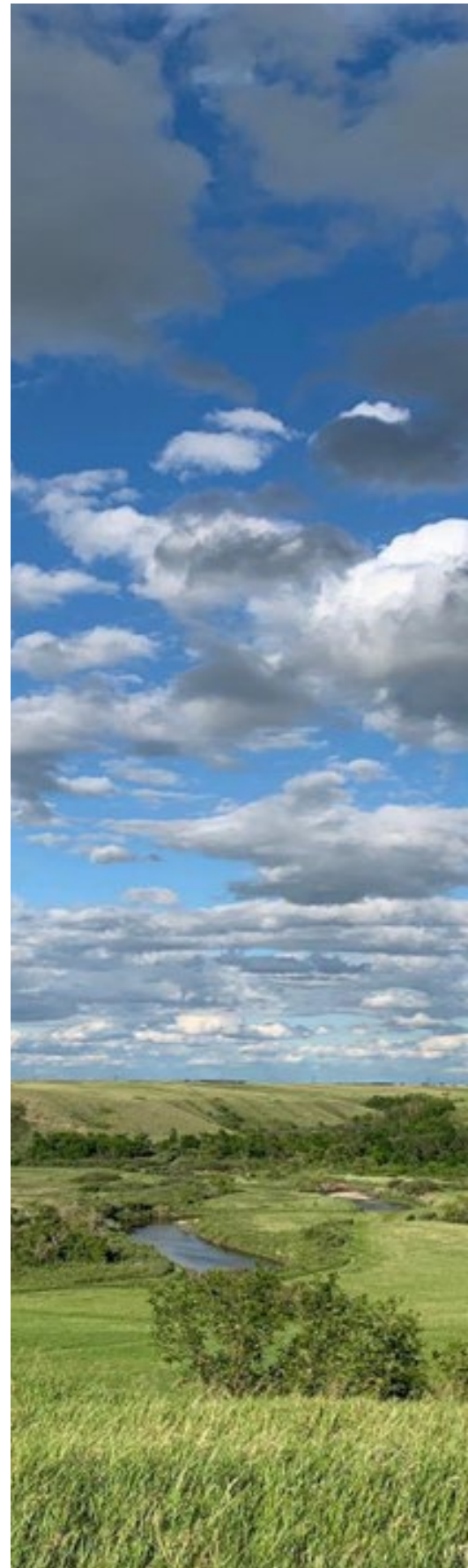


Annual Report 2022





The Saskatchewan Trails Association (STA) was incorporated in July 2004 with the mandate to promote the development and use of recreational trails throughout the province. The STA was created through a stakeholder process led by the Saskatchewan Parks and Recreation Association (SPRA).

SECTOR VISION

Our sector vision reflects the preferred state for trails in Saskatchewan. The vision inspires people, stakeholders and members to work collectively towards achieving that future and creating outcomes that members and others can support.

We envision a sustainable, coordinated network of rural and urban trails throughout Saskatchewan which are designed and maintained to standards that meet a diversity of user needs and enhance the health, tourism and economic prosperity of Saskatchewan communities.

ORGANIZATIONAL VISION

The Saskatchewan Trails Association will play a key role in the development of this sector vision. Our organizational vision defines this role.

We envision the Saskatchewan Trails Association as being the key resource in the province for trail information in the areas of best practice, standards, funding and usage.

OUR MISSION

Our mission defines the organization's purpose and primary objective. The mission informs the key measures of our long-term objectives and the ends that we are working towards.

The mission of the Saskatchewan Trails Association is to assist local trail groups to develop and market their trails, to promote trails in the province, and to advocate to key stakeholders on the importance of trail maintenance and development.



BOARD OF DIRECTORS

PRESIDENT: David Powell

VICE PRESIDENT: Alan Otterbein

TREASURER: Trish German

SECRETARY: Ryan Goolevitch

PAST PRESIDENT: Saul Lipton

BOARD MEMBER: John Meed

BOARD MEMBER: Anna Ringstrom

BOARD MEMBER: Curt Schroeder

BOARD MEMBER: Chris Exner

BOARD MEMBER: Rick Minett

BOARD MEMBER: Chris Moffatt

ADMINISTRATOR/ EX-OFFICIO: Pat Rediger

EX-OFFICIO: Joe Milligan,
Sask Ministry of Parks, Culture and Sport

EX-OFFICIO: Andrew Exelby,
Sask Parks and Recreation Association

STRATEGIC PLAN

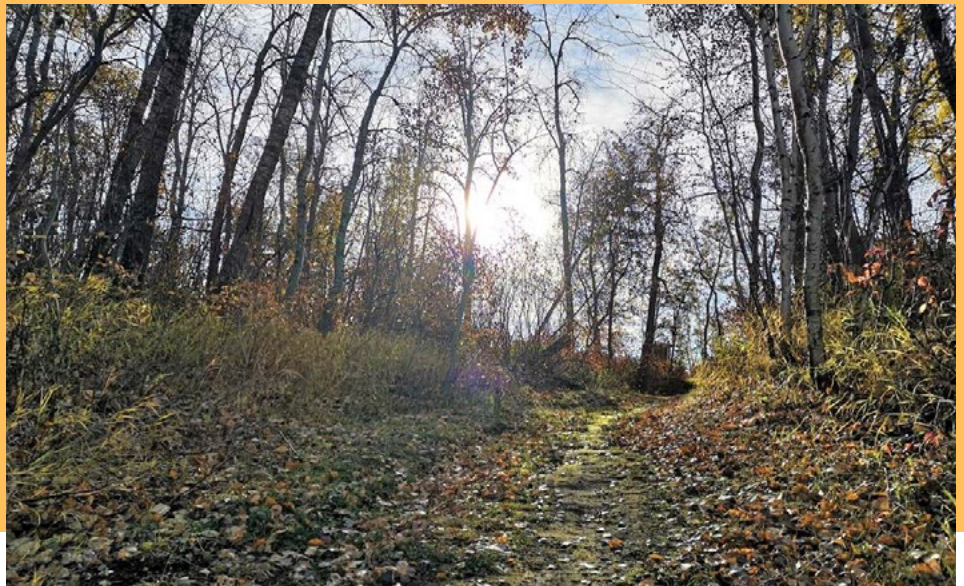
The STA developed a strategic plan in 2019, which has guided our efforts since its creation. Our strategic plan has four priorities and the actions that are taken on these priorities are reviewed at each board meeting. The decisions reached by the board are based on the impact these decisions will have on meeting these priorities. A detailed copy of our strategic plan can be found on our website at: <https://sasktrails.ca/about-us/>.



PRIORITY 1:

Maintain an effective and well-governed board.

The board operates under a governance model in which the strategic plan is reviewed regularly, and financial accountability is practiced at all times. This year the board held ten meetings to discuss current and future board issues.



PRIORITY 2:

To be a resource for accurate trail location/operational information accessible to the public and the membership.

The STA has a variety of tools and resources to assist members, stakeholders, and the public on finding the most accurate information on trails in the province.

Our website remains one of our primary methods of reaching the public, members and trail enthusiasts. It contains information on trail maps, safety, etiquette, environmental awareness, bridge designs, landowner agreements, processing donations, blogs, and other promotions of the benefits of trails.

Our blogs are popular, ensuring we remain active in this medium with frequent postings. Posts included updates on the Churchill River Water Legacy Project, Buffalo Pound trail enhancements, the Avonlea Badlands, and member grant recipients. You can read more of the posts at <https://sasktrails.ca/blog/>.

We have increased activity on social media this past year, spring boarding off the attention our accounts received during #SaskTrailsPhotoContest2022. By adhering to a regular posting schedule even in the off season (late Fall leading into Winter) we hope to maintain the increased following we receive from these contests.

We continue to share information on trails, suggesting places to visit and using visual aids like photos and videos to garner even further interest. As other trail groups, nature enthusiasts and Saskatchewanians post about upcoming events and adventures, we promote them on our platform as well.

By the end of the year our followers had reached almost 2,200 likes on Facebook as well as 2,426 followers, nearly 1,315 on Twitter, and about 4,275 on Instagram. Our total following now exceeds more than 8,000 people – an increase of over 1,000 people since last year.

Our 6th annual *Give Us Your Best Shot* photo contest was our most successful to date, proving that this particular initiative gets better every year. It began on Saskatchewan Trails Day, the first Saturday of June, and concluded the last day of the month. Entries were made by posting a picture of your favourite trail on Facebook, Instagram, or Twitter, and using the hashtag #SaskTrailsPhotoContest2022.

We had over 900 photo entries, improving on the already impressive numbers from the previous year. Applicants were allowed to enter as many photos as they chose,



with many submitting multiple entries. We were very impressed with the quality of the photos we received and have since used many to brighten up our social media posts.

The Grand Prize winner was Stephanie V. Photography, along with our runners-up Karla Pratt and Deagan Smith and our early bird prize winner Shelley Lambert.

Stephanie received a TRUNKTECH 2-person hammock, a complete mess cookware kit, a packable water-resistant backpack, a Cabela's multi tool and a Yeti insulated mug valued at over \$200.

We promoted Saskatchewan Trails Day, on June 4th, using our social media accounts, encouraging people to get out on the trails and celebrate this special day. We regularly post regarding donation and grant initiatives, keeping followers up to date on any opportunities that may arise.

We often look through our trail directory and find a trail suggestion or two, encouraging trail-goers to broaden their horizons and potentially visit a new destination. These posts have also encouraged followers to contribute their own suggestions, which has added to the trail directory. We have also made multiple requests for new trail information to add to our list. Some of the new trails that have been added this year include:

- Petrofka Orchard, Waldheim
- Little Red River Park and Grey Owl's Cabin, Prince Albert
- Cranberry Flats Conservation Area, Saskatoon
- Narrow Hills Provincial Park
- The Rock Creek Badlands, Grasslands Provincial Park
- Valeport Wildlife Management Area, Sifton
- The Great Sand Hills, Sceptre
- Gravelbourg Heritage Walking Tour
- Michel Point, Dore Lake Trails
- Kinistino - Struthers Lake Regional Park Trails
- Chief Whitecap Waterway
- The Avonlea Badlands

We continue to distribute important



Stephanie V. Photography



Deagan Smith



Karla Pratt



Shelley Lambert

information about members, key stakeholders, and other groups in the community regarding trail updates, funding, and promotional initiatives through our social media pages as well – as this is now the best way to reach people.

PRIORITY 3:

To move into greater alignment with the National Recreation Framework and the priorities of the recreation section of the Saskatchewan Lotteries Trust Fund.

Developing quality recreational opportunities for people in northern and Indigenous communities is a key priority for the Saskatchewan Lotteries Trust, which is our core funding agency.

CHURCHILL RIVER WATER TRAIL LEGACY PROJECT

This project originated in 2019 to improve the outdoor recreation experience along canoe routes in northern Saskatchewan, while simultaneously dealing with the challenge of human waste. The STA has been the lead agency for the project with support from northern volunteers, private businesses and the Ministry of Parks, Culture and Sport.

Upon researching this challenge, project proponents determined that a Urine Diverting Vermicomposting Toilet (UDVT) could address the issue of human waste along river trail routes. Toilets have now been installed on Barker Island, Little Stanley Rapids and Robertson Falls.

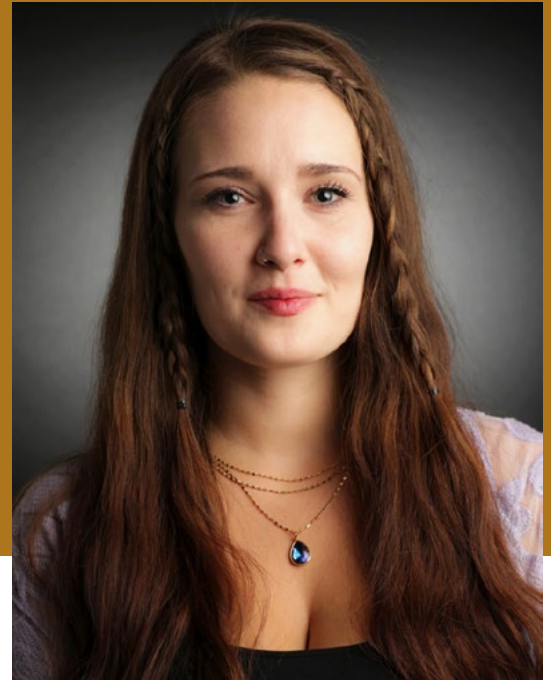
This year thanks to generous donations from volunteers, three more composting toilets have been purchased and will be installed in Spring 2023. Churchill River is well on its way to a cleaner environment and enhanced visitor experience.



YOUTH PROGRAMMING

The STA believes that youth are the future leaders of our provincial trail movement due to their enthusiasm and love of the outdoors. We engage youth through our social media, photo contests and by inviting them to share their stories regarding their favorite hikes or trail gear. As part of our commitment to youth, the STA successfully received funding from the Hire A Student program with the Government of Canada along with a grant through the TransCanada Trails Green Jobs Initiative to hire a summer student for an eight-week work term.

This year we hired Meghan Haukaas, a student from the University of Regina pursuing a bachelor's degree in Journalism along with a certificate in Public Relations. She worked on our social media posts, photo contest, website blogs, and newsletter.



PRIORITY 4:

To effectively support and grow membership.

There are several initiatives that we use to support and grow our membership. As a central resource for many trail-enthusiasts in the province we can offer information sharing and promotion for our members, whether it be through our website and blog or social media. We also continue to provide direct funding support and assist members with their own funding initiatives as well.

STA MEMBER TRAIL GRANTS

The STA supports its members through its annual Member Trail Grant Program. This year we allocated \$500 grants to the Bengough & District Regional Park Authority, Leader and District Tourism, the Moose Jaw Pavers Cycling Group, and the Saskatoon Trail Alliance:

BENGOUGH & DISTRICT REGIONAL PARK AUTHORITY

Operated by a board of volunteers, the Bengough & District Regional Park Authority is responsible for the maintenance of a campground, outdoor swimming pool, hot tub, a 9-hole sand green golf course and driving range, playground area, beach volleyball court, ball diamond, and horseshoe pits. The park plans to add another 1km loop to an existing trail along with updating their signs, sign poles, and benches for the public visiting the park.

LEADER AND DISTRICT TOURISM

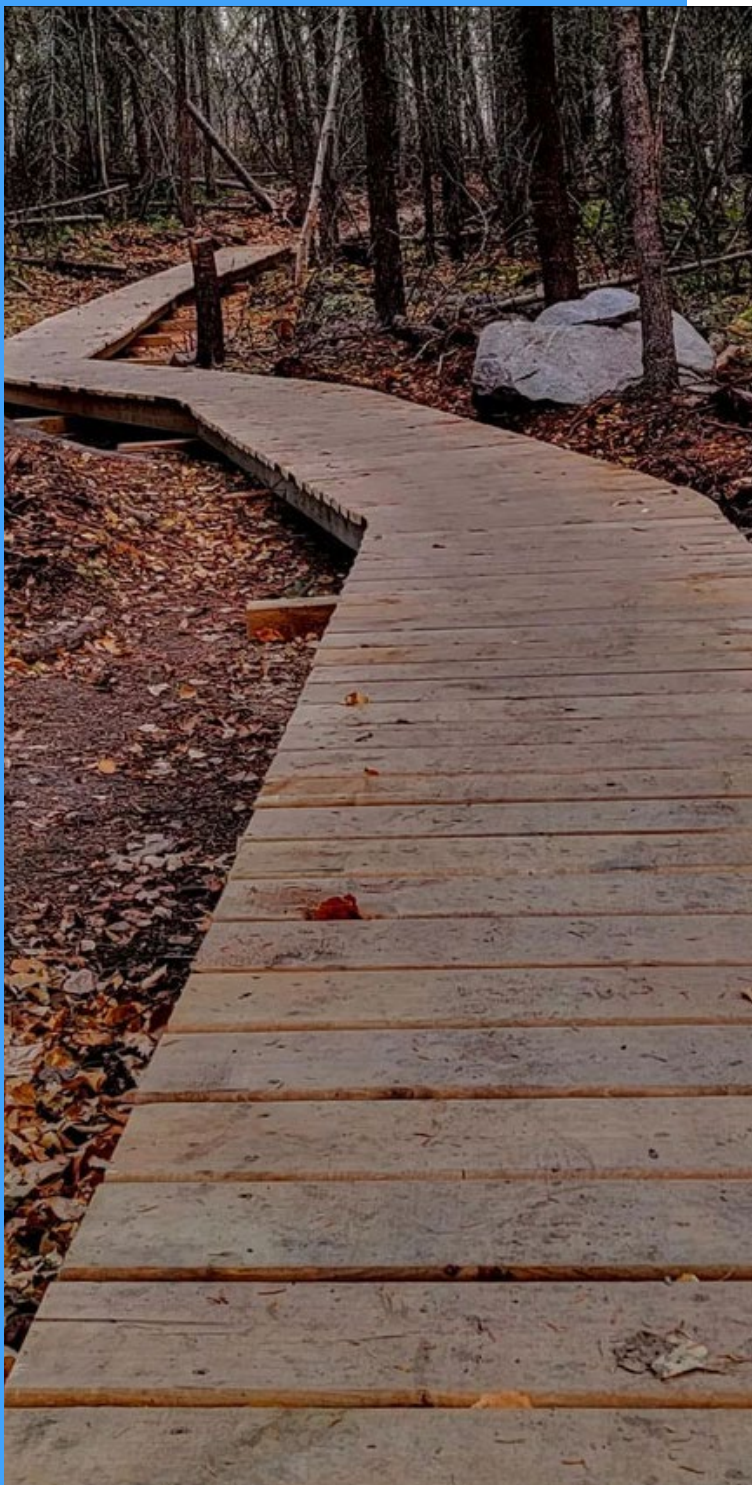
Leader has some of the most unique landscapes Saskatchewan has to offer, and Leader and District Tourism plans to help the area reach its full potential by fixing existing pedestrian routes to prevent accidents and to offer community members safer trail alternatives.

MOOSE JAW PAVERS CYCLING GROUP

The Moose Jaw Pavers Cycling Club has a trail maintenance agreement with SaskParks to support the maintenance of approximately 30 km of multiuse trails in Buffalo Pound Provincial Park. The maintenance includes vegetation clearing and minor trail tread repairs including re-establishing drainage and repair of eroded and cupped trail segments. The entire trail network is very popular and well-used, resulting in increased trail wear and the need for more regular grooming. MJPC plan to use the funding to purchase trail maintenance tools.

SASKATOON TRAIL ALLIANCE

The Saskatoon Trail Alliance was established in 2018 to advocate for sustainable singletrack trails in Saskatoon. Local volunteers work incredibly hard to make Saskatoon the premier prairie single track trail destination in Canada. The alliance plans to use the funding to improve trail surfaces on the single track in the city along the river valley, which is more susceptible to erosion.



ELBOW TRAIL

The Elbow Trail group is a longstanding member of our Charitable Giving Program. The trailhead connects to TransCanada Trail and leads to an easy walk through the prairies, with a great view of Diefenbaker Lake and the Elbow Marina. This approximately 6km stretch of trail takes you back to the golf course where you'll find a welcoming seating area with a phenomenal view.

This year, funds collected will be used to maintain their existing trail near the local golf course, while STA will continue to issue charitable receipts on the organization's behalf.

CANADIAN TRAILS FEDERATION

The Canadian Trails Federation (CTF) is a coalition of provincial and territorial trail organizations in the country, of which the STA is proud to be a part of. We continue to represent our province at a national level, sharing territorial insights and best practices. The CTF is a member of the National Trails Coalition (NTC), which includes representatives from the snowmobile and ATV communities.



SASKATCHEWAN TRAILS ASSOCIATION

Phone: 306-522-9326

Email: info@sasktrails.ca

facebook.com/sasktrails 

@Sk_Trails 

instagram.com/sasktrails 

www.sasktrails.ca

THANK YOU TO OUR CORE FUNDING SUPPORTERS:



Saskatchewan
Parks and Recreation
Association

Recreation
An investment for life



SASK LOTTERIES

