

BPNT Mission Statement:

Beaten Path Nordic Trails promotes an affordable healthy lifestyle activity in a pristine wilderness environment. BPNT has developed and maintains a cross country ski trail system utilized by skiers of all ages and abilities for classic and skate skiing, as well as providing instruction, conducting clinics, and hosting events for local and area skiers.

Vision Areas and Goals:

Organization:

1. The Board will conduct an assessment and review of the current structure including:
 - a) Reviewing the current responsibilities (obligations with grants/partners) and liabilities
 - b) Assess the current positions on the board, adding/deleting as necessary
 - c) Creating job descriptions for each board position
 - d) Creating committees needed
 - e) Developing a succession plan for recruiting and mentoring new board members
2. The Board will create a five year operational/development plan
3. The Board and organization are seen as cohesive and welcoming to new members and the community at large.

Finance:

1. A financial plan is created which provides for sustainability and growth and includes:
 - a) Development and implementation of an annual budget
 - b) A policy to ensure that membership dues are paid on time
 - c) Ensuring fees are appropriate
 - d) Identification of external funding programs
 - e) Development of a fundraising program

Communication:

1. Develop an internal communication plan which includes:
 - a) A survey is conducted to determine user needs, most used trails, why members don't renew, etc.
 - b) A regular newsletter that is published and distributed electronically
 - c) Regular meetings of the board and members are held
2. Develop external communication plan which includes
 - a) Newspaper articles
 - b) Improved website
 - c) Promotional media package
 - d) Signage on and off trails
 - e) Social media plan

Partnerships:

1. Partnership needs are identified
2. A list of potential partners and their parameters (physical, financial, target areas) are identified
3. Secure and maintain partnerships

Participation

1. Increased membership
 - a) Recruitment plan
 - b) Marshalling system
 - c) Member recognition program
2. Increased Users
 - a) Trial opportunities
 - b) Out of town users
 - c) Day pass system

Operations:

1. A trail plan is developed which includes:
 - a) Maintenance plan prior to and during season
 - b) Development and rationalization of what trails to maintain/improve/create/delete
 - c) Grooming plan (what trails to groom first, effective routes for grooming)
 - d) Trans Canada Trail development
 - e) All season trail use
2. An Equipment plan is created which includes:
 - a) Inventory of all equipment and its location
 - b) Sign out system
 - c) Maintenance plan for equipment
 - d) Training for volunteers on use and maintenance of equipment
 - e) Capital plan for equipment purchase and retirement
3. A Volunteer plan exists and includes:
 - a) Recruitment of volunteers
 - b) Training/mentoring of volunteers
 - c) Communication plan exists between groomers and other trail volunteers
4. A Facilities Plan is Developed
 - a) Storage facility
 - b) Chalet (Tourist Bureau?)

Programs and Services (no ranking done until the survey has been completed and results tallied)

More programs for youth

- a) Older youth program
- b) Track Attack program

Rental equipment program

- a) Adult equipment
- b) Youth equipment

Instructional Programs

- a) Beginner, Novice, Advanced, Seniors, Waxing

Increased events on and off trails

- a) Ski Tours on the trails
- b) Local participation
- c) Outside of Atikokan participation