

# **East Coast Trail Association**

## **An Update . . . what we are doing this year**

### **20100715**

I hope you are enjoying the sun, the warm weather and of course, our wonderful East Coast Trail. Make sure you incorporate safety into your hike plans; remember to take your hat, plenty of water and the essential sun block.

This is a brief update on a number of key events and activities, either completed or in progress. It is an interim step letting you know what we are doing as we are preparing to re-launch our "Newsletter". Our target is to issue a monthly publication beginning no later than September 2010. In the meantime, I hope this helps bridge the existing communication gap.

- 1. Flamber Head Award: 14 volunteers recognized for outstanding service !!!**
  - a. This award was established to honor volunteers who have demonstrated: exceptional commitment to volunteerism; exemplary leadership, creativity, cooperation and hard work in their service; and who have made an outstanding contribution to the Association.
  - b. The following 14 volunteers were recognized and received the Flamber Head Award on June 29<sup>th</sup>, 2010: Barry Mackay, Gene Herzberg, Bill Collins, Allan Stein, Mark Graesser, Bruce Shelswell, Albert Sutton, Don Paul, Ben Dunne, Robbie Hicks, Adrian Tanner, Elke Dettmer, Peter Gard and Randy Murphy.
  - c. The Award Ceremony and Pot Luck Buffet was attended by 50 people, with great food and traditional music played by Stan Pickett.
  
- 2. Tely Hike 2010: Our 10th and most successful event !!!**
  - a. We raised \$105,000, had a great hike and a lot of fun.
  - b. This event raised the money we needed to support our Trail Development funding application for 2010-2011 . . . see more really good news below.
  - c. Thanks to all our wonderful volunteers and to all of the individual and corporate donors who helped make this event a major success.
  
- 3. Pedestrian Trails Liability Protection Act (PTLPAct): great news, the Act is a reality!!!**
  - a. The Act provides landowners with liability protection against hiker injury.
  - b. The Act received Royal Ascent on June 24<sup>th</sup>, 2010.
  - c. On June 29<sup>th</sup> the East Coast Trail was recognized as the first Trail to qualify under the Act.
  - d. Liability protection is provided for all Trail sections included within the definition of the East Coast Trail.
  - e. More details to follow . . .
  
- 4. Trail Maintenance: great program, dedicated team ... volunteers needed!!!**
  - a. The Trail's continued existence depends on trail maintenance; we have 245km of developed Trail and continue to add more each year.
  - b. A small, hardy core group of volunteers complete 15 maintenance hikes annually to clear vegetation overgrowth from 40 km of Trail.
  - c. Our paid maintenance staff consists of a small, efficient team that focuses on our infrastructure renewal program - repairing and replacing Trail structures.
  - d. Winter wind and rainstorms hit the Trail hard this past year, resulting in major damage to the John Howard bridge, and over 800 trees knocked down.

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- e. Our Maintenance Team urgently needs more volunteers to keep pace with the workload required to keep our Trail open and safe for hikers.
  - f. The Sierra Club is back again this year for their seventh service trip. These volunteers pay their way here to spend a week with us on trail maintenance.
  - g. We have over 520 members, but very few volunteers for trail maintenance. If each of you gave one day a year to trail maintenance . . . what a difference that would make . . . please call the office today.
- 5. Trail Development Funding: More really good news!!!**
- a. Our funding application to cover Trail construction from September 1, 2010 to August 30<sup>th</sup> 2011 has been approved by ACOA and the Province of Newfoundland & Labrador.
  - b. This project will complete the Trail section between Pouch Cove and Cape St. Francis, as well as finalize and cut the Trail route between Cape St. Francis and Bauline.
- 6. Trail Development: April to August 2010 . . . a work in progress!!!**
- a. Cobblers Path, between Red Cliff and Doran's Lane, was completed and officially opened on June 6<sup>th</sup>.
  - b. The first two kilometers between Pouch Cove and Cape St. Francis was completed on June 30<sup>th</sup>.
  - c. The section of Trail between Outer Cove and Flatrock is scheduled for completion by the end of August 2010.
- 7. Land & Legal: working to preserve & protect our Trail...volunteers required!!!**
- a. We are working with the Province to implement the new PTLPAct (Pedestrian Trails Liability Protection Act).
  - b. We are completing the land investigation and analysis required to support Trail construction for 2010 & 2011.
  - c. We are liaising with landowners to find an acceptable route from Red Cliff to Logy Bay.
  - d. We are investigating and resolving problems along the Trail.
  - e. We are preparing for the resumption of the Northeast Avalon Regional Planning Process.
  - f. We are exploring a potential partnership with the Nature Conservancy of Canada to help protect and preserve the Trail.
  - g. We are seeking funds to hire a person to perform land investigation & analysis.
  - h. Recruiting: we need more volunteers to help support the work of the Land & Legal Committee.
- 8. Marketing & Communications: good news ... we have a new VP in place!!!**
- a. A big welcome and thank you to Chris O'Brien, our new vice-president for Marketing & Communications.
  - b. We are working hard to restart the newsletter; the first issue is targeted for no later than early September.
  - c. Our 2010 Hiking Program is in motion and the fall schedule is near completion.
  - d. We are in the process of investigating and developing a communication plan to support the implementation of the PTLPAct.

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- e. We are keeping our website updated with current news and events, and exploring how it can be enhanced for our members.
  - f. We are looking at how we can leverage existing products and services to generate more revenue, including options for our next guidebook.
  - g. The recent membership renewal drive was successful and continues. We have over 520 members, and more join up or renew every week.
  - h. Recruiting: we need more volunteers to help support the work of the Marketing & Communications Committee.
- 9. Finance & Administration: the good news continues; we have a new VP!!!**
- a. A big welcome and thank you to Jennifer Button, our new vice-president of Finance & Administration.
  - b. Our year-end was successfully completed, the external audit is in progress and targeted to be finished by the end of July, and we are getting ready for the AGM on September 13<sup>th</sup>.
  - c. Our financial records are up-to-date and we are fully compliant with all external reporting requirements.
  - d. A big thank you to Joy Lawrie for an outstanding job as VP for the past four years . . . thank you Joy . . . much appreciated - you have made a significant difference.
- 10. Fundraising . . . we urgently need a VP Fundraising!!!**
- a. We are currently recruiting for a new VP of Fundraising and a new Fundraising Team.
  - b. We are looking for a VP candidate who has a proven track record in planning, management and control. We need someone who can take a project from an idea, build a team, and deliver the desired outcomes. Fundraising experience, while nice to have, is not mandatory; however, they must love hiking and the East Coast Trail.

Please call the office at 738-4453, or write [volunteers@eastcoastrail.com](mailto:volunteers@eastcoastrail.com) if you are interested in volunteering with the Association, or write [office@eastcoastrail.com](mailto:office@eastcoastrail.com) if you have any questions regarding the information contained in this document.

Thank you and have a wonderful, safe, hike-filled summer.

Randy Murphy  
President, East Coast Trail Association