

President's Summary DHBTC 2022-23

Susan Bate, President

Since last year's AGM, the Dufferin Club has concentrated on two objectives.

One has been Community Outreach, in other words, developing ways to invite newcomers to this area to discover the trail. This month, the youth tech cohort at Streams Community Hub in Shelburne is set to deliver 3 videos that focus on conservation. Along with BTC ecologist Adam plus a generous grant from the Dufferin Community Foundation, this initiative targets a younger audience using Instagram, Facebook and tik-tok.

We have also reached out to their membership to invite them to join us for 2 exclusive Discovery Walks at Splitrock Narrows to learn more about the trail. We'll be doing more Community Outreach by partnering with resources for newcomers like the App Canoo.

The other objective has been to expand our Volunteer Database to recruit capable and new volunteers and skilled volunteer board members. We sent e-mail campaigns, phoned people for a quicker follow up, and used last year's social meet up to engage a whole new group of volunteers. We increased our volunteer numbers from under 30 to over 75, which is impressive. If you are new to the club, we welcome you!

In addition to these goals, this year saw the addition of two new side trails plus the rerouting of the main trail to Mono Centre.

We acquired the Honeywood Ridge property this year, fenced off, so you can enjoy the view without the bull (literally!)

We are publishing a regular hiking e-blast, as well as a monthly mail out called What's New to our members, instead of a printed newsletter.

Dufferin has designated parking lots to be proud of, the latest being Centre road south of 5th line.

Our club remains financially in good shape because of donations and fundraisers, such as the 25k challenge, the 2 day End to End and the Jim Cuddy music venue. As such, the Club has made a significant donation to the Bruce Trail Conservancy.

It's been a busy year. A lot of familiar faces stepping back from the board after decades of active volunteering. Always know you are forever appreciated.

A new slate of nominees to the board, including this position as President, is necessary to fuel the future ideas and energy of this club. Thank you for being part of this organization.