

WELCOME TO THE 106th ANNUAL MEETING OF MEMBERS OF THE GEORGIAN BAY ASSOCIATION



Your Voice on the Bay

AGENDA – COMMITTEE REPORTS

- 4. Introductory remarks from Rolfe Jones and Rupert Kindersley

-

	Committee	Who
a)	Communications	Dave Sharpe
b)	First Nation Liaison	Doug Whitton
c)	Boating, Safety & Emergencies	Andrew Hurlbut
d)	Water	John Lavis/Rupert Kindersley
e)	Coastal Protection	John Carson
	--Short Break--	
f)	Fisheries	Bill Steiss
g	Aquaculture	Bruce Barton
h)	Lands & Forests	Katherine Denune/Rupert Kindersley
i)	Membership	Dave Sharpe

GBA's Year In Review

- **Advocated:** For the return of our US/Int'l members to Georgian Bay
- **Your Lakes, Your Views Survey:** Helped us understand your members' cottaging priorities
- **SQL's Decibel Coalition:** Reducing excessive boat noise, speed & wakes
- **Dock Foam:** Letter writing campaign to MPP's to support the removal of this pollutant from the Bay
- **Coastal Protection Committee:** Promoting sound policies/best practices that will govern development in a sustainable, ecologically sensitive manner
- **Governance:** Rewrote our GBA by-laws to comply with the Ontario Not-for-profit Corporations Act
- **Water Levels Webinars:** GBA/GBF provided insights on the impacts of extreme water levels and adaption strategies
- **Bill 279:** Reduce microplastics by getting special filters into clothes washing machines

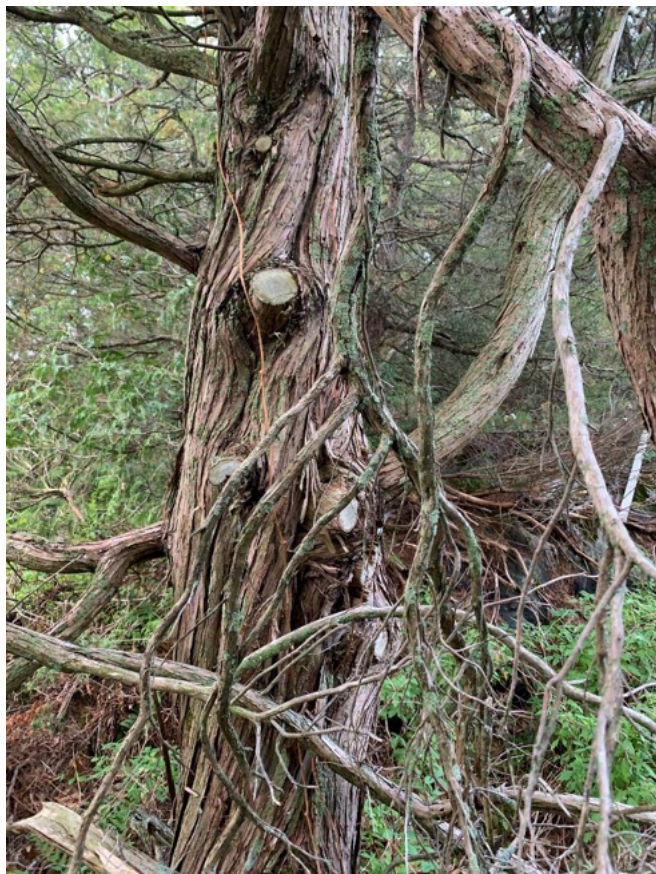
Huge thank you to our dedicated volunteer Board of Directors, Rupert, Shannon & Cosette for all the great work and for the many initiatives accomplished this year!

GBA Communication Committee Report 2022

Enhancing the Professional Reputation of GBA



Communication – Background



Goal: Keep our members informed, inspired and engaged with important matters on the Bay while driving sufficient advertising revenues to cover our communications costs and help offset GBA's operating expenses.

Actions:

- ❖ Support Committee Chairs with stakeholder communications
- ❖ Grow UPDATE advertising revenue by 15%
- ❖ Increase engagement/monetization of our social media platforms
- ❖ Seek advertisers that also support our Membership Benefits
- ❖ Expand eUpdate subscriber base
- ❖ Improve the efficacy of our website

Communication Committee

Mandate:

- Execute a communications strategy that enhances the professional reputation of the organization, and is consistent with the GBA vision
- Represent the interests of our member associations in the Georgian Bay area to all levels of government and others to preserve the unique characteristics of this area

Members (7):

- David Sharpe, Communications Chair - PaBIA
- Liz Phillips, Editor - Bay of Islands
- Allison Needham, Advertising & Deputy Editor - West Carling
- Jamie Drayton, Web and Social Media - Manitou
- Doug Whitton, Interactive Design - McGregor Bay
- Shannon Farquharson, Communications & Executive Services Coordinator – Sans Souci Copperhead
- Rolfe Jones, President - Cognashene



2021 Communications Accomplishments

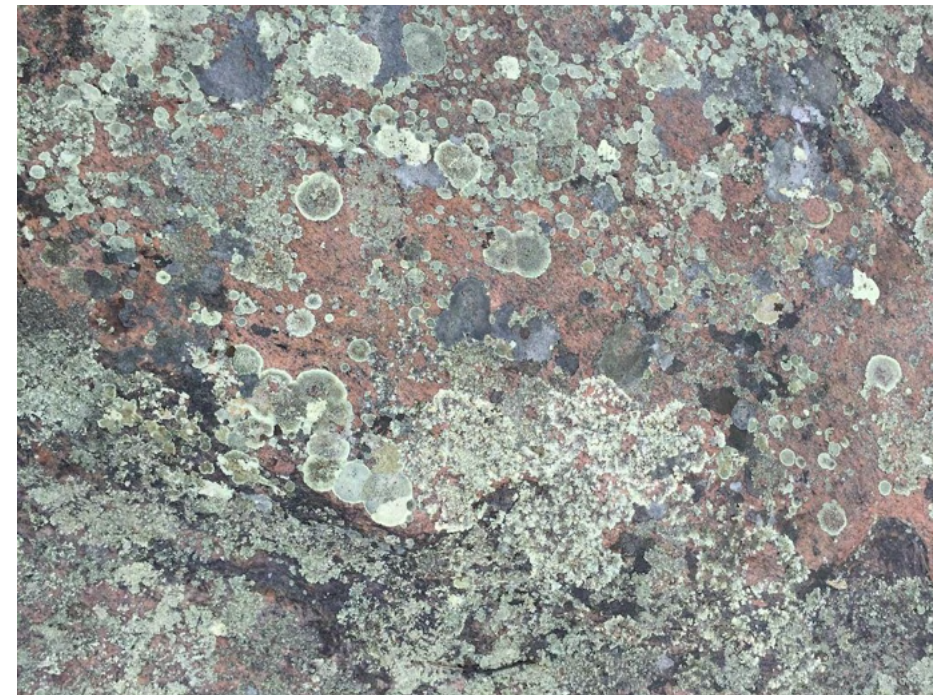
- **COVID.** Advocated to governments for the return of our Int'l/US members
- **Webinars.** Executed a GBA/GBF Extreme Water Levels Webinar series on how to mitigate impact of water levels on docks, septic systems, structures
- **Coastal Protection.** Solidified committee, set out actions on environmental protection measures
- **Unencapsulated dock foam.** Good momentum established in ongoing outreach campaign to rid the Bay of this pollutant
- **Aquaculture.** Ongoing meetings/submissions to government
- **UPDATE.** Maintained the editorial excellence of UPDATE
- **eUpdate.** Improved the overall look and feel of eUpdate



Communication Initiatives - 2022

1. ***Grow Advertising Revenue***

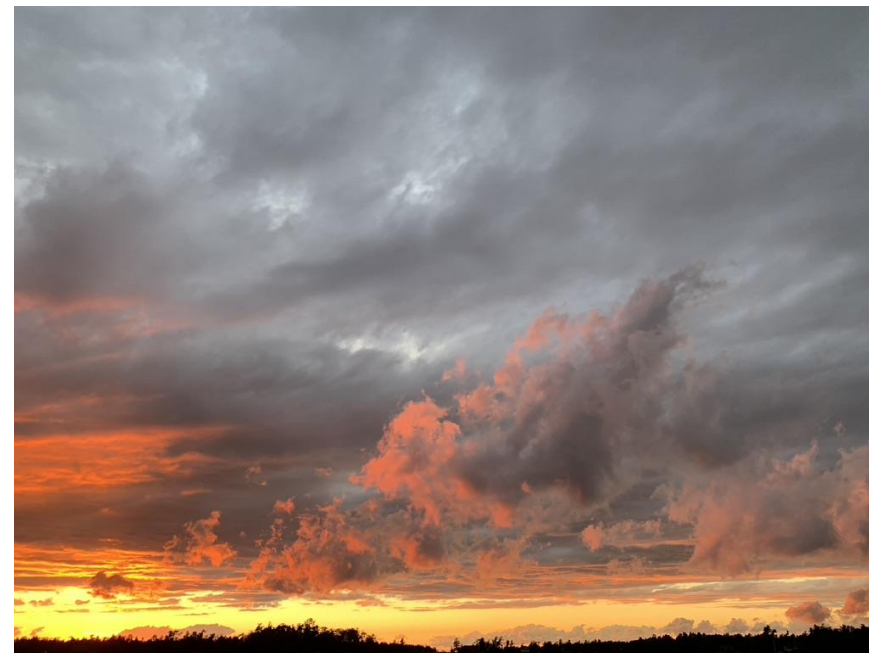
- Focus on more creative sales techniques
- Proactively seek new “anchor” advertisers
- Create more ways for clients to buy, (i.e. inserts/microsites)
- Seek advertisers that support our Membership Offerings
- Bring greater monetization to our social platforms



Communication Initiatives - 2022

•2. ***Increase eUpdate Subscriptions***

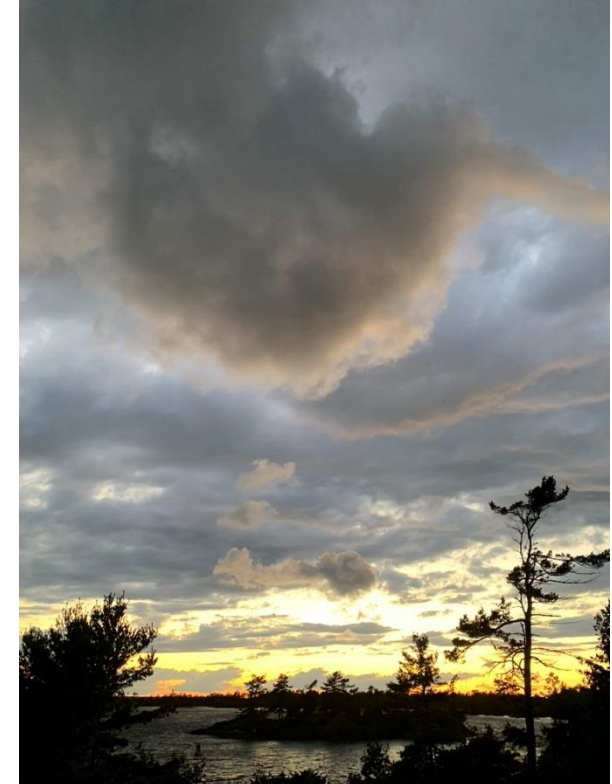
- Proactively focus on ways to grow our subscriber base
- Run some content exclusively in eUpdate to provide an additional incentive to subscribe
- Leverage social media to engage/secure Jr. members
- Run Geo Targeted mobile ads in cottage country on sites cottagers likely visit
- Contests where promoting eUpdate makes you a winner
- Consider a small spend on radio like The Moose FM



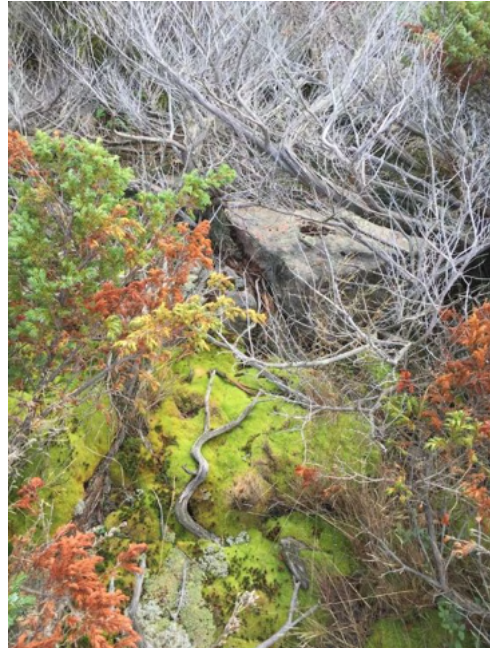
Communication Initiatives - 2022

•3. *Increase Engagement/Monetization of our Social Media Platforms*

- Improve website navigation
- Encourage pass along readership – forward eUpdate to a family member or friend
- Sell display and classified advertising in eUpdate/Website
- Sell “microsites” within eUpdate (i.e. How to buy windows/doors)
- Run “paid” content from GB3 in eUpdate (electronic inserts)
- Run a sponsored photo contest on Instagram (Nikon/Fuji)
- Sponsored posts, video marketing, polls and questions
- Build a contribution (donation) into eUpdate



Your ideas and input are welcome



GBA First Nation Liaison Committee (FNLC) Report

Traditional Environmental Knowledge and GBA



Your Voice on the Bay

Chair	Doug Whitton	McGregor Bay
Directors:	Liz Phillips	Bay of Islands
	Freda Klassen	Northern Georgian Bay
	Doug Ferguson	Bayfield Nares
Non board directors:	Bob Duncanson	Madawaska Club
	John McMullen	Bayfield Nares

Traditional Ecological Knowledge (TEK)

- Great Lakes Water Quality Agreement (GLWQA) Annex 10 – Science mandate 2020-2022 has created sources for guidelines to bridge knowledge
- GLWQA currently forming educational materials for the inclusion of TEK with science
- University of Minnesota – Twin Cities Department of American Indian Studies. May – June 2021



FNLC – Plans for 2022-23

Integrate TEK into GBA committee work

- Avoid cultural appropriation (Ownership of knowledge)
- Appropriately bridge knowledge systems (difficult for people with no previous experience)

Committees:

- *Coastal Protection*
- *Lands & Forests*
- *Fisheries*
- *Aquaculture*



TEK integration with GBA Committee work

Avoid cultural appropriation (Ownership of knowledge)

Ownership refers to the relationship of First Nations to their cultural knowledge, data, and information. This principle states that a community or group owns information collectively in the same way that an individual owns his or her personal information.

<https://fnigc.ca/ocap-training/>



TEK integration with GBA Committee work

Appropriately bridge knowledge systems

(difficult for people with no previous experience)

Guiding Principles:

<https://conservation-reconciliation.ca/objectives/#guiding-principles>



**conservation
through
reconciliation
partnership**

The complementary models of Ethical Space and Two-Eyed Seeing animate our partnership and guide intercultural relationships between Indigenous and non-Indigenous Peoples. Practicing Ethical Space is indicative of a practice that cultivates deep respect for different knowledge systems and worldviews, and it requires entering into dialogue transparently, honestly and authentically.

Ethical Space cannot be cultivated without Two-Eyed-Seeing, which is the practice of learning to see using two knowledge systems, drawing on both to guide discovery and problem-solving. It is within this Ethical Space that all collaboration, mutual support, and multi-directional knowledge sharing occurs.

Ethical Space

As the below image shows, in an ethical space, relationships should be nurtured on multiple levels—not just on a political level—and founded on the principles that define our understanding of the space.

ORAL
SYSTEMS

WRITTEN
SYSTEMS

INDIGENOUS KNOWLEDGE SYSTEMS, LANGUAGES, LEGAL TRADITIONS, CULTURES, CUSTOMS,
TRADITIONAL PROTOCOLS, SACRED TEACHINGS

TRUTH AND RECONCILIATION COMMISSION OF CANADA

Calls to Action and Final Report and the Royal Commission on Aboriginal Peoples

TREATIES, AGREEMENTS AND
OTHER CONSTRUCTIVE ARRANGEMENTS

ETHICAL SPACE

DIALOGUE
CROSS-VALIDATIONS

UNITED NATIONS DECLARATION ON THE RIGHTS
OF INDIGENOUS PEOPLES

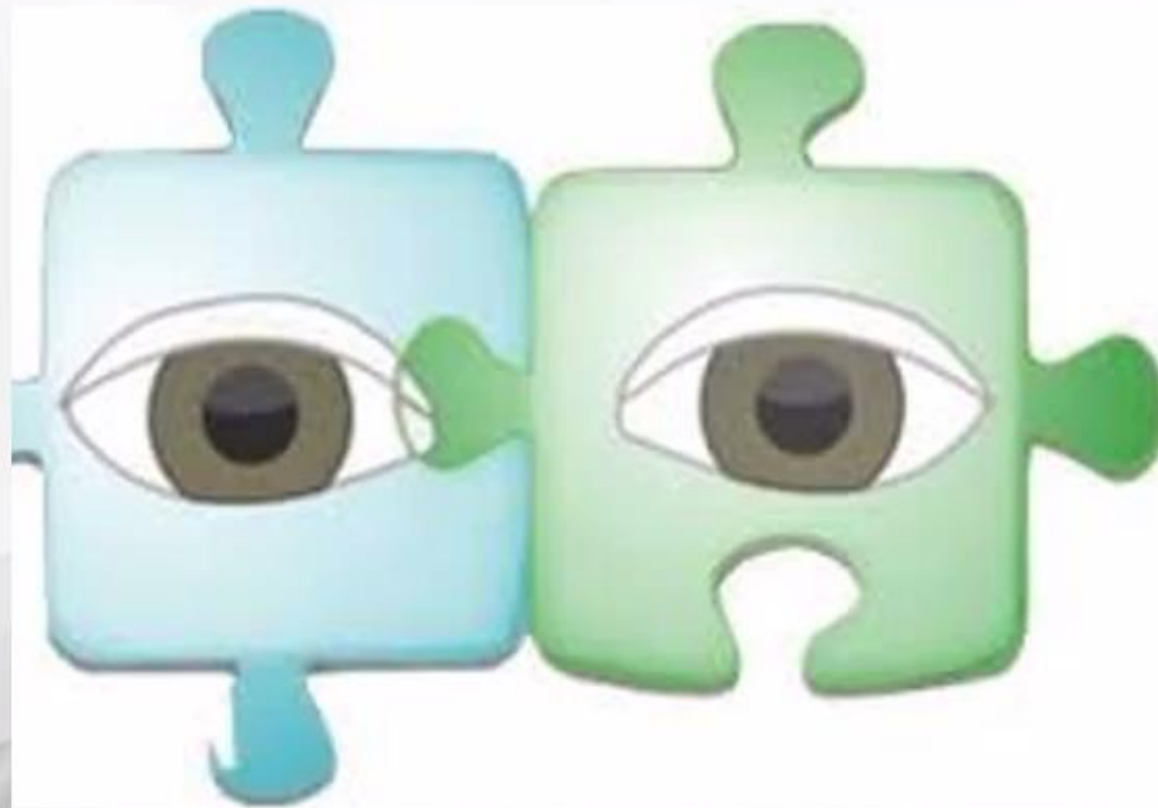
OTHER KNOWLEDGE SYSTEMS, CANADIAN GOVERNMENT, PROVINCIAL GOVERNMENTS,
TERRITORIAL GOVERNMENTS, MUNICIPAL AND COUNTY GOVERNMENTS AND THEIR
RELATED LEGISLATION, REGULATIONS, POLICIES, CODES OF CONDUCT AND PROCESSES

CANADIAN CONSTITUTION, CANADIAN JURISPRUDENCE
(Powley, Manitoba Metis Federation & Daniels)

The Conservation through Reconciliation Partnership is a seven-year initiative that aims to critically investigate the state of conservation practice in Canada and support efforts to advance Indigenous-led conservation in the spirit of reconciliation and decolonization.

TWO EYED SEEING

“Two-Eyed-Seeing is learning to see from one eye with the strengths of Indigenous knowledge and ways of knowing, and from the other eye with the strengths of Western (and/or scientific) knowledge and ways of knowing while learning to use both of these eyes together for the benefit of all”. ~*Elder Albert Marshall*



GBA Boating, Safety and Emergency Committee Report



Your Voice on the Bay

The State of Boating

	2017	2018	2019	2020	2021
Office of Boating Safety	1,256	1,695	2,077	3,962	4,799
Pleasure Craft Licenses	115,071	120,634	139,417	141,798	155,654
Pleasure Craft Operator Certificates	~145,000	~146,000	145,254	251,992	198,292

Pleasure Craft Licenses constrained by boat and motor shortages

- supply chain very constrained
- tariffs and soon to come luxury tax

Transport Canada and the marine industry expects strong interest to continue







The wildcard is gas prices

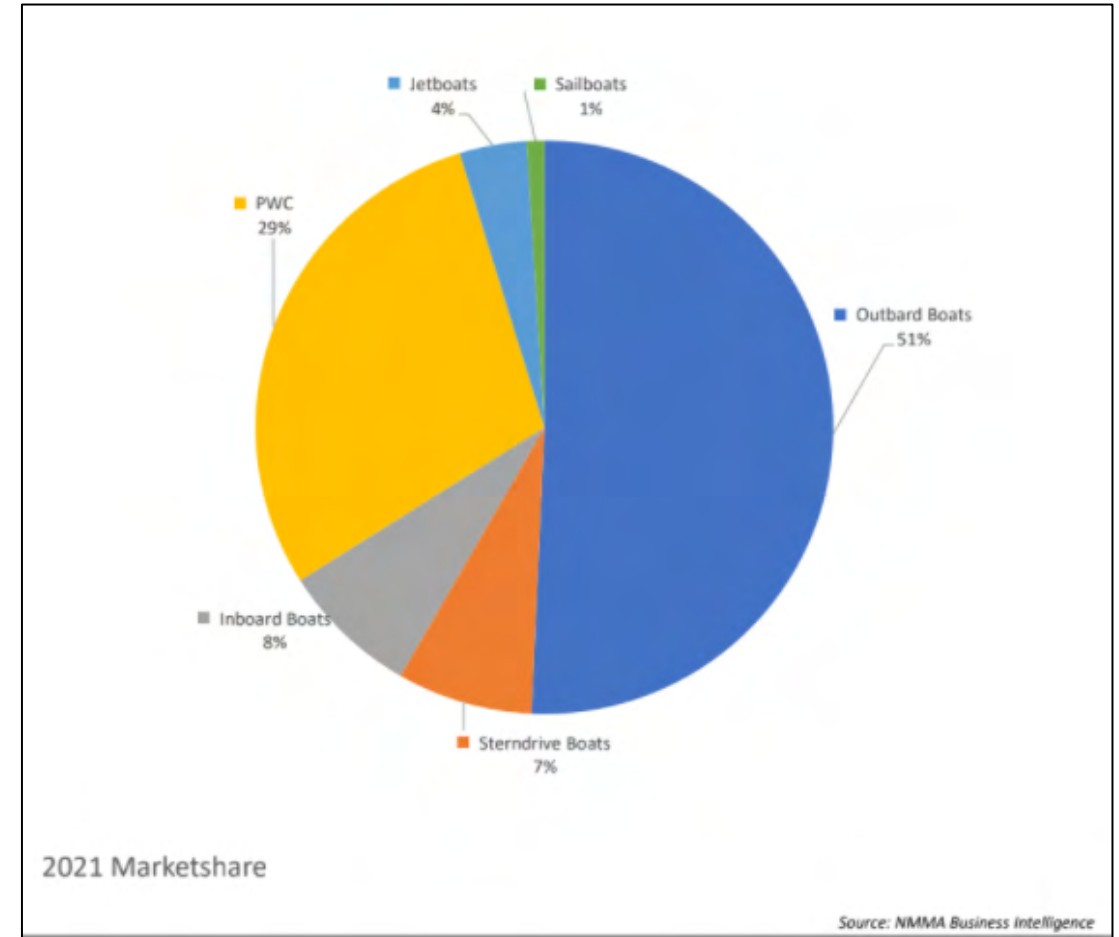
New Boat Sales

Canada Retail New Boat Sales Units

2021 New Boats Sales Units 46.1K

Change from 2020:  +15%

- Outboard Motors:  +14%
- Inboard Motors:  +16%
- PWC:  +21%
- Jetboats:  +28%
- Sailboats:   +13%









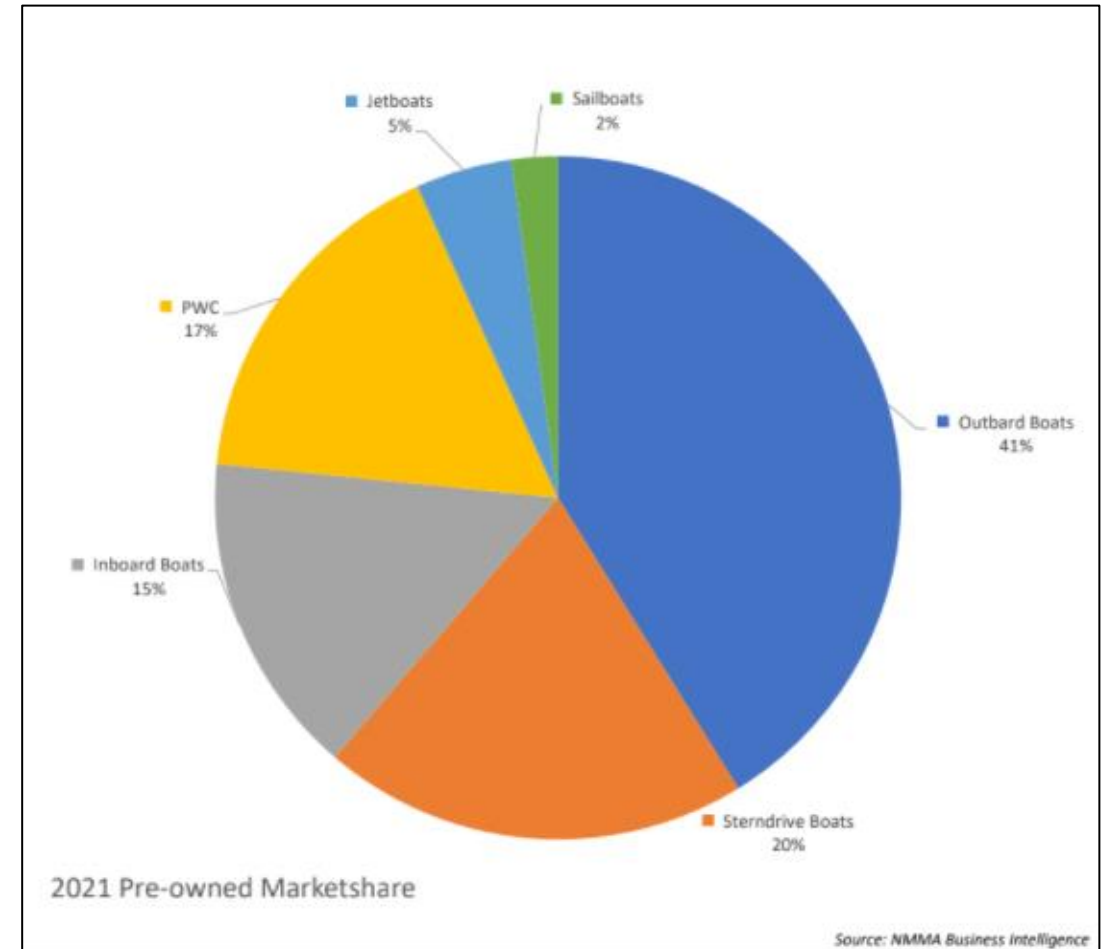
Pre-Owned Sales

Canada Pre-Owned Boat Sales Units

2021 Pre-owned Boat Sales: 75.1K

Change from 2020:  +5%

- Outboard Boats:  +5%
- Sterndrive Boats:  +4%
- Inboard Boats:  +4%
- PWC:  +2%
- Jetboats:  +15%
- Sailboats:  +6%



2021 Statistics

Fatalities 27

- Capsizing – 13
- Collision with vessel – 2
- Fall overboard – 10
- Flooding /Swamping – 1
- Other - 1



3rd worst in the last 10 years!

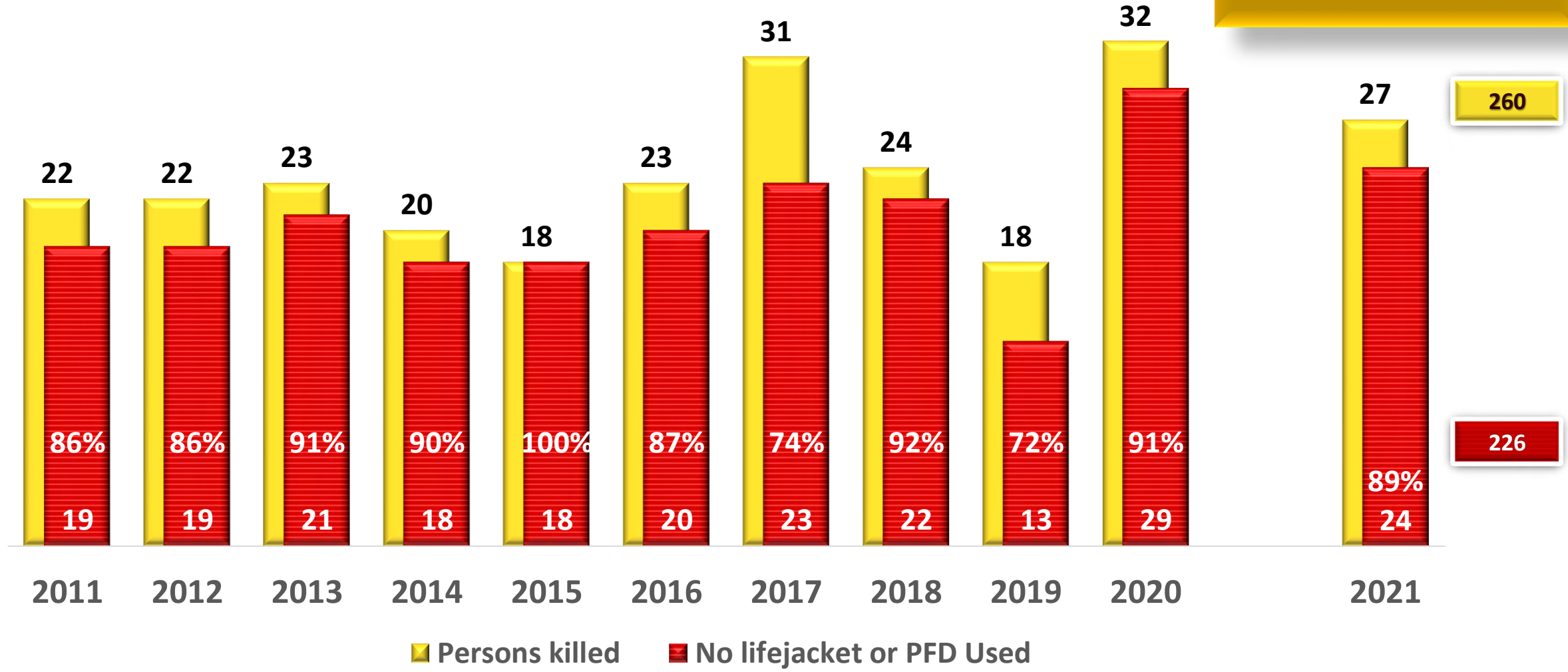
- 83% vessels under 6 m
- 42% manual propulsion
- 37% cold water season

Boat types in fatalities:

- Motor Boat – 9 
- Bow Rider – 3 
- Cabin Cruiser - 1 
- Canoe – 10 
- Kayak – 1 
- Stand up Paddleboard – 1 
- Rowing Skiff – 1 
- Pontoon Boat – 1 

Marine Fatalities

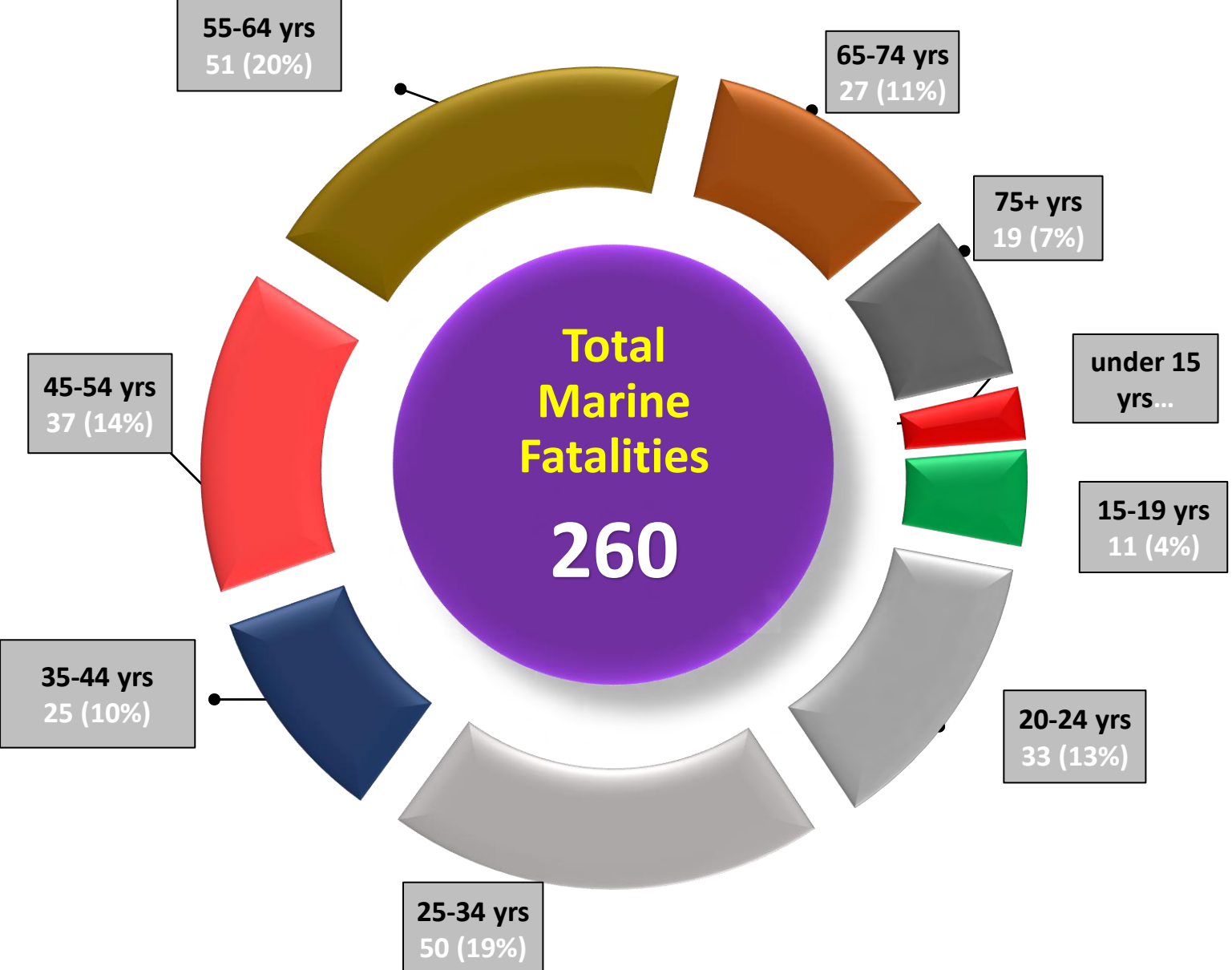
11 Year Average
87%
No Lifejackets



OPP Statistics – Last Seven Years



Marine Fatalities by Age - 260 in Total



Our Members Concerns





Safe Quite Lakes – Your Lakes, Your Views

Responses to the 2021 survey, *Your Lakes, Your Views* came mainly from the Muskoka and Georgian Bay regions and also drew from Haliburton, Eastern Ontario and beyond. The survey includes:

5,951 respondents, an 81% increase over 2017

1,100 from the Georgian Bay region, which participated for the first time

130 plus lakes and rivers

50 plus cottage and resident associations

6,000 plus written comments.



Top Pleasures

Three activities hold almost universal appeal. Interestingly, none of these activities involves a boat. Participants rated the following activities at 4 or 5 out of 5:

95% rated relaxing on the dock or near the water as a top pleasure.

96% rated swimming as a top pleasure.

92% rated enjoying nature on the lake or by the shore as a top pleasure.

All other major lake activities are based around a boat of some kind:

86% rated paddling, canoeing, kayaking, rowing and paddleboarding as a top pleasure, making this the most popular group of boating activities.

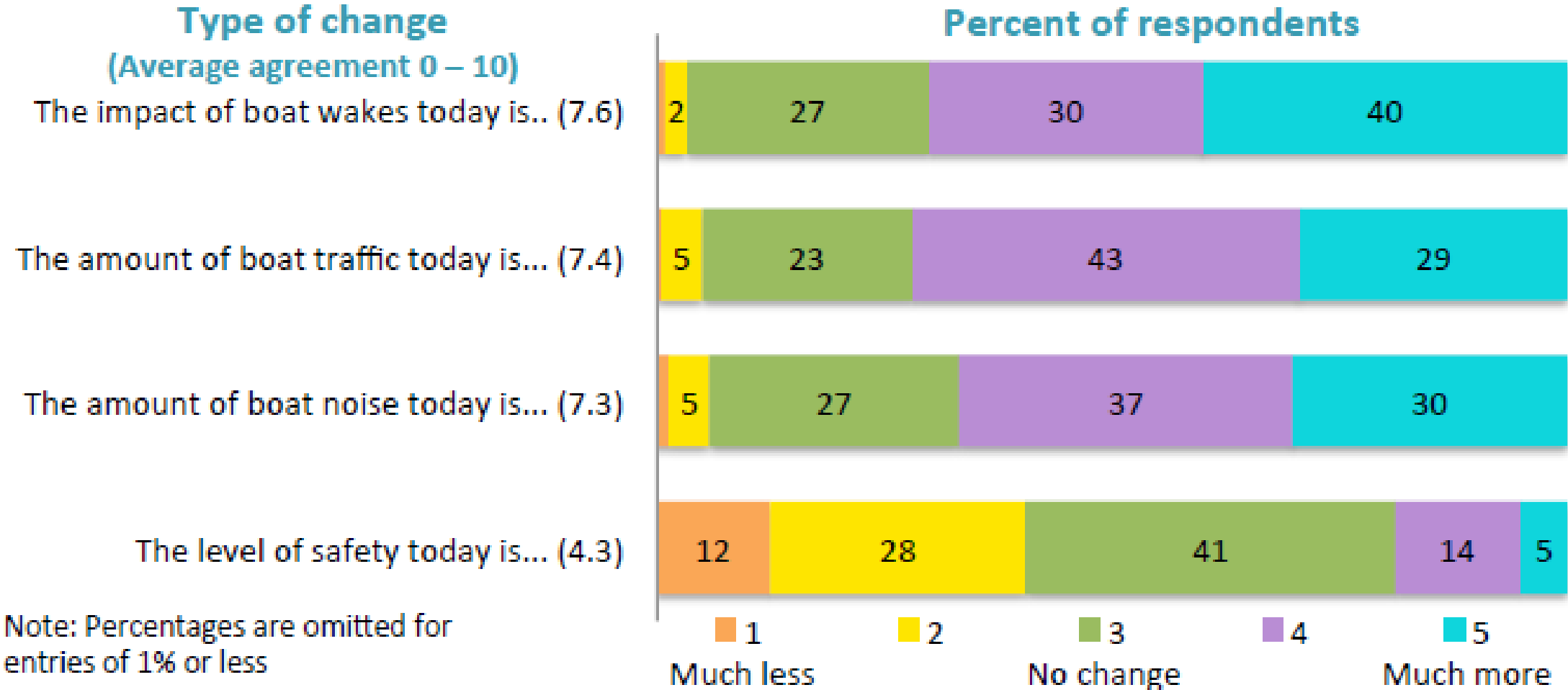
68% rated cruising as a core pleasure.

57% rated visiting friends and neighbours by boat as important.

54% rated transportation/getting things from A to B as important.



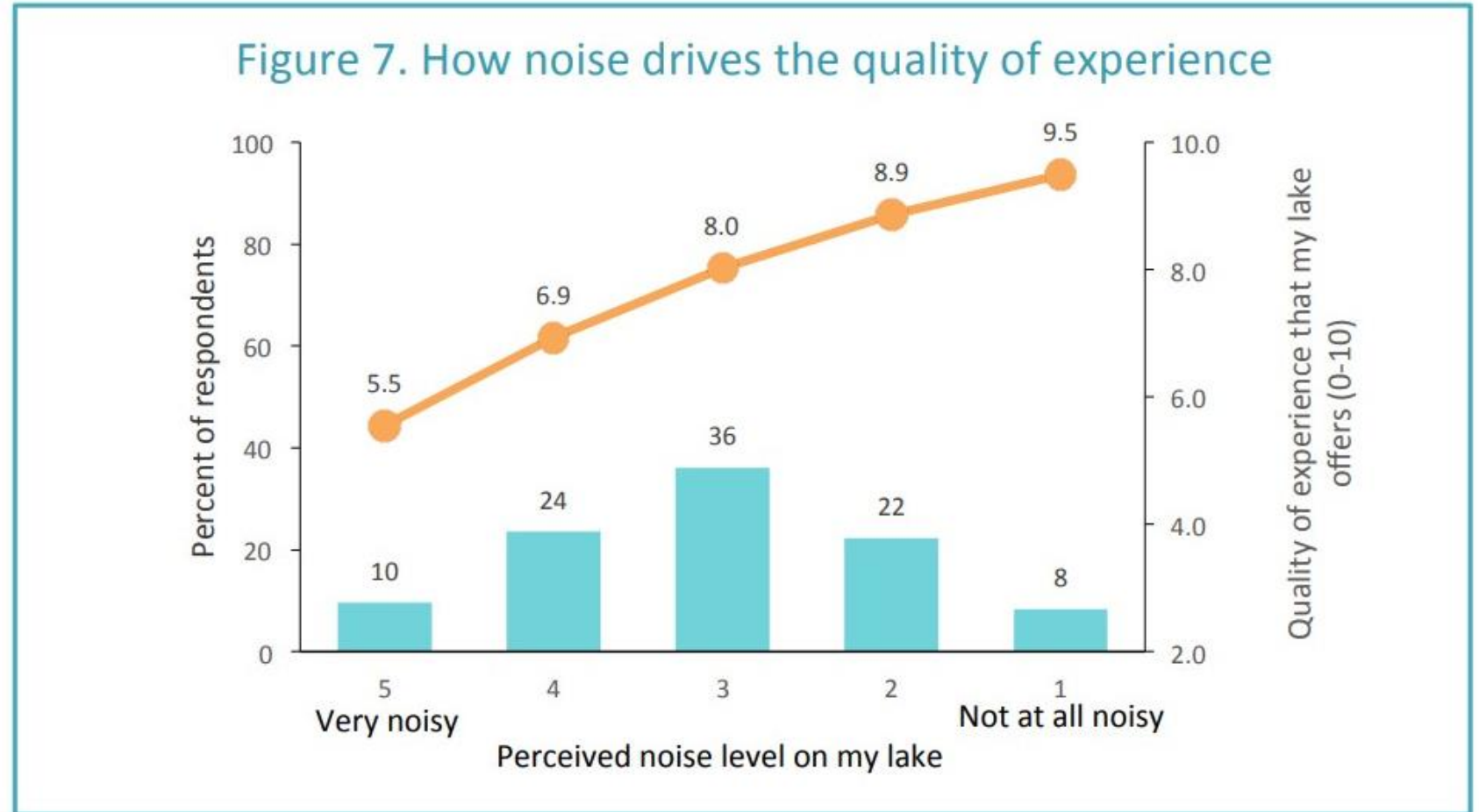
The Changing Experience



How Noise Affects the Cottage Experience

Only 8% of respondents find their lake “Not at all noisy”, and this fortunate group rates overall quality of the lake at 9.5 out of 10.

As the noise level goes up, the quality of the experience drops. The 10% who consider their lake “Very noisy” rate their overall experience at 5.5 out of 10.



What Can You Do ?

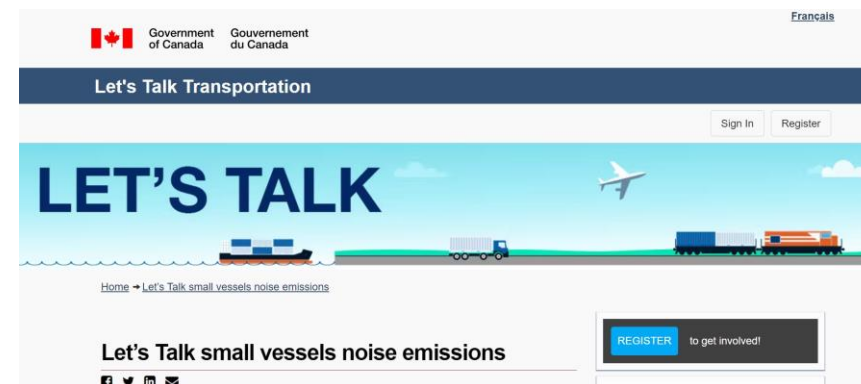




Operation Decibel

Now is the time to act...

- Noise is a major concern for our members and your support is needed now.
- Transport Canada recently opened the topic of decibel limits for discussion on the *Let's Talk Transportation* portal. Operation Decibel is asking associations to make a submission on the portal and to share the link with your members to encourage them to make submissions as well. **We suggest supporting option 5 - decibel limits on new and existing vessels. Consultation closes May 13th.**
- Safe Quiet Lakes also have an email campaign starting soon which will allow supporters to easily send an email to their local politicians.



Georgian Bay for Everyone



DNA of Georgian Bay



Protect - Water Quality and Public Lands

- Maintain cottage and boat sewage systems
- Use environmentally friendly products
- Adhere to posted rules
- Be mindful of fire restrictions
- Leave the site in better condition than when you arrived

Respect

- Be mindful of those close to you
- Respect Private property
- Anchor safely and respectfully
- Everyone who uses the Georgian Bay, has a right to privacy and quiet enjoyment of the Bay – please respect this.

Safety

- Obey the Nautical Rules

Georgian Bay for Everyone

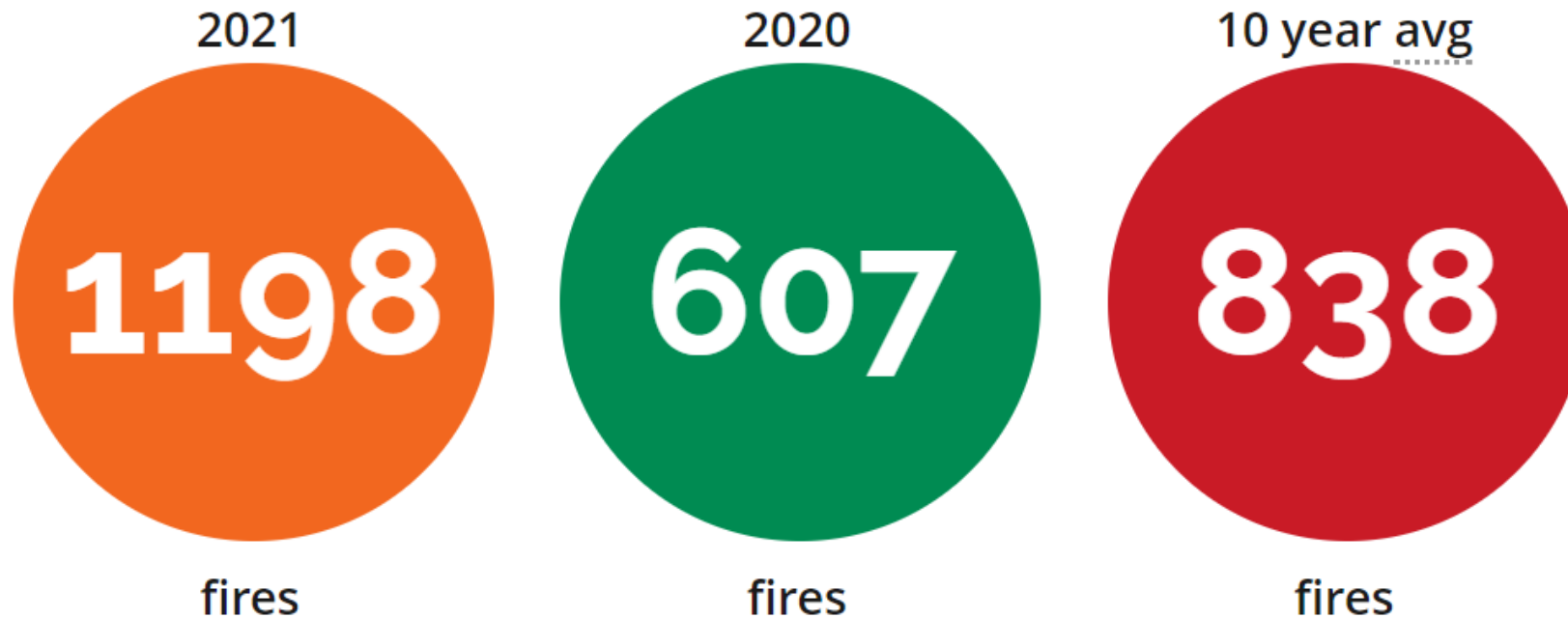
- ❑ Georgian Bay waters are for everyone's enjoyment
- ❑ Pressures on this invaluable resource will continue to grow
- ❑ Whether a cottager or a boater, respect for each other's interests and concerns is paramount to the enjoyment and protection of our pristine environment

MNR/Fires



Fires: year to date

The figures below represent the year-to-date total number of forest fires inside Ontario's fire region for the 2021 fire season, as they compare to the 2020 season and to the 10-year average.



Ministry of Northern Development, Mines, Natural Resources and Forestry/Fire

- Whole new engaged team at the Ministry
- MNDMNRF has just published a new *FireSmart* manual and new videos and other material
- Ministry will be doing *FireSmart* presentations - Great for your own AGMs!
- Our GBA fire webpage is chock full of information - Check it out!
 - Fire Proof your Life the basic is available at <https://georgianbay.ca/news/fireproof-your-life-the-basic>
- Post of weekly fire danger every Thursday broken down by municipality
- Drones and Water Bombers education priority this year



FIRE RATINGS LEGEND

LOW



MODERATE



HIGH




EXTREME



Use Your Head, Pay Heed!

STAY CLEAR OF WATERBOMBERS



When waterbombers approach a body of water, move close to the shore so they can perform their scoop safely.


A water bomber will not scoop from a lake or river if encroaching watercraft pose a safety hazard.

Help fight forest fires by staying clear of waterbombers!

See all active Ontario forest fires at ontario.ca/forestfire, or learn more about us at ontario.ca/AFFES.

Aviation, Forest Fire and Emergency Services
Ministry of Natural Resources and Forestry
Government of Ontario

ontario.ca/AFFES [@ONforestfires](https://twitter.com/ONforestfires)



FOREST FIRES ARE DRONE FREE ZONES



9 km

DO NOT fly drones within 9 kilometres of a forest fire area.

You can put the safety and lives of pilots, firefighters and emergency workers at risk. It's dangerous and illegal. Stay clear of forest fires!

See all active Ontario forest fires at ontario.ca/forestfire, or learn more about us at ontario.ca/AFFES.

Aviation, Forest Fire and Emergency Services
Ministry of Natural Resources and Forestry
Government of Ontario

ontario.ca/AFFES [@ONforestfires](https://twitter.com/ONforestfires)



Government Actions



Government Actions

Electronic Visual Distress Devices (eVDSD)

- Transport Canada has introduced a Tier 1 policy to accept electronic visual distress (eVDSD) devices in lieu of traditional pyrotechnic distress signals
- Going forward a Transport Canada (TC) **approved smoke signal must be carried** with the eVDSD for daytime alerting

Modernization of Pleasure Craft Licensing

- Current lifetime and 10-year licences will move to 5-year terms
 - will be phased in over 6 years
- There will be a \$15 fee which comes into effect in Fall 2022

Pleasure Craft Operator Card Modernization

- Proposed changes including requiring boat renters to have a PCOC instead of doing the Rental Boat Checklist. (MNNA successfully lobbied with Boating Ontario and the Rental Boat industry to stop the removal of the Rental Boat Safety Checklist as proof of competency)



Government Actions (continued)

Norm Miller's Private Members Bill – Bill 76, Life Jackets for Life

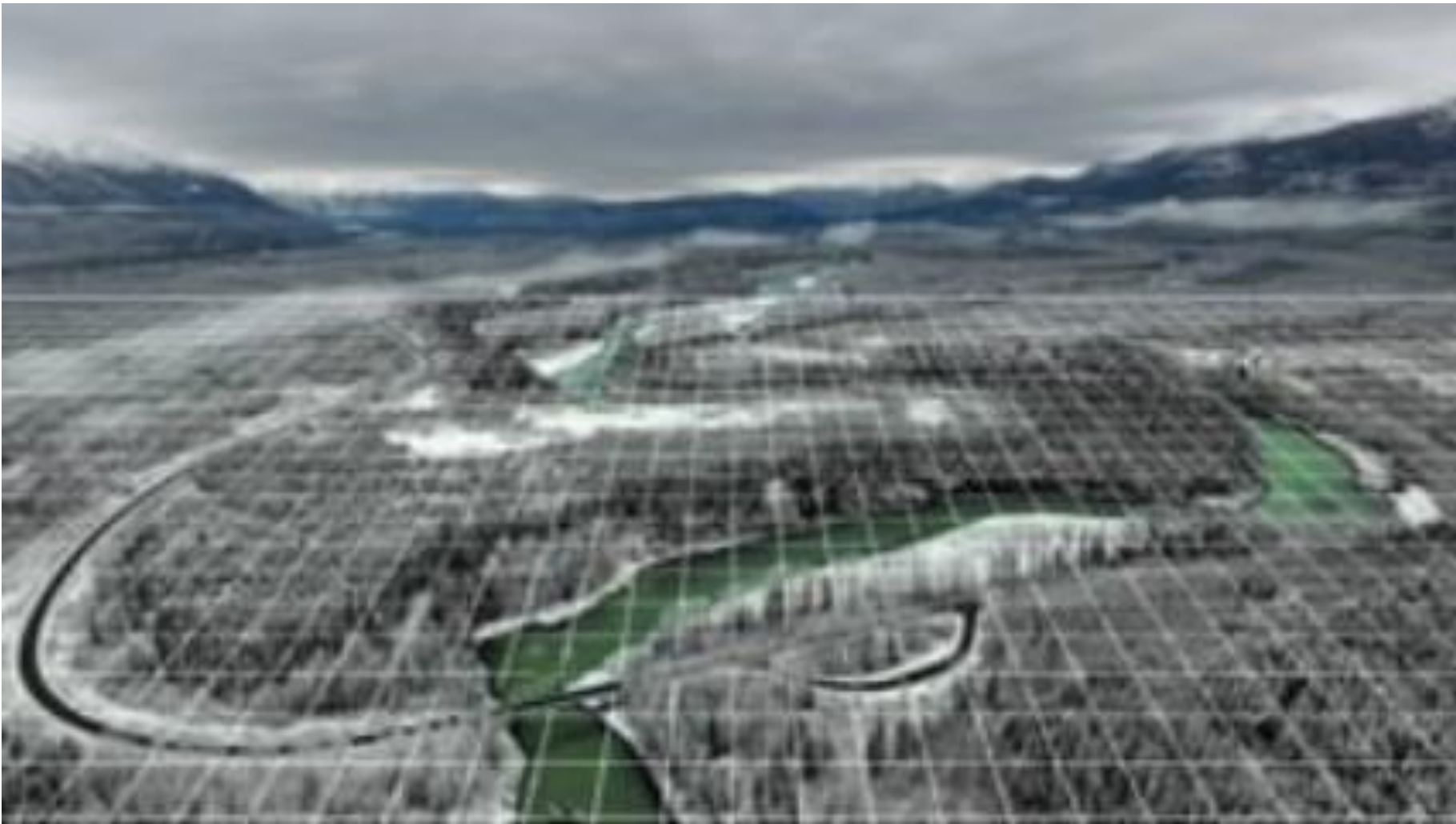
- Will require parents and guardians to ensure that children who are 12 years or younger wear a lifejacket while on a pleasure boat that is underway (this includes human powered vessels) or while being towed behind a pleasure boat
- Failure to comply would result in up to a \$200 fine
- Unanimously passed second reading on February 22nd and has been referred to the Standing Committee (**GBA supported the bill and was cited in the debate prior to passage)

Federal Government Luxury Tax

- Canada responded to the Trump administration tariffs on steel & aluminum with boat tariffs
- More recently in an attempt to raise revenues, the Feds proposed a luxury tax that included boats valued at 100,000 or more
- National Marine Manufacturers Association lobbying got the tariff threshold raised to \$250,000 – mostly by showing that \$100,000 doesn't buy a luxury vessel
- The tariff will be 10% and is expected to come in mid-2022

Focus



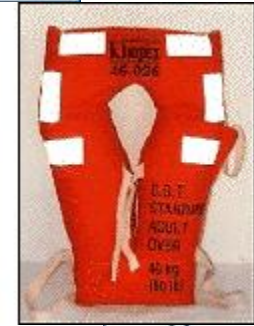


Watch the video [here](#)

Focus

Lifejackets - Wear One!

- As many people die on human powered craft as motorized
- Preventable fatalities are mostly men aged 25-74



- Transport Canada and Canadian Safe Boating Council are both undertaking studies this summer to look at wear rates

Focus

Clean Marine

- Boating Ontario Clean Marine Eco-Rating Program is an environmental program that allows marine businesses to follow best environmental practices to reduce and prevent water, air and land pollution associated with recreational boating activities in Ontario

Flare Disposal and Vessel checks By Canadian Power and Sail Squadrons

- June 11th – Marina Del Ray, Ramara
- July 2nd – Sound Boat Works, Parry Sound

Cold Water Awareness

- Cold water drownings are a significant part of overall fatalities
- It is especially important on the Bay where help is scarce in the offseason



Focus

Electric Surfboards

- For last 20 years electric surfboards/hydrofoils have been banned
- On Transport Canada *Let's Talk* now for comments
- Transport Canada will likely be lifting the ban and has opened up a discussion to evaluate the proposed safety measures

Check it out and give us your opinion!



Boating, Safety & Emergencies Committee

Your BS&E Committee Members:

Andrew Hurlbut, Chair
Jamie Drayton
Doug Ferguson
Peter Frost
Freda Klassen
Stephen Sprague



Have an issue you'd like to discuss or investigate?

Please Contact:

Andrew Hurlbut @ andrew@hurly.ca or;

Rupert Kindersley @ rkindersley@georgianbay.ca



GBA Water Committee Report

Water Levels & Water Quality



Your Voice on the Bay

Water Committee Members

Chair:	John Lavis	Bayfield-Nares
Directors:	Katherine Denune	Sans Souci & Copperhead
	Andrew Hurlbut	Key River
	Andy Metelka	Blackstone Lake
	Bonnie Blanchard	Honey Harbour
Non-board members:	Alan Waffle	Honey Harbour
	Gord Forstner	Wah Wah Taysee
	Jim Carson	Wah Wah Taysee

Water Levels

- 2019/2020 - All Great Lakes set record highs
- High water levels impacted marinas, businesses, ports and municipal infrastructure, plus shoreline and island residents
- Higher highs & lower lows, with shorter durations between extreme levels, predicted - climate change impacts
- No certainty – predictions rate the probabilities
- Joint GBA/GBF deputations made to six coastal municipalities



Good News: Water levels are currently around three feet lower than 2019/20 highs - but are we heading for extreme low conditions?

Water Levels - GBA Action in 2021/22



Joint GBA/GBF Webinar Series Extreme Water Levels - Impacts and Strategies

Webinar:	1	2	3
Registrants	498	477	367
Attendees	293	263	160
Presenters – Senior Scientists, Industry Experts and both IJC chairs			13

Detailed Synopsis of each Webinar, Summary & UPDATE article cover all the main takeaways

<https://georgianbay.ca/h20-2021/>



How do we adapt to this... or this?





Water Levels 2021/22

What we learned

- Release of ECCC water levels projections study – Spring 2022
- How winds, waves & wakes impact our shorelines - natural vs. “hardened” shorelines
- Why crib docks need to be replaced with floating docks and the challenges faced by marinas dealing with increased water levels variability
- What happens to your septic system if it gets flooded - the impacts of climate change on potable water quality
- The options available for insuring your property against climate change risks: extreme weather events, fires, floods, etc.



The need for careful planning - adopting long term strategies - avoid short term solutions

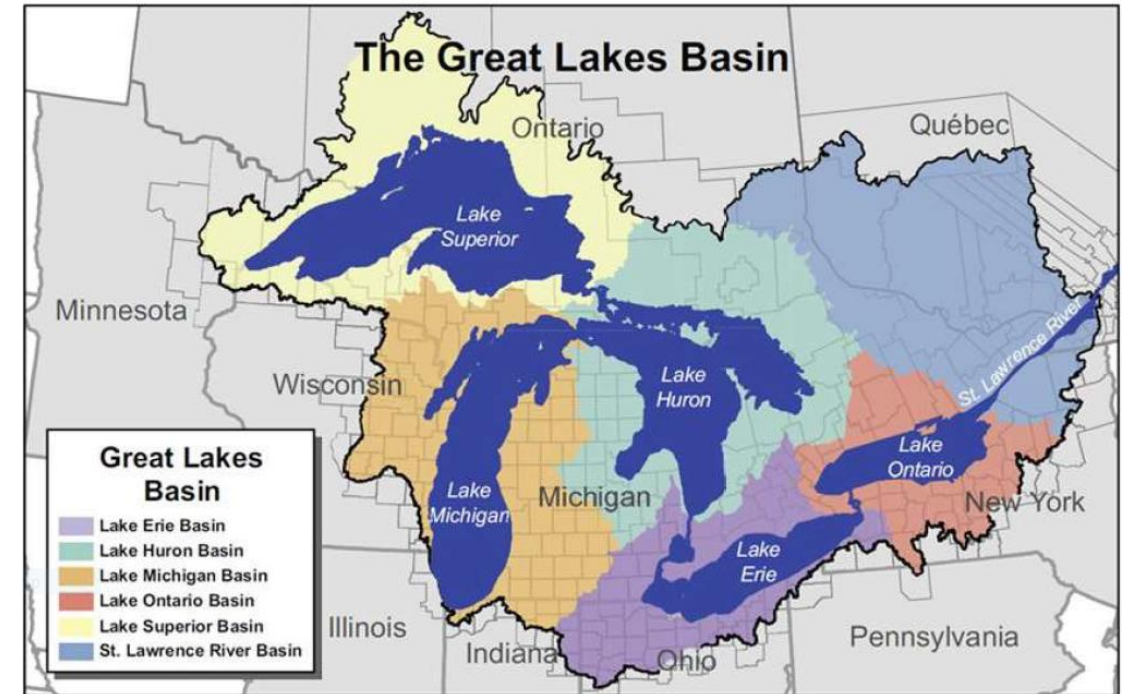
Water Levels – Next Steps for 2022/23

ECDC Water Levels Study Release

- Part of coastal wetlands resiliency study that wraps up in early April with studies released afterwards – timing unknown
- Work with GBF to analyze and summarize the key points in the study and disseminate to all stakeholders
- Seminal study that is likely to guide decision making over the next 80 years

Long Term Action Plans

- Continue to follow up on action items established at 2020 Symposium, see: <https://georgianbay.ca/water/water-levels/water-levels-symposium-2020/>
- Release of the ECDC study data is a key trigger for many of these plans
- **Core problem remains the same: Current water level controls are completely inadequate to address expected future water levels variability**



Water Quality – 2021/22 Action/Achievements

- Worked with GBF and other stakeholders to:
 - Get Dock Foam Bill 228 enacted
 - Move Washing Machine Filters Bill 102 (previously 279) through second reading
- Provided input on the new Great Lakes Water Quality Agreement and 50th anniversary meetings:
 - Submitted direct comments on draft agreement
 - Requested increase in public comments opportunities for September meetings in Windsor
 - Planning public information/input meetings in August
- Lake Partner Program – all members can help – citizen science – Ph and Ca – more test sites added
- Continue to participate in ECCC coastal wetlands resiliency project
- Submissions on Chemicals of Mutual Concern & draft Sub-Watershed Planning Guide
- Provided input on new Canada Water Agency
- Examining the effects of Mercury contamination in fish + need to update advisories



Water Quality – Plans for 2022/23

➤ Continue to participate in:

- Great Lakes Executive Committee meetings
- ECCC coastal wetlands resiliency project

➤ Continue to work with partners and directly advocate on:

- New Great Lakes Water Quality Agreement
- Chemicals of Mutual Concern & other GLWQA issues
- Conservation authorities, pollution legislation/fines & destruction of wetlands & other ON govt. actions
- Mercury contamination in fish

➤ Coastal Protection continues to address numerous water quality issues:

- Septic system management/education & inspections + septic systems issues in major development projects
- Various municipal planning matters, such as: grey water discharges/floating cottages; mooring buoys use that overloads septic systems; destruction of wetlands and docks over sensitive fish habitat



GBA Coastal Protection Committee Report 2022

Responding to Planning & Development Threats



Coastal Protection – Background



Goal: Promote the protection of the Bay’s unique land and waterscapes, environment and ecosystems in the face of increasing development pressures.

Actions:

- ❖ Promote and safeguard the sound planning principles & standards in place today.
- ❖ Identify and promote more consistent protections and higher standards going forward.
- ❖ Knowledge and information sharing with municipalities, GBA member associations & GBA members.
- ❖ Member education on rules & standards and responding to development applications.
- ❖ Develop an ongoing dialogue on the issues with stakeholders.

Coastal Protection Committee

Mandate:

- Advise GBA Board on coastal protection projects & issues of concern
- Collaborate with local member associations, municipalities and GB partner organizations
- Guide, promote & communicate project work and education issues of concern

Members (15):

- 8 reps of coastal communities / areas
- GBA President (Chair) & ED
- ToA, TGB, NEMI & Killarney represented by Council members
- Carling still TBA



Coastal Protection Initiatives

1. Municipal Planning Comparison Project

- Hired Cosette Shipman of Parry Sound as our Coastal Protection Projects Coordinator using NOHFC funding
- Covers OPs, zoning and land use by-laws
- Review well underway: methodology & report plan extensive research done
- Target for report delivery: Q3 2022

2. Planning & Development Guide for member associations

- Retained experienced professional planner, Andrea Miller
- Explains planning process, development applications, roles of municipalities, GBA & member associations
- Goal: better equip members to respond to planning issues and development applications
- Draft 2 finished; Guide will be issued in Spring 2022



Coastal Protection Initiatives

3. Septic Systems Education & Inspection Project

- Partnering with Georgian Bay Biosphere and ToA on education program
- Promote sound septic system design & management
- Encourage adoption of best practice septic inspection programs
- Draft education materials done
- Communications firm retained to package content into multiple formats for widest possible audience reach
- Target launch early Summer



Coastal Protection Initiatives

4. Monitoring and responding to key issues

- ❖ Floating structures (floating cottages)
- ❖ Major development plans that threaten coastal environment
Examples: Macey Bay, Brandy's Cove Yacht Centre septic system
- ❖ Provincial policies on development – Provincial Policy Statements, Minister's zoning orders
- ❖ Site alterations by-laws



Projects Process



Engage

Engage with municipalities, partners & member associations on projects



Research & analyze

Carry out research & knowledge gathering and analyze results



Share

Share findings and collaborate on uses



Develop & deliver

Develop & deliver presentations and reports



Roll out

Roll out communications and education plans



Audience: member associations & members, municipalities & authorities, residents & other stakeholders

Coastal Protection Fund

GBA is launching a **Coastal Protection Fund** to raise funds from select donors to act to protect Georgian Bay's natural landscapes and coastal environment.

- Working on partnership with a charity to administer fund

Purposes:

- ❖ Advocate for and defend strong planning and sustainable development standards
- ❖ Oppose threatening developments
- ❖ Fund a planning expert to create an authoritative blueprint for sound planning principles and standards for eastern & northern coasts of the Bay
- ❖ Public education on benefits of strong planning standards and environmental stewardship
- ❖ Support related coastal protection initiatives



Your ideas and input are welcome



GBA 2022-23 Fisheries Committee Report

Fish are our Friends



Your Voice on the Bay

2022-23 Fisheries Committee

Objectives

- Promoting Fisheries (commercial/recreational) value to Northern and Eastern Georgian Bay.
- Identifying issues facing fisheries and proposing steps to mitigate threats.
- Providing up to date information on regulations and advisories
- Building communication links with public and private partners.



Promoting Fisheries Value of Georgian Bay

Opportunities for recreational and commercial fisheries:

- Georgian Bay's recreational fisheries play a major role in Ontario's Recreational Fisheries valued at over \$1.75 billion a year.
- GBA Fisheries report "*New Recreational Fishing Regulations for Zones 13/14*" (April 2022) identifies key topics:
 - Recreational Fisheries are vital to local communities
 - Fishing opportunities for kids and new anglers
 - Methods for building Fisheries for future anglers
 - New restrictions on the use and movement of live bait
- Georgian Bay's commercial fishery is part of Ontario's commercial Fisheries valued at over \$234 m in revenue and 1,100 jobs mostly in smaller communities
- GBA promotes ways to assist local fisheries: (see GBA report *State of Lake Huron and Georgian Bay's Commercial Fisheries* (fall 2020))



Issues – Threats – Regulations - Advisories

Threats to commercial and recreational fisheries:

- Covid resulted in a 16% decline in 2020's commercial harvest – the lowest in 10 years.
- Invasive species continue to upset local food chains, spawning grounds, and movements of fish, e.g. Lake Whitefish has declined in areas where they used to be plentiful
- Fishing regulations for commercial and recreational fisheries have not changed since 2003. e.g. outdated commercial fishing quotas, size and catch regulations



Issues – Threats – Regulations - Advisories

Current and future GBA Updates to building sustainable fisheries:

- *\$284 M to enforce Canada's Fisheries Act (Winter 2021)*
- *Regulating Watercraft - Ontario's Invasive Species Act (February 2022)*
- *Anglers May be Vulnerable to Tick Bites (March 2022)*
- *New: Ontario's Live Bait Regulations (March 2022)*
- Fish caught in the middle of catch & release debate (Fall 2022)
- Reporting on threats and movement of Lake Whitefish (Winter 2023)
- Lake Huron Walleye stocking program - a fresh approach (Winter 2023)

1. Fisheries Stewardship Framework – led by GBB

- Still in exploratory stage with objective to coordinate fisheries work along the Georgian Bay coast and North Channel

2. Building Communication links:

- Upper Great Lakes Management Unit and Council for Zones 13/14 –Walleye stocking review
- Ontario Federation of Anglers and Hunters
- Ontario Commercial Fisheries Co-operative
- Great Lakes Fisheries Commission
- 60 local commercial fisheries and 5 Aboriginal commercial fishing agreements



Long-term research and monitoring sites

GBA Aquaculture Committee Report

Status of Cage Aquaculture in Georgian Bay & North Channel



Your Voice on the Bay

Aquaculture Committee Members

Acting Chair:	Bruce Barton	Sans Souci & Copperhead
Director:	Al Stratton	Sans Souci & Copperhead
non-board members:	Claudette Young	South Channel
	Paul Hamblin	Science Advisor
	Jim Bolton	Science/Industry Advisor
	Bob Duncanson	Mad Club
	William Wheeler	South Channel

- Reductions in water quality from nutrient loading and hypoxic events
- Effect of nutrient loading on algae production, particularly blue-green algae (cyanobacteria)
- Impacts of nutrient loading and sedimentation on the benthic invertebrate community
- Effects of invasive species (e.g., dreissenid mussels) attracted to the farms
- Effects on native fish stocks by escapements and disease pathogens
- Possible effects of introducing contaminants and/or chemotherapeutants (e.g., antibiotics) into the environment
- Future climate change effects that could impact water quality and the risk of escapements from storm damage

Current Open Net Pen Cage Aquaculture Operations



- Provincially Licenced Sites These 5 non indigenous sites are all owned by Cole Munro
- First Nation Sites Cole Munro also now owns the 2 AOK sites, which are not on reserve land, GBA investigating if they are now regulated by MNR*
- Lake Huron Shoreline

* Ministry of Northern Development, Mines, Natural Resources and Forestry

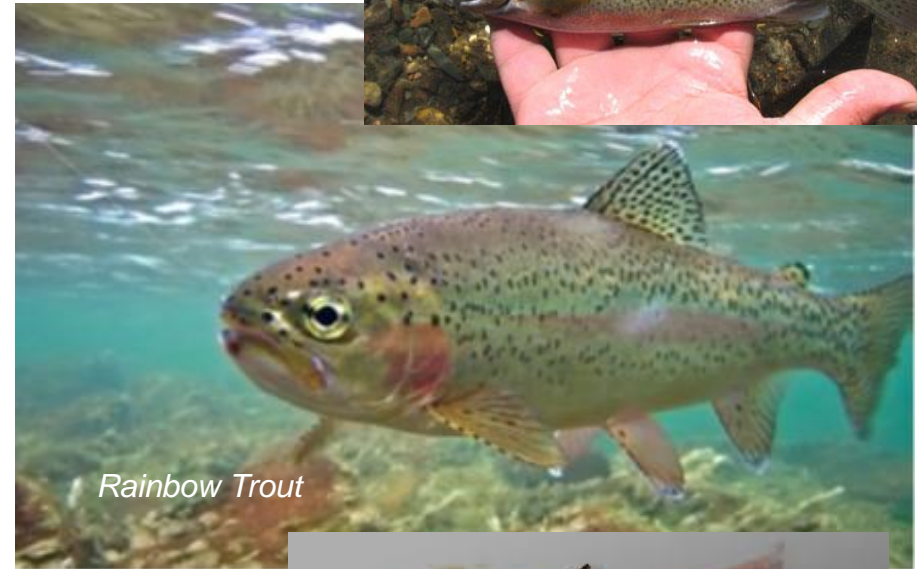
Cage Fish Farming Growth

•The principal species for aquaculture is still and will remain as Rainbow Trout

Year	Production - tonnes
2017	5,530
2018	5,416
2019	5,583
2020	5,318

➤ Future growth expected from:

- Increased feed quotas at existing operations (already underway)
- New operations in Lake Superior – colder water
- Other species such as Lake Whitefish



Cage Fish Farming Current Status – GBA Action

- The new proposed 20 year licences/leases for the regulated non indigenous operations have been delayed due to:
 - More robust environmental requirements
 - Indigenous communities consultation process
- GBA likely influenced the change from Category A to B environmental assessments
- Earliest start date is April 1, 2023
- Regular meetings with MNR, MECP* & DFO*



- Lake Wolsey site has re-opened. The Sheshegwaning have advised MNR that they are in “partnership” with the landowner on this operation.
- GBA working with MNR and other stakeholders to get Lake Wolsey operation closed down before more algae outbreaks occur

* MECP = Ontario Ministry of Environment, Conservation & Parks; DFO = Federal Department of Fisheries & Oceans

Further Committee Action in 2021-22 and plans for 2022-3

- Ongoing meetings with DFO - potential for updating the regulatory agreement with MNR and role of DFO
 - Ongoing meetings with ECCC* - compliance with GLWQA* & COA*; input from/influence of - upcoming Lake Huron Management Plan
 - Investigating potential for comprehensive study of the environmental impacts of the cage farms – ongoing engagement with DFO, ECCC, IJC and GBF.
 - Ongoing meetings with EcoJustice to provide support on legal avenues and review of regulatory framework
 - Submission to new DFO & ECCC ministers which prompted the above meetings
 - Further submissions as required - attend Ontario Aquaculture AGM
- * ECCC = Environment & Climate Change Canada; GLWQA = Great Lakes Water Quality Agreement, into which Ontario is bound by COA = Canada Ontario Agreement



Future of Aquaculture in Great Lakes

- Ontario is only jurisdiction that allows open-cage aquaculture in Great Lakes
- All are in North Channel and Georgian Bay
- Global trend is transition of open-cage fish farms to land-based systems
- This trend includes marine farms in Canada
- GBA will continue to support the transition of open-cage farms in Georgian Bay/North Channel to enclosed systems or land-based fish farms
- Fish farming impacts on the aquatic environment can be best minimized using recirculating aquaculture systems (RAS), but the capital cost is high



RAS by ScaleAQ

Lands and Forests

Stewardship
Invasive Species
Species-at-Risk



Lands and Forests Committee Members

Chair:	Katherine Denune	Sans Souci & Copperhead
	Freda Klassen	Northern Georgian Bay
	John Lavis	Bayfield-Nares
	Bonnie Blanchard	Honey Harbour

Ongoing Action & Website Content

• Invasive Species

➤ Phragmites

- Joined Ontario Phragmites Working Group
- Resource for Georgian Bay Forever & other stakeholders

➤ Forest Health/Pests

➤ Other terrestrial invasive species



Participated in numerous information webinars – gathering content

Ongoing Action & Website Content

•Species at Risk

- Monitoring legislation since 2019 submission on ON SAR Act – ON govt went ahead with “pay-to-slay” provisions
- Website content in development

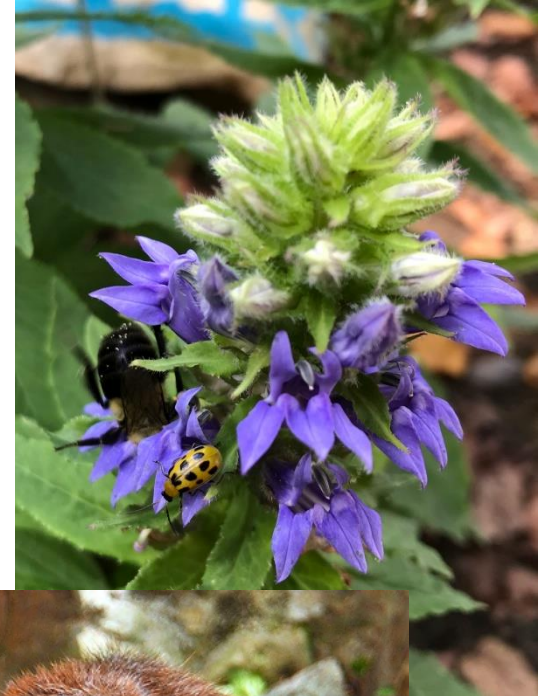


Ongoing Action & Website Content

•Your Cottage

•Developing communications, web content & education materials on:

- ***Do's and Don'ts:*** Native Plants, Naturalized Shorelines, Lawns, Docks, Decks, Walkways, deadfall & brush piles
- ***Living with Nature:*** How to take care of bees and live with geese, bears, beavers ...
- ***Health Hazards:*** How to avoid/treat Poison Ivy, Blastomycosis, Ticks/Lyme disease, Poison Oak, and deer mice bacteria ...



Ongoing Action & Website Content

•Other

- **Safety issues:** Fire prevention clean up - permits - don't burn your brush piles
- Liaised with **First Nation** elder on native plants – no such thing as weeds
- Participation on detailed submission on **Canadian Environmental Protection Act**
- Follow up on 2020 submission on **Canada Lands & Water Protection Targets**
- Participating in (**Beausoleil Isl.**) Georgian Bay Islands National Park new management plan consultations.
- Ongoing information/education on building **resilient shorelines**



GBA Membership Matters



Your Voice on the Bay

GBA Associations Membership Numbers Full Members (as at Dec 31)

Year	1995	2009	2020	2021
	2,850	3,179	2,697	2,802

Increase from Dec 31 2020: 3.9% 105

Other Membership Categories: 362 705

Increase from Dec 31 2020: 95.0% 343

Membership Numbers

- Normal ups and downs in associations' memberships has been, to some degree, aggravated by two consecutive years of pandemic related pressure. Especially associations with heavy USA memberships, like McGregor Bay.
- Despite a second year of Covid-related border restrictions, overall total associations' memberships have been resilient. The immediate future should see numbers strengthening.



Membership Numbers – Committee Objective

Helping to grow GBA associations' memberships, by reinforcing the importance of GBA membership generally, continues to be our 2022 GBA Membership Committee's top priority.



Membership Committee 2022 Strategies

- **Better understand Member Associations' membership challenges**
- **Expand GBA Membership benefits**
- **Heighten the profile and prominence of GBA within our membership communities (celebrate local successes and individuals)**
- **Share membership best-practices**



2022 Membership Committee Initiatives

1. GBA Membership Success Reflects that of our Associations

- Reach out to Associations' leadership (targeted survey) to gather shared issues and opportunities faced in growing their memberships.
- Continue to elevate awareness and use of available GBA administrative benefits for Associations:
 - website template and social media guides
 - GBA UPDATE efficient "piggyback" mailings
 - access to the GBA Zoom account, and Admin expertise (Shannon) for meetings and conferences
- Work internally with GBA Communications Committee to build deeper inbound and outbound content across Associations.

2022 Membership Committee Initiatives cont'd

2. Bolster GBA Membership “Added-Value” Benefits

- Augment the excellent existing benefits with cottager-relevant savings (i.e. Honda fire pumps, Stihl power tools, etc.)



2022 Membership Committee Initiatives cont'd

3. Elevate awareness, interest and participation in Guardians of the Bay nominations, awards and published stories.

- Redouble efforts to engage Association uptake, nominations and local celebration of award recipients



Membership Committee



- Dave Sharpe
- Chair



Stephen Sprague



Alan Stratton

Thanks for all your valuable input and awesome help!!



Rolfe Jones



Rupert Kindersley



Shannon Farquharson

Membership Committee



- If you have any questions,
- thoughts or suggestions,
- please feel free to contact:
- Dave Sharpe
- dave.w.sharpe@gmail.com

Food for Thought

- Do you have any new ideas or information on any of the topics covered?
- Are there other issues that GBA should be focusing on?

