SMNB BOD Meeting

January 7, 2026 @ 1900 Via Teams

Present:

Andre Yoston, President

Bob Healy, Zone 1 Director

Linda Mann, Zone 2 Director, Secretary

Rene Benoit, Zone 3 Director

Ron Scott, Zone 5 Director

Rick Sullivan, Zone 7 Director

Kevin Williams, Zone 8 Director, Vice President

Ralph McBride, Executive Director, SMNB

Kyle Good, Trail Manager, SMNB

Absent :

Zarla Gorton, Zone 4 Director

Andre Melanson, Zone 6 Director

Mario Levasseur, Treasurer

Meeting called to order by Andre @ 1900

PR/Marketing: Had a meeting just before Christmas with Outreach Productions, who have been making our videos for social media. Things have been going well with over 45,000 views. There have been 8 videos, with new ones released every 2 weeks at a cost of about $7500. The article and advertising in Explorer Magazine, cost about $3900 and Lisa has bought merchandise for giveaways for our Facebook Page. We would like to do a video shoot at a cost of approximately $10,000 but ISMA has given us a grant of $3000 US to help fund this project. This will allow us to shoot video that will highlight our sponsors and other trails not in the Signature Trails area, and promote the social and family aspect of snowmobiling in NB. We are currently over budget for Marketing but still have money in the budget line for the Toronto show, which we did not attend this year.

Motion was made by Rick, seconded by Bob, for the Keswick Snowmobile Club to sell their John Deer tractor so they could buy a 2nd Piston Bully. This will enable to Club to have 2 of the same groomers, which will allow them to use parts interchangeably between the 2. A question was asked on how this affected the groomer funding list, and it was pointed out

that this 2nd groomer wasn't on the funding list, so wouldn't affect it. All in favor, motion carried.

Motion was made by Ron, seconded by Bob, to allow Club 8, Le Club Autoneige de Neguac Inc to have a 2nd groomer with a GPS. The issue faced by the Club right now is that they now have a steel tracked groomer that is difficult to manoeuvre on hills. The Club bought a used groomer at auction that has rubber tracks. They plan on using one groomer on the hilly section of their trails and 1 on the flat sections. This 2nd groomer would not be on the funding list. The Club will have to provide registration and proof on insurance to SMNB and Kyle will update the groomer inventory list.

Kevin made a motion from Fundy Trail Riders to ask SMNB for $30 000 to go towards the cost of the Salmon River Bridge, which was rebuilt this fall. Motion defeated, no seconder.

Andre Melanson was interested in having SMNB come to have a booth at the snowcross event happening at the Avineer Center in Moncton in February. His Club was supposed to participate. The board thought perhaps we could send him the backdrops and promotional material used in trade shows. Andre was going to call the organizers for more information.

Trail pass sales are over budget and Janice is still calculating sales as they come in, she will send out an email with details.

Mount Carleton has started grooming, 504 is not bad, 19 is very thin. The groomers are ready to go, the GPS is good, the staff is good, they are just waiting on more snow to groom again.

Accident reports: one near St. Andre, involving a large rock but the rock was far off the trail, Kyle took photos with the drone and GPS coordinates and sent off to our insurance. There has also been reports of an accident near Bouctouche but Kyle doesn't have many details yet.

President's Ride: 2 routes, Baker Lake and Moose Valley, and with conditions permitting, 1 group to go to the marina in Grand Falls. The Grand Falls Group would go to Moose Valley if conditions are not good to go to Grand Falls.

Meeting adjourned at 2001 by Ron.