

Ausable Bayfield
Conservation Strategy Development Team
DRAFT Notes from Meeting - June 15, 2011

Attending in person were:

Muriel Allingham, Stephen Boles, David Kemp, Mike Leitch, Paul Mennill, Jim Handyside, Carol Leeming, Jan Purvis, Doreen McLinchey

ABCA Staff

Kate Monk, Tim Cumming, Judith Parker

Joining on-line and conference call:

Bailey Williams

The ninth meeting of the Ausable Bayfield Conservation Strategy Development Team Meeting was held in the board room of the Ausable Bayfield Conservation Authority (ABCA) Administration Centre on June 15, 2011. Kate Monk, ABCA Conservation Lands and Stewardship Supervisor called to order at 6:10 p.m. and welcomed the members. She explained that she had worked with the 1993 Conservation Strategy members to develop the issues, goals and actions of that document. Tim Cumming explained that some members might be joining the meeting at 7 p.m. (The original scheduled start time) so the business portion of the meeting would be left until that time.

Review of Draft Conservation Strategy Document

Tim Cumming circulated the first draft of a strategy document that he had developed based on the team's discussions to date. The first item to be discussed was the working title, *The Path Forward - Your Community's Strategy for Ausable Bayfield Watersheds*. Paul Mennill suggested that the 's' in the word 'Community's' should be removed. Other suggestions were *The Path Forward: Your Community Strategy for Ausable Bayfield Watersheds*; *Your Community Conservation Strategy for Ausable Bayfield Watersheds*; *Our Community Conservation Strategy for Ausable Bayfield Watersheds*.

The tag line *Building Better Environmental Conscience* could be modified to remove the word 'conscience.' It was suggested the tag line should reflect action and awareness, building or creating. Kate Monk told the team that the word 'conscience' is part of the current ABCA logo and explained the symbolism behind the logo. If the ABCA logo was put at the top this would take the place of a text tag line.

Discussion then centred on the slogan *Healthy Watersheds - Healthy People*. Paul Mennill commented that this slogan emphasized a balance between people and the natural environment. Others said the strategy is not just about people...but the community.

Steve Boles questioned what the Team wants on the front page. Is the format to be a six-page foldout or a four-page publication. Doreen McLinchey liked the six-page format because it isn't a throw-away. She also liked the use of before and after pictures - but that the photos chosen would have to be appropriate comparisons. Others thought the four-page would be sufficient but it depends on the user. Everyone was asked to look at the PRIORITIES panel and discuss what to

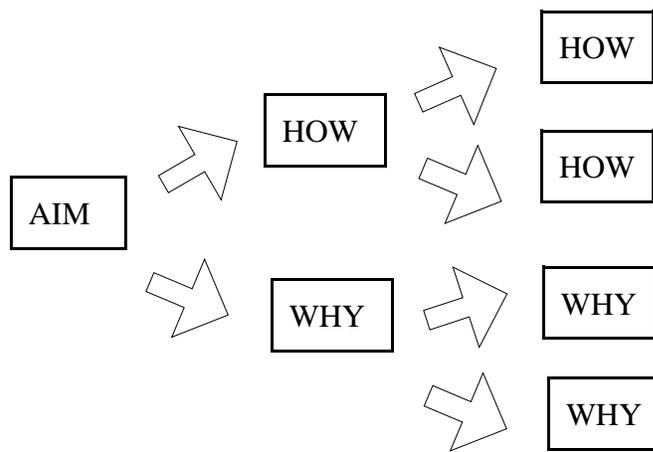
add or delete and how to portray the priorities. The bubbles seemed to be confusing.

Approval of Notes

At 7 p.m. the team was asked to review the notes from the previous meeting for any corrections. There were no comments and the notes from the May 18, 2011 meeting were approved by consensus.

Decision-making Tree

Jim Handyside made a diagram on how to develop a decision-making tree that would aid in creating the mission and building the strategy plan. An example would be to ask the question “How are we going to protect water quality?” Answer - by increasing forest cover. The mission or aim of the strategy should be broad and the actions become more targeted.



Jim Handyside said that the team needs to start prioritizing the ideas. The HOW gets the plan developed or built. The WHY is a check on the HOW and provides a level of detail.

Mike Leitch commented that instructional training often has the AIM in the centre so that you can branch out in all directions.

Kate Monk suggested the AIM is creating healthy watersheds through clean water, forest cover and trees. The decision-making tree then became a model with branches. The group was asked to start formulating the AIM or VISION with branches. Suggestions were: Water, Trees, Soil. Paul Menill commented that a goal may be to create healthy water, healthy trees, healthy soil. Carol Leeming then asked about biodiversity. This led to a discussion around Water having mussels and fish that live in it. Should the branch them be named Water or Living Things. However, people are living things too.

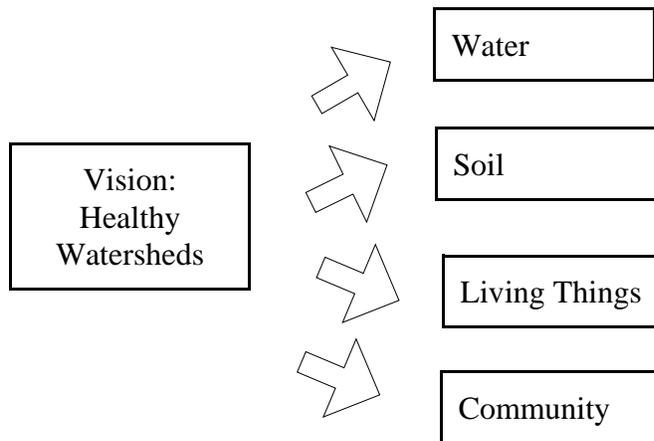
Mike Leitch asked whether agriculture and business sector are missing from the tree diagram. Steve Boles asked if incentives, whether it is financial or otherwise, were missing. Paul Mennill mentioned that Sustainable Huron is talking about Healthy Communities (healthy human communities). It was questioned whether Education is a branch or is it a ring of each branch.

Steve Boles asked how far the team was to go in developing the targets and accountability. Paul Mennill responded that this group will stop before the targets and leave the decision making to

the staff and management. All team members agreed with this point.

Knowing that the team did not want to rank its priorities, Steve Boles asked whether the 1993 Conservation Strategy document would provide words that would still fit today's strategy. Jim Handyside suggested that the team could mine the 1993 document for the wording they may be looking for.

By the end of the discussion the draft decision-making tree was as follows:



It was decided that at the next meeting the team would be split into break-out groups of three or four. Each group would be given a branch and with the aid of a flip chart and post-it notes discuss the HOW and WHY as the next step in filtering through this process.

MEMBERSHIP

Tim Cumming explained that some initial members have only attended one meeting and asked what would the criteria be for listing them as a contributing member. It was decided that Tim could contact anyone who had an interest in the Conservation Strategy Team, and who had attended a meeting, and see if they want to be listed as a team member.

NEXT MEETING

Based on the Doodle survey of members' schedules, the next meetings will be July 20th at 7 p.m. and August 17th at 7 p.m. to be held in the ABCA board room.

ADJOURNMENT

The meeting was adjourned at 8:05 p.m.

Notes recorded by:

Judith Parker
Corporate Services Coordinator