail at the top and bottom. Peter has also been very involved with City of Hamilton staff on changes to Southam Park, Mountain Drive Park and Albion Falls. He met with staff from the City of Burlington to find solutions to a number of parking issues that came up during the pandemic.

It should also be mentioned that Peter has been a regular organizer with the Steeltown Stomp, along with Samar Smith and Joe Gould. The 2021 Steeltown Stomp was are only special hiking event fundraiser.

He is stepping down as the Director of Trail Development and Maintenance, but we are very glad to report that he will continue his dedication to the Bruce Trail as a Trail Captain and Zone Co-ordinator. Thank you for everything Peter.

# Iroquoia Club Trail Maintenance Award

## - Terry Calder



Terry joined the Bruce Trail Conservancy in 2002. He was an active hiker in the Hamilton area and in 2007 became involved with trail maintenance as a volunteer trail worker. He became a trail monitor for Section C 22 (Dundas Valley Conservation Area) in 2012 and then Trail Captain in 2012.

In 2013 he took on the assignment as Zone C Coordinator being responsible for the sections of trail from Iroquoia Heights to the Sydenham Hill. In 2018 he

returned to the role of Trail captain for Section C 23 (west Dundas) in 2018.

Along with several fellow trail maintenance workers, Terry completed an End to End Bruce Trail hike in 2014.

His biggest challenge as a Zone Coordinator was the planning and physical relocation of the Main Trail of away from Sherman Falls to Artiban Road in 2015. Fortunately, he participated in the restoration of the Main Trail in 2020.

Terry has been a very social, thoughtful and low key trail worker and leader. He is always willing to step up into leadership roles and to lend a hand in getting the work done. His hiking experience has given him the skills and knowledge necessary to maintain the Bruce Trail in a safe and environmentally responsible condition.



## Hiking Award – Ruth Moffatt

Ruth organized a group, now dubbed the "Cairn to Cairn Crew" that as of mid April, 2022, has raised nearly \$15,000 for the BTC. The group began hiking the BT E2E in March 2020, and after a two-year pause, they are back at it, planning to reach the northern cairn on May 11, 2022.

Additionally, she has been a great help to me as hike director, having led the first group of Iroquoia E2E-in-10 hikers, stepping in to help moderate hikes that come in through the BTC's scheduling system, and generally just being game to help with any and all hiking initiatives.

## Friends of the Trail Award

Maple Hill Tree Service is a Burlington company that provides a wide range of arbourist services.

Following an on site meeting with Iroquoia TD&M volunteers and BTC staff, as part of a staff event, the company spent a day at Fisher's Pond Nature Reserve removing a large number of ash trees that presented a hazard to the Fisher's Pond Side Trail. The cutting was beyond the capacity of certified Iroquoia cutters and would require professionals to resolve. The Maple Hill crew met the challenge and at not cost. It is their giving back to their community.

It is for this reason that they deserve the Friends of the Trail Award.

