



Marketing & Communications - Annual Report
 Annual General Meeting
 November 20, 2020

MCA Director	Richard Bracken - Director Marketing & Communications
Accomplishments	<p>website (near completion)</p> <p>consistent member communication re: COVID</p>
<p>Although not 100% complete, our new website is in a good spot - its design, layout, menu options and user experience are all upgraded from the existing site. With the addition (and editing) of content, the website can be pushed live.</p> <p>Largely driven by the ED, I helped review and edit these weekly communications to our members regarding COVID and how it relates to the MCA, ensuring our messaging and positioning was consistent and easy to follow.</p>	
Issues Resolved	None
<p>We had intended to hire some part-time help for Twila (which would've helped speed up completion of the website), but the COVID pandemic set this back.</p>	
Goals for Next Year	
<p>This was my last year in the position. In my five years on the board, we've managed to accomplish a few big items (rebranding being the most important and visible), but I'd like to pass on a few observations for the next person in this role, which can be used as near-term goals:</p> <ul style="list-style-type: none"> - Hire some help for marketing. This can be done at low cost (students, particularly from RRC's Creative Communications program are a great resource), providing much-needed support to social media, web content, and general promotion of the MCA. 	

- Increase awareness of MCA via local bike shops. We had looked into this by creating a brochure that could be provided with every bike purchase.
- Grow the MCA through winter activities. Fat biking is growing by leaps and bounds (and my guess is the pandemic will grow it further with folks starving for, and exploring, outdoor activities). Would be great to see the MCA take a leadership position with this sport.