

Subject: [Fwd: DNV negative on mountain biking]

Date: Sun, 22 May 2005 19:09:44 -0700

From: Brian Platts <bplatts@shaw.ca>

To: Corrie Kost <kost@triumf.ca>

Subject: DNV negative on mountain biking

Date: Thu, 19 May 2005 23:40:56 -0700

From: Rick Cleghorn <raceboy@shaw.ca>

To: council@dnv.org

CC: fonvca@fonvca.org

Mayor and Council, District of North Vancouver

I do not want to harangue and be negative, but I am getting extremely frustrated with the constant attacks on a sport and industry in North Vancouver that does more than just cause some where on the environment. At a time when we are seeing north americans balloon in epic proportions due to poor fitness and diet, you would think that council would want to protect an activity that promotes fitness outdoors.

I do not if it has been done already, by council, but has anyone taken the time to commission a study to calculate the financial benefits of mountain biking on the north shore? In a society where the taxpayer and corporate voice seems to normally hold sway, I do not see the council complaining when collecting the taxes from the highly lucrative bike stores, coffee shops, pubs, restaurants, hotels, bike service industries, publications, website businesses, artists, athletes etc that do business and reside in on the north shore. What about the large number of residents who live here or even moved here to be closer to the cathedral of their sport. Do not their tax dollars have any influence?

It seems that every time I look there is a civic issue that boils up where the transgressed party, who is the one with the most motivated passion (be it a legitimate claim or not), takes voice with more venom. Stirs the political pot more violently. shouts loud from the soap box, because they are the "injured party", thus has the greatest to gain by rocking hard. The problem may be, though, that the party who is the target may not know they are a target (thank you NSMBA for informing). The target may not believe that their interests and rights could possibly be subjugated by the (possibly) smaller, but louder group. The target party may be a group of young people who do not realize that, in spite of their age, actually have a voice, nor how to activate it. The council is supposed to find the middle ground of right and wrong, acceptable-best-worst to ensure that the whole is taken care of, not the noisy.

My wife and I, when moving here from Victoria, were looking at a place in burnaby for almost \$40,000 less than our north van residence. When we weighed everything, the proximity to the sport that we both love, was worth the extra debt. Since moving here, we have come to appreciate north van for more than just the mountain biking, but it is the mountain biking that keep us from cashing in and moving to a less expensive community.

In my business, I deal with clients and suppliers from around the world. When I speak of where I am from, I expect most to take note of Vancouver as the home of the Canucks. Home of the 2010 olympics. The home of the molson indy. The home of larry walker or greg moore or joe sakic. These are all true, but I am constantly blown away with how many people (close to 50-60) that say to me, "you live in north van? That is cool. Have you ridden the shore?" That is the type of reputation that many cities would dream to use to market themselves? Have the council seen recent ads from kokanee, nissan, ford, showing mountain biking as their key image of sport, adventure and fitness? Did you know that most of those people acting in those commercials cut their teeth in North Vancouver? Have any of the council seen the numbers of people that are flying in to southern bc to ride our terrain? Do you know how many of those people do north van, not just Whistler? I have met countless numbers of Americans, aussies, kiwis, brits, germans, slovacs, french and many other worldly personages on the lifts of whistler that told me that they stayed in north van for a couple of days of riding and then moved on to whistler. Most ate food there. most rented bikes there. most stayed in north van accommodations. many took in movies, pubs, services. some bought gas. In a world competitive for the global dollar do we really want to slam the door before we really know who is there to see us? what if it is ed McMahon and you missed out on publishers clearing house.

I would also like to know if the council and staff have taken the time to walk some of the trails with the key persons that know the building and maintenance? Have you seen how much the environmental impact is mitigated and even reversed by the work that is done? Yes, I know that the sport of mountain biking is not an impact-neutral activity, but then what human activity is? It seems that an effort that leads us to taking bikes out of peoples hands, even more, maybe have a negative impact on the environment, just not as visible, as many people my become even more hooked on their cars. How much time, money and effort is put in by hikers on intense use trails to limit their negative impact? I am not saying that a hiker does the same as a biker, but from where I stand, if you have stakeholders that do more with volunteer work than other stakeholders, does that not give them some room for respect and admiration?

I own my home in north vancouver and am proud (for the moment) in every conversation I have about my community. I urge the council to step back from these negative attack efforts on my chosen love of biking and start working for the whole community, not just those who are loud of voice and pocket book.

Thank you for reading my perspectives.

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