

Bikefit Sunflower Annual Report 2022



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President's Report

Joy Postma

The 2022 season was a season of rebirth for the club following two cancelled seasons due to the Covid-19 pandemic. Most of our energy focused on reconnecting with past members, with minimal advertising specifically to reach new riders through social media accounts. The feedback was positive all around with a membership of 87 members, approximately 30 of which were new. There was no Seeds program this year, and due to a smaller amount of available ride leaders, we ran only three ridegroups for most of the season.

The weather was fantastic for the majority of the season. September was the only rainy month, which resulted in weekly cancellations. Aside from that month, weekly rides were well attended. Ride Like a Girl Day came back as a muted event and was well attended in July. We added a couple of trail riding road-trip days where members could try riding at Turkey Point and Hydrocut.

Sunflower volunteers represented well during the Canada Summer games, supporting the Crushing the 12 local race, and the Big Move Cancer Ride. As well, several of our Sunflower riders hit the podium in this year's muddy edition of the Crushing the 12 race, highlighted by fastest overall female rider!

Finally, the Sunflowers joined forces with Niagara Trail Maintenance Association to host our first IMBA Take a Kid Mountain Biking Day event on October 1st. About 30 boys and girls ages 7 (or less) to 13, learned basic mountain biking skills, ride safety and how to care for the environment. Then they capped their morning with games, crafts, and pizza! Everyone took home some new knowledge and a prize thanks to all of our generous sponsors.

To close out the season, we had a great year-end dinner hosted at Henry of Pelham winery. Those who attended were treated to a delicious dinner, ridiculous games, and fun awards. The ride leaders were spoiled a couple of weeks later with their own special night, we could not run this club without them.

Finally, a special shout out to the rest of the executive that worked so hard to make this a successful season. This club would not be where it is today without hours of dedicated volunteer work, for that we are truly thankful.

See you in 2023!

2022 Treasurer's Report Roxanne Widdicombe

REVENUE

Registrations \$3868.67

Sales (swag) \$1060.00

Dinners \$ 507.03

EXPENSES

Monthly Banking Fees \$ 59.40

Socials (kickoff, RLAG, yr end dinner, \$1564.11

Epic rides, ride leaders dinner,
Crushing the 12 food station, flat tire &
1st aid refresher refreshments)

Promo Gifts (IMBA membership \$75, \$677.68

RideLeader gifts, member awards ,
Christmas gifts

Insurance CGL, AD & D, and DO \$2162.16

Trail (Gas & repairs) \$ 20.85

Sales (swag) \$1559.41

Memorials \$139.43

Volunteers (first aid) \$100.00

Total Revenue	\$ 5435.70	Total Expenses	\$6283.04
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Bank balance as of Dec 31, 2021 \$4227.80

Bank balance as of Dec 31, 2022 \$3380.46

Registration Report

Rhonda Lucy

The 2022 season came back like a rocket!

We had **86** members

- **28** were 2020 registrations, therefore **100%** discount off membership
- **4** incomplete registrations (Maddie Dilalla, Justina Moore, Elizabeth Martin, Allison Cambell)
- There was **48** sign ups in March, **27** in April, **8** in May, **2** in June and **1** in July

Total revenue from registrations was **\$6800**, less **\$2540** in discounts and **\$391.33** in fees, leaving **\$3868.67 deposit** into account.

We opened registration for March 1, 2022 and Kick off was March 7, 2022

Registration was **\$80** each (\$15 off for Ride Leaders, 50% off for executive, \$100 off for 2020 registrants)

We did not have a SEED category this season due to lack of Ride Leaders and covid uncertainty

That's all folks. Thank you for so many years of behind the scenes.

Love you all, Rhonda

Secretary's Report

Robin Hogg

In keeping with other years, I attended and provided meeting minutes for the Sunflower meetings. I also provided general assistance with club activities throughout the season, such as Kickoff, RLAG day, Take a Kid Mountain Biking day, and the Ride leader appreciation dinner and looked after our IMBA membership. I also compiled the annual report.

Sunflower meetings

Feb 3

March 17

May 24

November 8

Minutes available upon request.

Marketing Summary

Erin Nicks

For marketing and promotions the decision was made to keep it "light" as this was the first season back post-COVID and the executive felt it was important we didn't "bite off more than we could chew". The following was done in 2022:

- Monthly newsletter to current members and members from the previous two seasons
- Frequent social media posts on Facebook, Instagram and Twitter
- Weekly emails to current members
- For the Kickoff, Ride Like a Girl Day and Take A Kid Mountain Biking Day - a flyer was created and sent electronically and printed and displayed in Bikefit; posts to online community calendars; Niagara This Week/St. Catharines Standard event calendar; social media posts; local radio event calendars. In addition, the NTMA gave an interview to St Catharines Standard which promoted our joint event TAKMD.

Road Riding Report

Roxanne Widdicombe

So what a long time off we had with no riding season for 2020 and 2021 due to covid-19. Such a bummer, but we hit the ground running in 2022. We had an excellent year and met lots of wonderful new ladies and had lots of riding with our familiar Sunflower friends too.

April was still a bit cold but we managed to ride all three of the Sundays.

May brought some nicer weather and on our first official ride, we had 14 ladies out. I'm pretty sure it was a record. We enjoyed 4 rides in total this month.

In June we had all 4 rides, even though there was a night or two that they called for rain. It never came.

July was a bit rainy. We only rode 3 of the 4 Mondays. But we still had lots of fun.

August was like July, wet. Again we rode 3 of the 4 Mondays.

September was again a bit rainy and we rode 3 of the 4 Mondays.

So overall we had a pretty good riding season.

We didn't have any local "Ride of Silence" this year or "Ride Don't Hide"-for Mental Health, hopefully these rides will return to our local area. HOWEVER, we did participate in our local "BIG MOVE" for cancer ride. ALL the money we raise stays local for our Walker Family Cancer Centre. We placed 7th for group donations with a total of \$11,045.00 raised with 9 of our road riders riding different course lengths. Way to go girls!!!

We had lots of new ladies out this season, but schedules and other commitments kept some people away. It was great to catch up with our regular Sunflower ladies too. I Can't wait to ride with you all come our next season. We have a few new things in the mix. Watch for our newsletters and emails.

I can't thank our RIDE LEADERS enough. They do an awesome job of planning rides, making sure we are all 'on' and that no one gets left behind and that we have some fun. Life can be stressful and riding is a lovely way to get out and forget for a while. And without all the riders, the ride leaders would have no one to lead, so thanks to you as well for sharing your Mondays with us. For without all of you, we wouldn't be able to make this all work. So a BIG THANK YOU TO ALL THE RIDE LEADERS & RIDERS alike.

And last but not least, I'd also like to thank our sponsors from Bikefit, John & Matt. Thanks for your support and help in keeping a woman's only riding group.

See you soon,Roxie

Annual Safety Report

Erin Jarvis

There were several falls this season.

1. Sport Ride: 'I was going down a hill and went to brake but accidentally touched the front brake. Took a good tumble hitting my head and roughing up the right side of my body. Tried to walk out and that's when you found me. Action: None taken
2. Rec 1 Ride: 'I fell going up jagged rock hill. Hurt my ribs, arm and shoulder a bit. Took a week off of riding after to heal. Action: None taken

Sunflower Safety Plan

Goal

- To reduce risks associated with Sunflower cycling activities.

Insurance

- Both General Liability (\$5 million) and officer and director insurance arranged yearly through Oasis.
- Any non members attending open rides must sign both IMBA and Sunflower waivers.

Trails

- Collaborate with Niagara Trail Maintenance Association for trail maintenance.
- Goal is to have weekly trail maintenance sessions.

Ride Leaders

- Provided Ride Leader Guide.
- Offered trail orientation.
- Offered first aid session.
- Encouraged to carry cell phone/ride leader phone numbers.
- Provided first aid kit.
- Notified executive if any injuries during a ride.
- Received guidance if any riders are out of their depth.

Executive

- Carry emergency contact information for all riders.
- Follow-up on issues identified by ride leaders.
- Review and update Safety Plan every year.
- Review and update Ride Leader Guide every year.

Riders

- Offered opportunity to attend Bikefit sessions (routine maintenance).
- Double track and hill repeats in April to improve fitness and get more comfortable on the bike.
- No rider is 'dropped' on a ride.
- Encouraged ride leaders/riders to bring forward any safety concerns.
- Encouraged proper attire/equipment - helmet, closed toe shoes, water.
- When a rider is moving up a level they are encouraged to find a 'buddy' for the first few rides.

Rides

- Ride leaders are encouraged to check tire pressures/quality of tires/fit of helmet.
- Offered skill development sessions.
- No pressure to ride obstacles.
- Call obstacles back.
- Trail etiquette is observed.
- Rides are cancelled for inclement weather including rain/lightning/wind.