

DRAFT MINUTES

BTAC ANNUAL GENERAL MEETING
Friday September 11, 2009 8:30 AM EST
Place Bonaventure, Montreal, Quebec

Opening Remarks

BTAC Executive Director, Janet O'Connell, welcomed everyone to the AGM. She introduced the members on the podium as well as the directors in the audience. Pete Lilly, Past President, President Jean Cloutier and Directors Rick Snyder, Jacob Heilbron, David Legare and Lisa Jaggard. Meeting is called to order at 8:39 am and quorum has been met.

Approval of Annual General Meeting Minutes of September 8, 2008

Motion to accept the minutes approved by Jean Cloutier of Outdoor Gear and seconded by Rick Snyder owner of Mike's Bike Shop that the minutes of September 8, 2008 are approved as circulated. CARRIED

Presidents Report

Pete Lilly welcomed everyone and presented the Presidents Report. He spoke briefly about the many advances BTAC had made this year, and our goals for the future. Pete Lilly was pleased to announce that the Data Capture program has been expanded to include all suppliers. Grant Program that has awarded 37,000.00 across 6 provinces. Pete also mentioned our new partnerships this year which include "Stop Sticking it to Us" and the "Retire Your ride" program that is exclusive to our retail members.

Treasurers Report

(a) 2008 audited financial statements

Treasurer Martin Vellend was absent and Jean Cloutier reported on the 2008 fiscal year. The 2008 statements were approved by the board August 18, 2009. This was another good year for BTAC and the staff worked diligently to keep expenses down by 10,000.00 and raise revenue by 14,000.00. The financial statements contain the actual figures for the 2008 fiscal year. All members were notified of the availability of the auditors report. The Board of Directors and BTAC Staff closely monitor the Associations financial affairs while working closely with our auditors Rumley and Chagarres.

The Associations auditors, Rumley and Chaggares, have audited the financial statements for the 2008 fiscal year. These statements are accompanied by a clean report from them. The board approved these financial statements August 18, 2009.

No Questions.

(b) Appointment of Auditors for 2009

Moved by Jean Cloutier of Outdoor Gear and seconded by Lisa Jaggard of Marin Bikes to continue the appointment of Rumley and Chaggares as BTAC's auditors for 2009.

Executive Directors Report

Janet O'Connell is thrilled to see a full room. This is the best turnout in the 9 years. Working hand in hand with our strategic plan we are the "voice of cycling" We will continue to "Motivate, Inspire, Unite". As Pete quickly touched on our highlights of the year the "Stop Sticking it to Us" program has gone to the senate committee the first step in reducing credit card fees for everyone. The "Retire Your Ride" program, an exclusive program for BTAC members only, offers an incentive, of up to 490.00, to purchase a bike. This is showing biking as an alternate mode of transportation. I am very proud of our Grant program. We have handed out grants in 6 provinces and 72,000.00 in total since its inception. This helps with our main goal of having more people riding bikes more frequently. Expocycle is our largest source of revenue which allows us to do the positive things we do.

Rob Jones gave a quick overview of the Data Capture 2009. This information gives us an overview of bikes sold and trend in the industry. We started with only 5 suppliers and now have 10 reporting members which gives us a much clearer picture. BTAC is recognized to have consistent data. This report is FREE, a 750.00 value, to any retailer who becomes a member at the show. Rob advised the AGM that although the US is down in units sold Canada has

done significantly better with raises up to June 2009. It has also showed the largest growth is in city/commuter bikes.

Usman Valiante spoke on some highlights of the year. The Retire Your ride program communicates the value of cycling. We are working with the government on the HST tax in Ontario and BC. Ontario had a PST exemption and BX has had no sales tax on bikes since 1981. We have to work to invest money in biking infrastructure. Velo Quebec has done a lot and we need something like this in Ontario. (Bike Ontario)

Nominating Committee Report

Paul Nielsen advised members that an open call for nominations was circulated in July 2009 for members interested in and eligible to be on the Board. As of July 25 5 nominations were received for the 4 vacated positions left by Martin Vellend, David Legare, Paul Dragon and Jacob Heilbron. Paul thanked the Directors for all their hard work and introduced the New board of Directors.

The new Board Members serving the first year of a two year term are:

Brode Lutz, Mica Sport, Bracebridge, ON

Charles Russell, Montreal, QC

David Gooch, Gooch Bicycle and Hobby Shop, Winnipeg, MB

Kevin Senior, Bow Cycle, Calgary, AB

Second Year of two year term

Jean Cloutier, Outdoor Gear Canada, Montreal QC

Lisa Jaggard, Marin Bikes, Nanaimo, BC

Past President 2 year term

Pete Lilly, Sweet Pete's Bike Shop, Toronto, ON (Past President)

Re-elected for second year of a second two year term:

Rick Snyder, Mike's Bike Shop, Dieppe, NB

Executive Director

Janet O'Connell

Janet O'Connell announces there will be a brief meeting of the New Board of Directors.

Member Questions

Mr. Mike Theil, Bicycle Sports Pacific asked: MEC was a large topic last year and I wondered about BTAC's meeting with MEC and establishing a Retailer only group. Mr. Pete Lily responded that BTAC had a positive conversation with MEC and while BTAC does not agree with their retail approach we often sit at the same table on advocacy issues". Mr. Jean Cloutier also responded, Half the board members are from the retailer side. There is a point where you have to fight the fights you can win. The best use of our funds is for advocacy and our tradeshow. The use of our money in advocacy will get more people on bikes. Jean requested Mr. Theil meet with the Board after the AGM to spend the time needed to address his concerns.

There were no further questions.

Adjournment

There being no further business, Jean Cloutier, Outdoor Gear Canada, BTAC President adjourns the 2009 AGM at 9:26am.