



Muskoka

WATERSHED COUNCIL

Minutes

Friday, October 18, 2024

1:00 pm

Training Room (Muskoka Paramedic Station) & Zoom

Present (In-person)

Aaron Rusak (Chair)

Peter Johnston

Michael Peppard

John Cooper

Pete LeMoine

Peter Sale

Terry Crew

David Parsons

Kevin Trimble

Present (Zoom)

Nancy Alcock

Andrew Fyfe

Brian Bochek (@ 1:50 pm)

Cathy Oakden

Joan Frain (@ 1:45 pm)

MWC Staff

Rebecca Willison

Guests

Renee Recoskie (left @ 1:45 pm)

Preston Nielsen *

Jared Jylha * (@ 1:55 pm)

Alanna Crawford (left @ 1:45 pm)

Allison Needham *

Mackenzie Beane * (@ 1:55 pm)

Don Furniss

Kyra Watters * (@ 1:55 pm)

Piper Dunk * (@ 2:20 pm)

* Attended by Zoom

Welcome

MWC Chair Aaron Rusak called the meeting to order at 1:00 pm. MWC director Kevin Trimble provided a Land Acknowledgement. He noted our need to increase engagement with students.

Confirmation of Minutes

MOTION

Moved by Aaron Rusak, seconded by David Parsons

THAT the Minutes of the Muskoka Watershed Council meeting dated September 20, 2024 be approved.

CARRIED

Business Arising from the Minutes

- MWC will be striking a sub-committee for the Muskoka Official Plan Review. People interested in sitting on the sub-committee can email info@muskokawatershed.org to be added.

Presentation

[Solid Waste Master Planning – The Future of Waste is Here!](#) – Renee Recoskie, Director of Waste Management and Environmental Services, and Alanna Crawford, Project Manager for Solid Waste Management, The District Municipality of Muskoka

Alanna provided an overview of waste management services provided by the District. The Solid Waste Master Plan will guide waste management for the next 30 years. There have been several community engagement initiatives during phase one of the plan, which continues on until early 2025. Public engagement is a key component of the plan, and a Community Based Steering Committee is being established with plans to meet approximately ten times throughout the planning process.

Renee noted the two actions from MWC's Clean & Green 13 that deal with waste management (#5 Take Household Hazardous Waste products to hazardous waste depots for disposal; and #6 Recycle and compost to reduce my household garbage to 1 bag per week) and also noted how the Community Energy and Emissions Reduction Plan aligns with the master plan. The CEERP provides 6 actions to reduce waste and increase diversion, including:

1. Continuing to expand curbside collection of organics and investigating incentive programs for at-home composters.
2. Promoting circular economy initiatives and a culture of reduction and reuse.
3. Investigating the feasibility of methane capture technology to minimize GHG emissions and recover energy from waste management activities.
4. Support programs to transition away from single-use plastics and food ware.
5. Deliver and promote community initiatives and events to increase awareness of proper waste sorting and foster a culture of reducing waste.
6. Continue to expand waste education through an education campaign.

A life cycle analysis on the District's baseline waste management system is being undertaken as part of the Master Plan process, and methods to reduce methane emissions are being investigated. The financial model for waste management is also being reviewed during this process.

The District is also looking at landfill optimization techniques to help our landfill last longer. Muskoka's current diversion rate is 37% and it needs to be at least 60%.

After answering some questions, Aaron thanked Renee and Alanna for their excellent presentation.

[Recap: 2024 Muskoka Summit on the Environment](#) – Peter Sale, MSE Chair

Peter Sale reviewed some of the feedback received about the MSE held on October 4th. Feedback was received through an online survey following the event as well as during a debrief held at the IWM Community Roundtable meeting held a few days after the event.

Peter Johnston has created a proposal to add two students to MWC on a permanent basis that will be discussed by the Membership Committee.

Marketing and Fundraising for MWC – Jared Jylha & Kyra Watters, *WELL KNOWN Marketing + Advertising Agency*

[The Well Known Company](#) (WKC) team introduced themselves and talked about how they plan to assist MWC with raising awareness about MWC to recruit sponsors, donors, volunteers, etc. They reviewed the sponsor recognition from the Summit and noted that the materials produced can be used at future Summits.

WKC will now turn their attention to creating a strategy for MWC to develop sustainable funding streams. They are developing a sponsorship kit for businesses to support MWC in a variety of ways, and to increase brand awareness to help with recruitment and to get people to care about the watershed.

MWC needs to be asking for money all year long, and not just for events. [Watersheds Canada](#) has a great fundraising program that MWC can use as an example of what can be done.

Committee Updates

- **Fundraising Committee** – Peter Sale reported that the Fundraising Committee met on October 18th and discussed the strategy developed by WKC to assist MWC with fundraising. Additional meetings with WKC will be set up for specific topics.
- **Membership Committee** – Michael Peppard reported that the Membership Committee met prior to the MWC meeting and will be talking about Peter Johnston's proposal to engage youth.
- **IWM Community Roundtable (CRT)** – Kevin Trimble reported that the CRT meeting in October included some attendees of the Summit and featured an event debrief. Two prongs moving forward: 1) assisting DMM and Huntsville bring together watershed municipalities, and 2) taking the next step in community engagement. What do we want the CRT to be? Its mandate and role has shifted over the past three years.

Partner Updates

- Peter Johnston reported that there was some push back at the District of Muskoka about the cost of implementing the Community Climate Action Plan so he has developed a business plan. He has been sharing the MSE presentations with the community.
- **Town of Huntsville** – Nancy Alcock reported that she has reached out to Mayor Glover at the Township of Lake of Bays about co-hosting the IWM meeting in November and he is in favour. She has also reached out to Minister Graydon Smith about attending the meeting. Either he will attend or have someone from his ministry attend if he cannot. The agenda for the IWM meeting is still being discussed and drafted. She has also invited one of the students that presented at the summit to present to the Town.

New Business

- Peter Johnston has drafted a youth engagement strategy which will be discussed by the Membership Committee.

Next MWC Meeting

MWC's next meeting is scheduled for Friday, November 22nd from 1-3 pm in the Council Chambers at District of Muskoka Administration Building, located at 70 Pine Street in Bracebridge, and on Zoom.

Adjournment

Aaron Rusak adjourned the meeting at 2:45 pm.