Minutes

Friday, March 21, 2014
1:00 pm

Council Chambers – District Municipality of Muskoka
70 Pine Street, Bracebridge

Present
Peter Sale (Chair)  Shane Baker  Margaret Casey
Lou Guerriero  Gord Henderson  Jack Hepworth
Steve Inniss  Anna Mallin  Rob Milligan
Michael Peppard  Geoff Ross  Peter Seybold
Ian Turnbull  Debbie Vernon  Norm Yan
Scott Young

Regrets
Scott Aitchison  Patricia Arney  Nic Bell
Lola Bratty  Wil Brunner  John Cooper
Angie Corson  Louise Cragg  George Crawford
Patsy Cross  Piret Hurrell  Caroline Konarzewski
Richard Lammers  Leeanne Leduc  Jan McDonnell
Brian McElwain  Don McVittie  Steve Munro
Ruth Nishikawa  Al Shaw  Paul Stueck
Paul Wiancko

Staff
Judi Brouse  Samantha Hastings  Rebecca Willison

Guests
Katie Paroschy  Victoria McDonald  Chris Marshall

Welcome
Peter Sale called the meeting to order at 1:05 pm. Peter introduced the guests attending the meeting today.

Confirmation of Minutes
MOTION by Rob Milligan, seconded by Debbie Vernon
THAT the minutes of the Muskoka Watershed Council meeting dated February 21, 2014 be approved.

Correspondence
• None
Presentations

**Final Review of the Report Card** – Judi Brouse, Muskoka Watershed Council
- **Crowdfunding campaign at Indiegogo** – Judi showed the Indiegogo funding page and video developed to raise money for the Report Card.
- Review of indicators – New indicators include road density, shoreline density, algae, calcium, wetland loss, habitat diversity, and species diversity.
- Send comments and concerns to Judi (jbrouse@muskokawatershed.org).

Steve Inniss reported that the Report Card will be published in the May 7th edition of What’s Up Muskoka stapled in the centre with an ad and support articles. $3,220 estimated cost this time plus $1,525 for 10,000 additional copies (more for glossy).

Chair’s Items

- Canadian Water Network meeting earlier this week was attended by Judi Brouse and Peter Sale. The annual end-users meeting for the Muskoka River Consortium is being held on April 3rd.
- MSE Bateman Raffle – need help selling tickets.
- Article about the Summit in What’s Up Muskoka.

Activity Report

- *March 2014 Activity Report* – was distributed with the agenda and reviewed at the meeting.
  - Executive Committee – Nothing to report.
  - Policy & Research – Discussed the definition of sustainability and the Forest Health Position Paper at the last meeting.
  - Strategic Directions – Work on the Report Card continues.
  - Communications – Steve would like volunteers to write articles about the Report Card for What’s Up Muskoka. MWC would like one article in the magazine each week to start the build up for the Report Card. Expert videos will also be developed to be imbedded into the digital Report Card.

Updates and New Business

- Member Organizations Update
  - Friends of the Muskoka Watershed – Norm Yan reported that membership has grown to about 180 and three committees have been struck to deal with specific activities of the organization. The strategic plan is almost complete. FMW is assisting with fundraising for the Summit.
  - District Municipality of Muskoka – Nothing to report.
  - Muskoka Summit on the Environment – Peter Sale reported that 1/3 of the seats have been taken so people are encouraged to register soon. People who register before April 15th have a chance to win a 1-year family membership to the ROM.
  - EcoMuskoka Conservation is organizing the Huntsville Earth Day event.

Next MWC Meeting
Friday, April 25, 2014 beginning at 1:00 pm in the Pine Room at the District of Muskoka Administration Building.

Adjournment
Peter Sale adjourned the meeting at 3:10 pm.