

Ausable Bayfield
Conservation Strategy Development Team
DRAFT Notes from Meeting - August 17, 2011

Attending in person were:

David Kemp, Jennette Walker, Jan Purvis, Bailey Williams, Jim Handyside, Steve Boles, Muriel Allingham, Wayne Forgrave, Mike Tam, Doreen McLinchey, Dave Crockett

ABCA Staff

Tim Cumming, Tom Prout, Judith Parker

Joining on-line and conference call:

Jacqui Laporte, Jim Reith

CALL TO ORDER

The eleventh meeting of the Ausable Bayfield Conservation Strategy Development Team Meeting was held in the boardroom of the Ausable Bayfield Conservation Authority (ABCA) Administration Centre on August 17, 2011. Tim Cumming called the meeting to order at 7 p.m. and welcomed the members. The draft notes from the July 20, 2011 meeting of the Conservation Strategy Development Team were reviewed. It was noted that David Kemp was omitted as being in attendance. The revision will be made and the notes were adopted by consensus.

REVIEW OF DRAFT COPY

Tim Cumming circulated large format copies of the draft *The Path Forward: Your Community Conservation Strategy for Ausable Bayfield Watersheds*. The team looked at each section to discuss concerns or revisions.

Two Panel Map

The map that was included in the first draft showed the elevations of the watersheds. Dave Crockett suggested that the colour choices were too bold and there wasn't enough emphasis on the watercourses. Other team members suggested that the watercourses and forest cover would be important.

Inside Front Panel - What is a Conservation Strategy?

- ▶ Jacqui Laporte suggested that the order of the headings should be History & Mandate, Local Watershed Based Conservation, What is a Conservation Strategy, How will we Measure Success?
- ▶ Delete - "...is a document" from "What is a Conservation Strategy"
- ▶ Last two paragraphs of the History should be in "What is a Conservation Strategy"
- ▶ Delete reference of WBBE in "How will we measure success" because that it is only a 3 year project and not long term
- ▶ Dave Crockett suggested that "How will we measure success" should be simplified to:
 - Establish baseline data
 - Ongoing monitoring
 - Improvement outcomes (establish targets for water quality and forest cover)

Last Panel - How Can You Make a Difference

- ▶ Dave Crockett suggested to add septic upgrades
- ▶ Jacqui Laporte commented that the actions should be re-organized to list from simplest action to the more broader actions.
- ▶ Consensus that not all actions will be listed so there should be a disclaimer that these are “examples of taking action”
- ▶ Could add a section on ‘What the ABCA Can Do For You’
- ▶ Delete the list of member municipalities from the Conservation Strategy Development Team

Last Panel - How is the Community Involved?

- ▶ Delete the point “A group of interested citizens prepared this document”
- ▶ Mike Tam asked that “Tuckersmith” be replaced with Municipalities of West Perth and Huron East
- ▶ Steve Boles commented that some of the points could be pared down to maximize space
- ▶ Dave Crockett noted that the web version of the Conservation Strategy could have a component whereby the public could share their own community initiative

Front Panel

Everyone liked the layout of the front panel, the tagline, and the photo that was used.

Circle Graphic

The four concentric circle model the team developed at the last meeting was presented in three formats:

Centre circle - *Healthy Watersheds*

Second circle - *Soil; Water; Living Things*

Third circle - *Monitor, Educate, Research, Evaluate*

Fourth circle - *Create Awareness, Take Action*

It was decided that the next version of the circle graphic should be in a box with *Watershed Community* at the top. Remove the fourth circle and place the words *Create Awareness, Take Action* at the bottom of the square. Dave Crockett commented that the ripple background was interesting and fitting but suggested it be in a lighter blue so it didn’t overpower.

Text in *Educate, Evaluate, Monitor, Research, Act* Section

- ▶ Steve Boles noted that ‘Act’ should be added to the third circle
- ▶ Dave Kemp questioned whether there was too much repetition in the text and language should be simplified
- ▶ Jennette Walker suggested the points be introduced with bullets and not right justified
- ▶ It was suggested that the action points under *Educate, Evaluate, Monitor, Research, Act* could be identified into separate categories of individual, community and ABCA
- ▶ Jacqui Laporte suggested moving the *Evaluate* section to the last, however, the circle model reflects the actions are ongoing
- ▶ CS Team thought the ripple effect reflected the first step of action which would be going out into the community for engagement.

- ▶ Under *Educate* Wayne Forgrave asked that the word 'ethical' be added to the point on promoting good practices in hunting.
- ▶ under *Educate* add the point 'off-road vehicle use in a responsible and ethical manner'
- ▶ The CS Team was reminded who the target audience is for the document and that the overall perspective of the document will be as a guiding document for the Board of Directors and Staff
- ▶ The actions need to be edited to match the proper perspective as the public will be the secondary audience
- ▶ Remove the reference to 'shoreline hardening' from in the *Act* section
- ▶ Add 'co-operate with planning agencies to achieve compliance with the regulatory role of ABCA'
- ▶ Remove 'Don't worry about who gets credit' and replace with 'collaborate with...'
- ▶ Tim Cumming asked that team members review the text and advise him of minor corrections
- ▶ Tim circulated a draft of revised ABCA logo which incorporated the tag line

NEXT STEPS

1. Tim will contact a graphic designer to produce the second draft of the logo and the concentric circle model.
2. It is anticipated that the CS team will have at least one more meeting to finalize the next draft.
3. Once the document is finalized it will be considered for adoption by the Board of Directors as the ABCA's strategy going forward into the next 20 years.
4. A distribution list for the document will be developed.
5. It was suggested that the web-based version of the Strategy be in a two-page view.

NEXT MEETING

The next meeting will be September 14, 2011 at 7 p.m. at the ABCA Administration Centre.

ADJOURNMENT

Dave Crockett inquired whether the staff members were pleased with the outcome of the strategy. Tom Prout responded that staff are very pleased with the 12 month commitment members of the community made to this project and the input and discussion that has went into developing the document. The CS team will be invited to attend the 2012 Awards and Appreciation Evening in March.

The meeting was adjourned at 9:00 p.m.

Notes recorded by:

Judith Parker

Corporate Services Coordinator