



Muskoka

WATERSHED COUNCIL

Minutes

Friday, November 24, 2023
1:00 pm
Council Chambers (District of Muskoka) & Zoom

Present (In-person)

Aaron Rusak (Acting Chair)
Andrew Fyfe
Pete LeMoine

Nancy Alcock
Neil Hutchinson
Michael Peppard

Lance DeCaire
Peter Johnston
Kevin Trimble

Present (Zoom)

Brian Bocek
Joan Frain
David Parsons

Susan Boudreau
Jo-Anne Goodwin

Ann Curley
Cathy Oakden

MWC Staff

Rebecca Willison

DMM Staff

Guests

Rupert Kindersley *
Carol Latimer *

Preston Nielsan *

Deborah Frame *

* Attended by Zoom

Welcome

MWC Acting Chair Aaron Rusak called the meeting to order at 1:00 pm. MWC Director Michael Peppard provided an Indigenous Land Acknowledgement.

Confirmation of Minutes

MOTION

Moved by Kevin Trimble, seconded by Andrew Fyfe

THAT the minutes of the Muskoka Watershed Council meeting dated October 20, 2023, be approved.

CARRIED

Business Arising from the Minutes

- None.

Presentation

MWC Shoreline Stewardship Programs: [Love Your Lake](#) and [The Natural Edge](#) – Rebecca Willison

MWC is the regional delivery agent for two shoreline stewardship programs. Rebecca gave an overview of each program and highlighted the numbers for the Muskoka area.

[Love Your Lake](#) is a shoreline evaluation program developed by Watersheds Canada and the Canadian Wildlife Federation (CWF) and delivered in Muskoka by MWC with the support of the District of Muskoka.

Lake associations interested in participating in the program are invited to contact MWC (info@muskokawatershed.org) and fill out an application form. If accepted, every property on the lake will be assessed from a boat by trained staff using a standardized assessment protocol and datasheet. The data are then entered into a secure online database. The following spring, personalized shoreline property reports can be ordered that consist of information on the state of the shoreline and provide suggested voluntary stewardship actions for shoreline improvements and property maintenance that will benefit the health of the lake ecosystem.

In addition to the personalized shoreline property reports, the lake association will receive a Values Survey/Lake Summary Report. This report summarizes the data collected along the entire lakeshore (excluding any personal information), providing a picture of the elements that shoreline property owner's value about their lake and encouraging stewardship action at the community level.

Since 2013, 8,117 properties on 26 lakes & bays across Muskoka have been assessed through the Love Your Lake program.

[The Natural Edge](#) is a re-naturalization program developed by Watersheds Canada to help landowners restore their shorelines by planting native trees, shrubs, and wildflowers to improve water quality, help protect against erosion, and increase wildlife habitat. Participants in the program receive a free site visit, a custom planting plan, a variety of native vegetation suited to their shoreline, as well as educational materials.

Since 2019, 116 site visits have been carried out on 29 different waterbodies across Muskoka's watersheds. 92 planting plans have been developed and 56 Shoreline Re-naturalization Starter Kits have been distributed. Participating landowners have planted 4,770 native plants through the program.

Committee Updates

- **IWM Community Roundtable** – Kevin Trimble reported on the CRT's progress on actions that have been taken from a list developed on September 15th:
 - Worked with the Communications Committee to develop a preliminary IWM-focussed communications plan including approved daily social media posts;
 - Finalized the most immediate, urgent recommendations from the September 15th meeting and presented these to the District's Community and Planning Services Committee;

- Participated in the public release event for the 2023 Muskoka Watershed Report Card, which was tailored to focus on IWM;
- Continued second delegations to municipal councils of the seven municipalities outside the District;
- Developed and delivered a detailed request for funding presented to the eight member municipalities;
- Confirmed interest by municipal representatives in having MWC host a one-day conference in February specifically for municipal staff and councillors. Follow-up meetings have been held to book a venue and date, and to start developing a conference outline; and
- Started a new article series to educate the public on the links between the findings of the Report Card and IWM.

Upcoming high priority tasks include:

- Preparing for the Municipal IWM Conference on February 9, 2024;
 - Finalizing a Terms of Reference for the Community Roundtable;
 - Developing content for the current article series and the social media campaign; and
 - Further developing a broader recommendations list from the September 15th meeting.
- **Communications Committee** – Pete LeMoine gave a [brief presentation](#) on communications content development and implementation. There are several key initiatives for 2023 and Pete highlighted what has been completed to date. The presentation will be sent to MWC's agenda distribution list with a request for everyone to look at the content pillars and identify where they would like to be involved.
 - **Finance Committee** – In Daryle Moffatt's absence, Aaron Rusak reported that the MWC budget for 2024 is in the process of being finalized and will be submitted to the Board of Directors for approval and brought to the MWC AGM in February.
 - **Fundraising Committee** – Michael Peppard summarized MWC's municipal request for funding and asked the councillors at the meeting for an update on the requests and any experiences they have had. Nancy Alcock indicated that discussions at Huntsville were positive and that the funding request is moving forward in the budget process. Peter Johnston indicated that there has been some push back by Gravenhurst so Peter has been having one-on-one discussions with councillors and asked the District Chair to make the connection between IWM and the District Strategic Plan at his recent presentation. The request is included in the budget and Peter is hopeful. Brian Bocek reported that the presentation received a mixed review in Georgian Bay. Brian is getting a better feel for what MWC does and plans to talk to councillors. Michael Peppard reported that Lake of Bays had a mixed reaction. He would like to refresh councillors' memories with the concise bullet points developed by Geoff Ross. Mike is concerned that the vote will happen at a meeting while he is away.
 - **Membership Committee** – Pete LeMoine reported that interest in membership has grown with the release of the Report Card. The committee has developed an onboarding package for new members that includes all relevant MWC documents. It will be sent to all members to refresh their memories. Susan Boudreau suggested including a list of acronyms.

Partner Updates

- **Town of Gravenhurst** – Councillor Peter Johnston reported that the Town received a presentation from SolarBank about a Proposed Battery Energy Storage System (BESS) Project.

New Business

- None.

Next MWC Meeting

MWC's next meeting is scheduled for Friday, January 19th at 1 pm in the Council Chambers of the District of Muskoka administration building, located at 70 Pine Street in Bracebridge.

Adjournment

Aaron Rusak adjourned the meeting at 2:55 pm.



Natural is Beautiful

Healthy Shorelines for Healthy Lakes



Muskoka
WATERSHED COUNCIL

CANADIAN WILDLIFE
FEDERATION



FÉDÉRATION
CANADIENNE DE LA FAUNE

LOVE YOUR LAKE

0:55



Who's Involved?

Develop the program / Provide training /
Create materials / Provide secure database



Regional Organizations

Deliver the program / Hire staff and/or volunteers
Perform assessments / Enter data and edit reports



Lake Group & Shoreline Property Owners

Volunteer / Communicate to community





What Is Love Your Lake?



Shoreline assessment and stewardship program

Encourages lake level action for healthier shorelines

- **Individual property reports**
- **Values Survey**
- **Lake Summary Report**





Shoreline Assessments



Trained staff and volunteers
From a boat – no disruption
to shoreline property owners

Observations only

Development

Erosion control structures

Vegetation

Habitat

Photograph for report





Access to Reports

LYL Shoreline Assessment Datasheet 2023

Lake Name:						Database Report #:			
Datasheet #:						Shoreline Length (m):			
Property Owner's Name:						Mailing Address:			
Assessment #:						No Report Generated <input checked="" type="checkbox"/> (check reason if applicable)			
Property Address:						<input type="checkbox"/> Landowner Request <input type="checkbox"/> Crown/Municipal Land			
Digital Photo #:						<input type="checkbox"/> Vacant Land <input type="checkbox"/> Uninhabited Island			
Riparian Zone (30 m setback)									
Riparian Zone Classification (nearest 10% and must equal 100%)					Erosion <input checked="" type="checkbox"/>				
Developed	Degraded	Manicured	Regenerative	Natural	Surface (rill, gully, rain, exposed soil)	Minor	Action Recom'd		
					Mass Mgmt/Skumping (angled veg)	<input type="checkbox"/>	<input type="checkbox"/>		
					Bank Erosion (scouring/wave)	<input type="checkbox"/>	<input type="checkbox"/>		
					Ice Push (earth pushed into mound)	<input type="checkbox"/>	<input type="checkbox"/>		
					None		<input type="checkbox"/>		
Building Setback of Main Residence <input checked="" type="checkbox"/>					Slope of shoreline access <input checked="" type="checkbox"/>				
Can't See	No building	≤ 5 m	5-10 m	10-30 m	≥ 30 m	Gentle (<10%)	Moderate (10-60%)	Steep/Cliff (>60%)	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Structures (3m) (# of each type, if any)									
Deck	Building	Stairs	Boat Launch	Boat House	Boat Ramp/Lift	Man-made beach	None		
#	#	#	#	#	#	#	<input type="checkbox"/>		
Shoreline (linear feature)									
Shoreline Classification (nearest 10% and must equal 100%)					Erosion control structures (ECS)				
Developed	Degraded	Manicured	Regenerative	Natural	Percentage of shoreline as ECS (nearest 10%) <input type="checkbox"/> % <input type="checkbox"/> None				
					A	Wood retaining wall	Concrete retaining wall	Steel retaining wall	Armour stone
						#	#	#	#
						Gabion basket	Riprap/ loose rock	Other	
						#	#	#	
Docks (# of each type, if any)					B				
Cantilever	Floating	Post	Crib	ECS Failing		Railroad Ties	Other Structure (deck/dock)		
#	#	#	#	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		
Concrete	Raft	Unknown	None						
#	#	#	<input type="checkbox"/>						
Dock System	<input type="checkbox"/>	# of Slips	#						

Aquatic zone (10 m out from shoreline)													
Aquatic vegetation <input checked="" type="checkbox"/>						Overhanging vegetation				Aquatic Substrate <input checked="" type="checkbox"/>			
Emergent	Submerg-ent	Floating-leaved	Algae bloom	No veg.	No data	Percent of shoreline (nearest 10%)	Average width of overhang (m)	Not expected	Bedrock	Boulder/rocky	Gravel	Fines/Organic	No data
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	%		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other aquatic zone observations <input checked="" type="checkbox"/>								Littoral coarse wood					
Evidence of substrate modification		Evidence of vegetation removal		Evidence of dumping		Livestock access	None	Abundant (≥ 5 pieces per 100 m)		None/Sparse	Not expected	No data	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
General													
Other Observations						Invasive Species Observations <input checked="" type="checkbox"/>							
Commercial	Agriculture	For Sale	Island	Controlled Waterway	Construction	Eur. Milfoil	Purple Loose-strife	Zebra Mussel	Eur. Frogbit	Water Soldier	Fan-wort	Phragmites	No data
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoreline lighting	Garden	No/few young trees	Using boat racks	Recommend boat racks	None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Other (specify):							
Other Notes													
Recommendations & Restoration Opportunities													
Buffer	<input type="checkbox"/> 30 m wide difficult			<input type="checkbox"/> Create buffer <input type="checkbox"/> OR		<input type="checkbox"/> Expand buffer <input type="checkbox"/> OR		<input type="checkbox"/> Great as is					
Soil Restrictions	<input type="checkbox"/> Cliff			<input type="checkbox"/> Bedrock		<input type="checkbox"/> Thin soil		<input type="checkbox"/> Natural sand		<input type="checkbox"/> N/A			
Lawn (choose 1)	<input type="checkbox"/> Mowed lawn to water/ECS			<input type="checkbox"/> Mowed lawn to beach		<input type="checkbox"/> Mowed lawn with buffer		<input type="checkbox"/> Regenerative lawn		<input type="checkbox"/> No lawn			
Pathway	Design	<input type="checkbox"/> Good path design	<input type="checkbox"/> Curve existing path	<input type="checkbox"/> Create path	Tread Material	<input type="checkbox"/> Good path tread	<input type="checkbox"/> Modify path tread	<input type="checkbox"/> Can't see	<input type="checkbox"/> N/A				
Stairs	<input type="checkbox"/> Install stairs on slope			<input type="checkbox"/> Stairs in retaining wall		<input type="checkbox"/> Natural Stone steps present		<input type="checkbox"/> No stairs					
	<input type="checkbox"/> In ground & closed			<input type="checkbox"/> In ground & open		<input type="checkbox"/> Raised & closed		<input type="checkbox"/> Good – raised & open					
Roof Drainage	<input type="checkbox"/> Not visible	<input type="checkbox"/> No eaves	<input type="checkbox"/> Eaves to surface	<input type="checkbox"/> Eaves to unknown	<input type="checkbox"/> Eaves to natural area	<input type="checkbox"/> Eaves to rain barrel	<input type="checkbox"/> Eaves to basin						
Special Habitat	<input type="checkbox"/> Cavity tree			<input type="checkbox"/> Dead standing tree		<input type="checkbox"/> Terrestrial logs		<input type="checkbox"/> Brush piles					
	<input type="checkbox"/> Upland forest			<input type="checkbox"/> Wetland		<input type="checkbox"/> Native meadow		<input type="checkbox"/> None					
Surveyed By:								Entered By:					
Survey Date:								Entered Date:					



Shoreline Property Reports

Generated from assessment data

Specific to each shoreline property owner

Recommendations for voluntary actions

Additional local resources

Non-regulatory

Confidential



SHORELINE PROPERTY REPORT





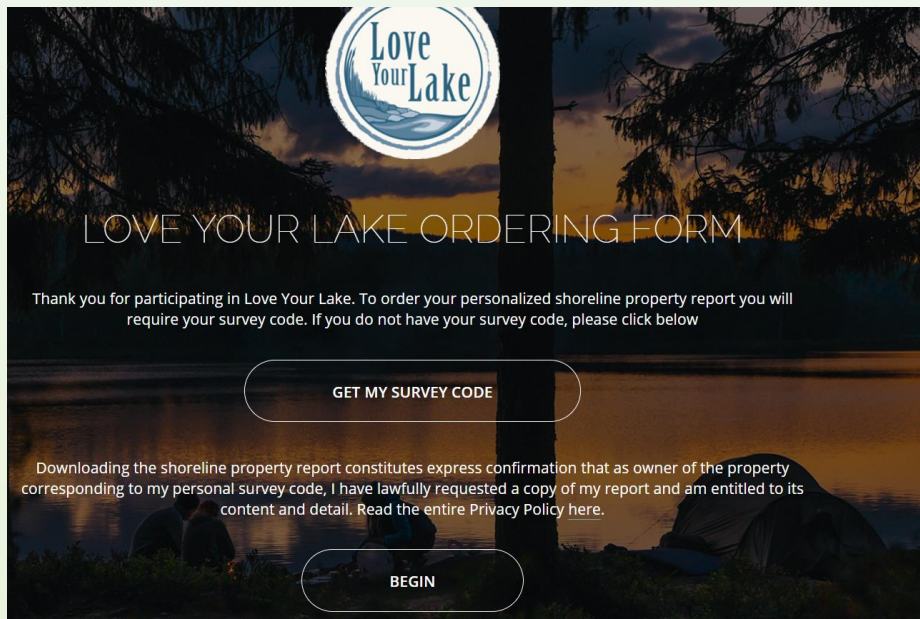
Access to Reports

Survey Code letter delivered to each property

Unique survey code

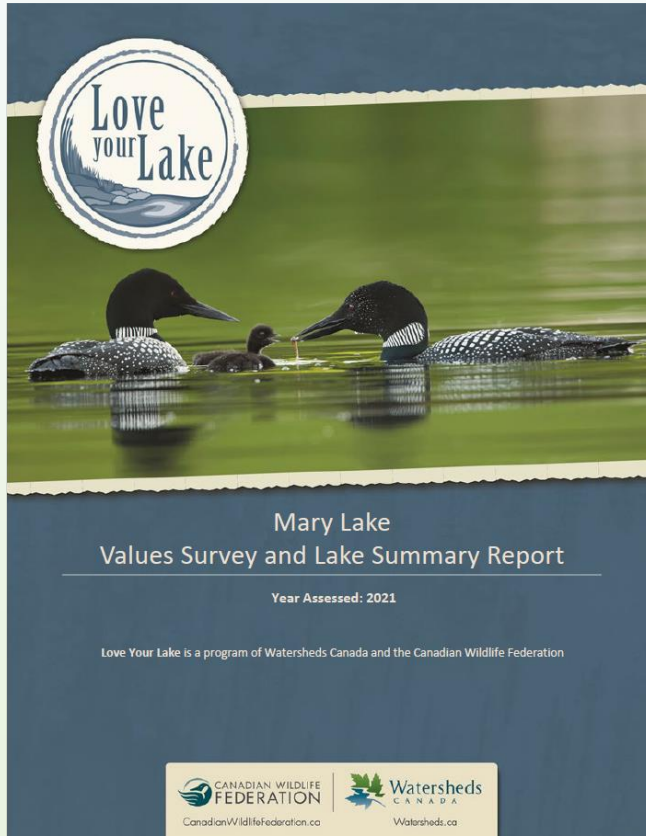
Ability to download a free PDF or order a hardcopy report for \$20.00

MyReport.LoveYourLake.ca





Values Survey and Lake Summary Report



Summarizes Values Survey responses and assessment data

No identification information included (names, addresses)

Encourages community stewardship actions

Resource for lake organizations

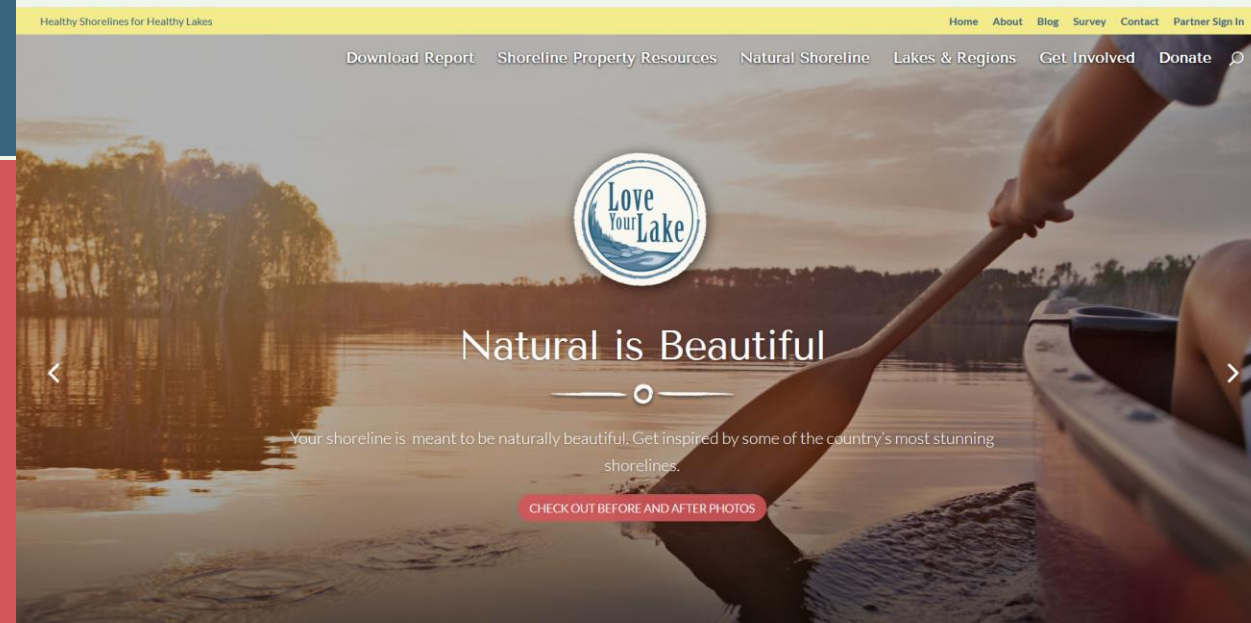




Love Your Lake Website

LoveYourLake.ca:

- Information about the program
- Surveys
- Action checklist
- How to get involved
- Shoreline information
- And more!





Waterbodies Assessed

Ada Lake (ML) – 23

Bass Lake (GR) – 34

Bass Lake (ML) – 148

Brandy Lake (ML) – 148

Bruce Lake (ML) – 90

Echo Lake (LOB) – 119

Fairy Lake (HT) – 328

Honey Harbour (GB) – 300

Kahshe Lake (GR) – 696

Lake of Bays (LOB) – 1,901

Leonard Lake (ML) – 188

Loon Lake (GR) – 198

Mary Lake (HT) – 299

McKay Lake (BR) – 111

Menominee Lake (LOB) – 116

Morrison Lake (GR) – 228

Peninsula Lake (HT/LOB) – 354

Ril Lake (LOB) – 186

Six Mile Lake (GB) – 969

Stewart Lake (GB/ML) – 157

Three Mile Lake (ML) – 611

Turtle Lake (GR) – 104

Lake Vernon (HT) – 534

Wood Lake (BR) – 275

TOTAL: 8,117 properties on 26 lakes & bays



Get Involved!

Is your lake association interested in participating in the Love Your Lake program?

MWC is currently accepting applications for 2024!

- Interested lake associations must fill out an application form to be considered.
- Email info@muskokawatershed.org to request an application.



The Love Your Lake program is coordinated by





The Natural Edge Program

Naturalizing Your Shoreline



Watersheds
CANADA



Muskoka
WATERSHED COUNCIL



Watersheds
C A N A D A

The Natural Edge Program was developed by Watersheds Canada and is delivered in many provinces across Canada by trained regional delivery partners.

MWC has been the delivery agent in the Muskoka area since 2019.

Your Lakes. Your Rivers. Your Future.

watersheds.ca

The Natural Edge Program

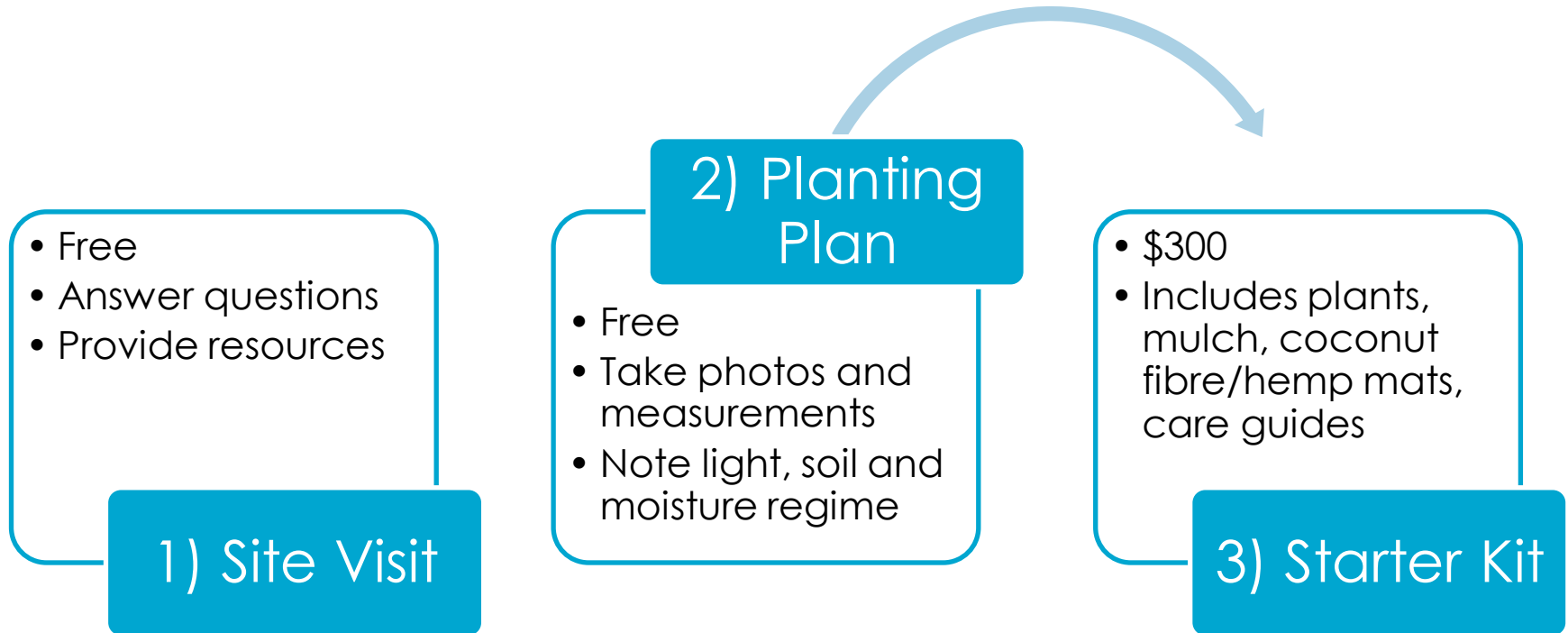
The Natural Edge Program is designed to help landowners create a natural shoreline by planting a selection of native trees, shrubs, and wildflowers suitable for their property

Restoring the *Ribbon* of Life

Getting started can be a daunting task

- What should I plant?
- Where should I plant?
- How much should I plant?
- Where do I get native plants?
- How do I plant?
- How do I care for my plants?
- What plants do I already have?
- How can I support pollinators?
- Etc etc etc!

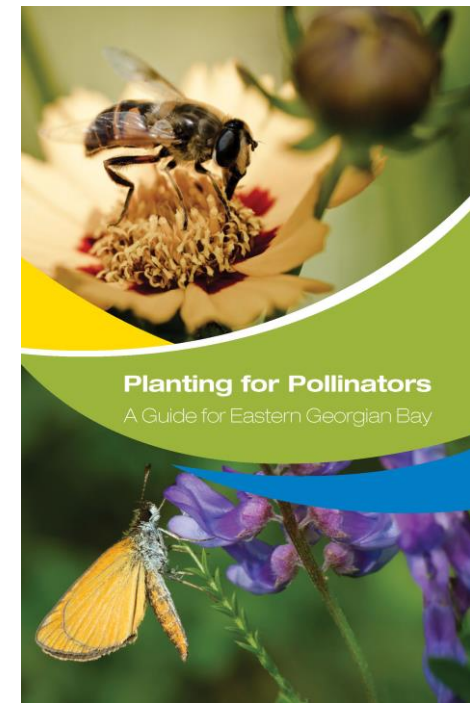
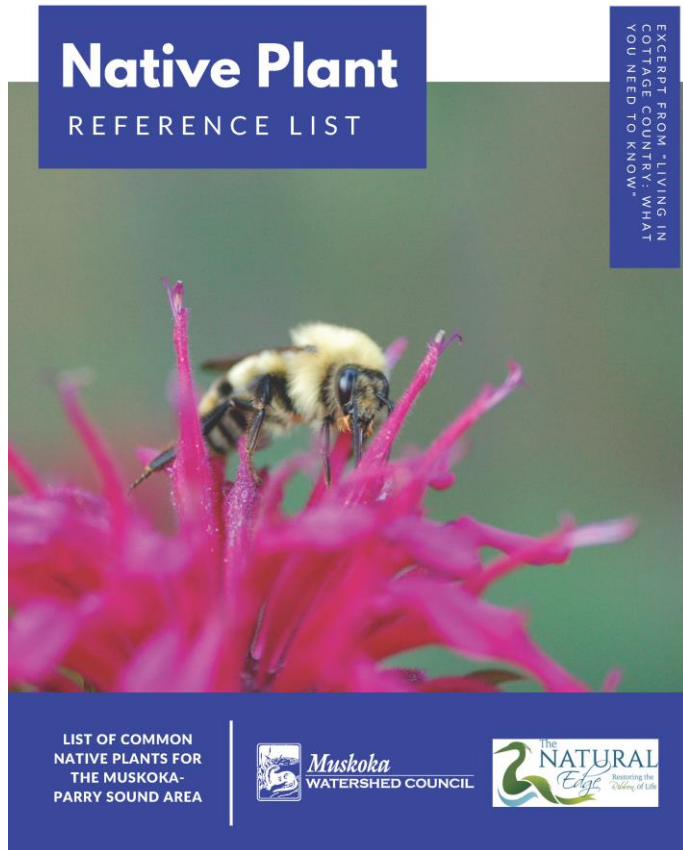
The Natural Edge Program



1) Site Visit

- Free!
- Sign up on the MWC website
- Take place between June and October
- Opportunity to ask questions, get advice
- Note good and bad features on the property. i.e. native plants on the property (good) or presence of invasive species (bad)

1) Site Visit - Resources



Plant List



Oswego Tea (Red Bergamot)

Height: 50 cm

Oswego Tea is a showy perennial wildflower species that typically grows about 50 cm in height. This plant may also be known by the common names Red Bergamot or Scarlet Beebalm. The leaves are dark green, oval shaped, have a minty fragrance. The unique flowers are bright red and grow in dense rounded clusters, with individual tubular flowers that bloom between May and October. The beautiful flowers of Oswego Tea attract various pollinator species like hummingbirds, butterflies, and bees. The Oswego Tea plant is susceptible to a common fungal disease, called powdery mildew, when planted in dry soils. Historically, the leaves of the plant have been used for antiseptic purposes, as well as poultices to heal minor wounds and skin infections.



Pearly Everlasting

Height: 1 m

Pearly Everlasting is a medium sized wildflower species which grows up to 1 m in height. The leaves are grey-green, long and narrow, simple, and alternately arranged. The flowers are small, white colored with yellow centers, have silvery hue appearance, appear in attractive clusters, and bloom between July and August. It is also a great attractant for the American Lady Butterfly because it is a host for its larvae. Historically, Pearly Everlasting was used as a salve to treat burns, bruises, swelling, and joint pain.



Sensitive Fern

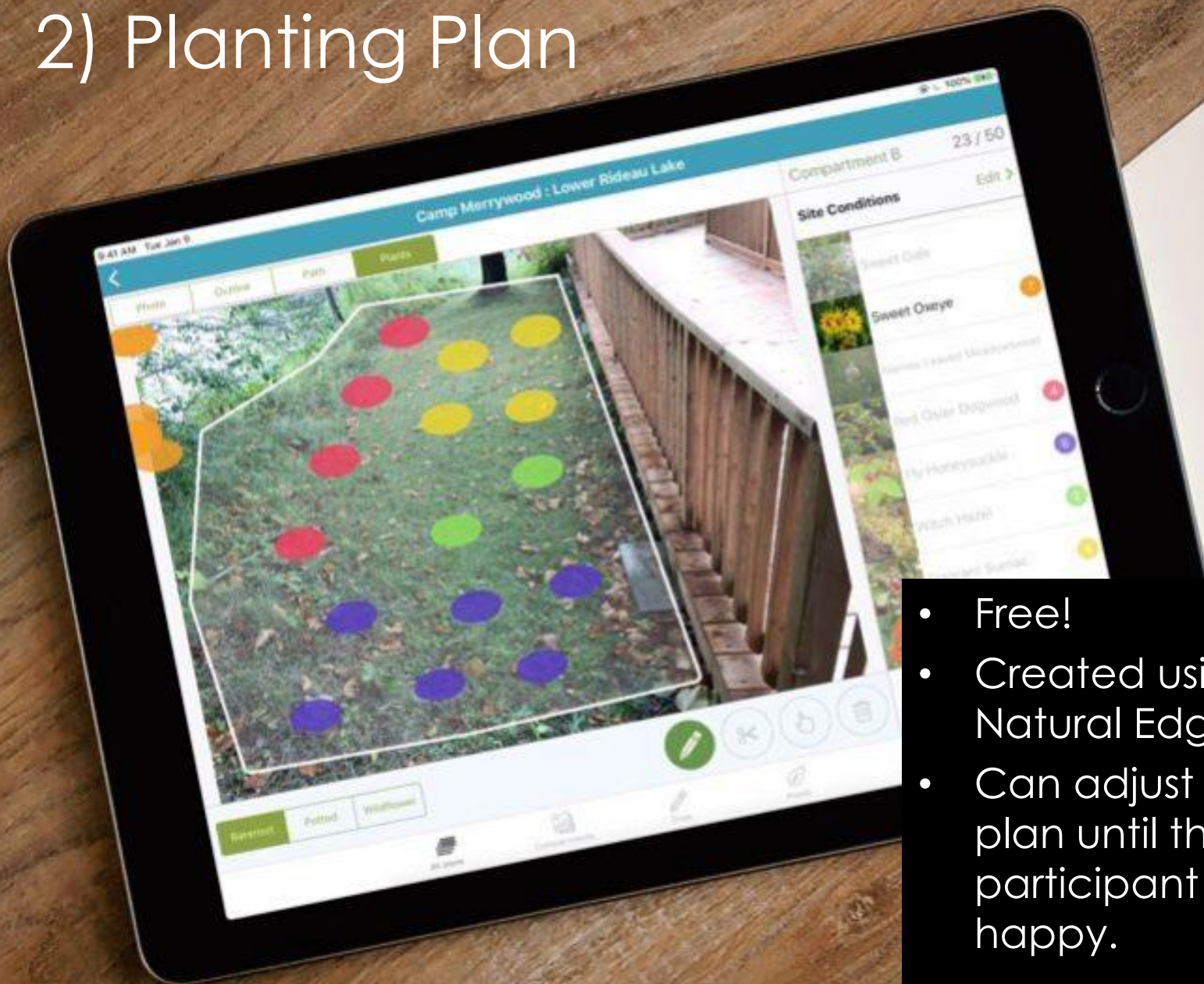
Height: 1 m

Sensitive Fern is a perennial fern species that typically grows less than 1 m in height. The leaves of this fern are light green, narrow, spaced out, have descending lower leaflets, and ascending upper leaflets. Erect, spore-bearing fronds appear out of the center of the leaves in the early spring and turn brown in the late summer. The fronds of this fern have a woody, segmented bead appearance.



2) Planting Plan

2) Planting Plan



- Free!
- Created using the Natural Edge app.
- Can adjust the plan until the participant is happy.

2) Planting Plan

- Break up property into compartments
- Take photos and measurements
- Record site characteristics (light, soil, moisture)
- Choose & place plants



2) Planting Plan

Schedule A:

Plants & Property

Land Characteristics

This planting plan is designed based on the land characteristics identified during the day of the site visit. Plants are chosen according to the soil and light conditions on your property. The number of plants chosen for each planting compartment takes into account the square metre area of the space, as well as the amount of current vegetation cover. Your property is part of ecoZone: 4b

Land Characteristics by Compartment

	Length	Width	Area	pH	Soil	Moisture	Light	Height
A	5m	3.1m	15.5m ²	acidic	sandy	normal	full sun, partial sun	any
B	5.7m	3.3m	18.8m ²	acidic	sandy	normal	full sun	any
	10.7m	3.2m	34.3m ²					

Plant Selection Summary

The following shrubs and trees are chosen for their suitability and survivability given the current soil and light conditions in each compartment on your property, as well as preferable features.

Plant Species	A	B	Potted	Bareroot	Wildflower
Buttonbush	1		1		
Narrow Leaved Meadowsweet	1	5	6		
Silver Maple	1		1		
Black Chokeberry	2	2	4		
Shining Willow	1	1	2		
Blue Flag Iris	3	3			6
Blue Vervain	3	3			6
Switchgrass	7	9			16
Pussy Willow		1	1		
Gray Dogwood		1	1		
Bush Honeysuckle		3	3		
Boneset		3			3
Subtotal	19	31	19	0	31
Totals	50				

Compartment A

Naturalization Area

Boulders to be placed on land side of the planting zone.

- PH: acidic
- DEPTH: potted
- MOISTURE: normal
- SOIL TYPE: sandy
- PLANT HEIGHT: any
- LIGHT CONDITIONS: full sun, partial sun



- Buttonbush
1
- Narrow Leaved Meadowsweet
1
- Silver Maple
1
- Black Chokeberry
2
- Shining Willow
1
- ★ Blue Flag Iris
3
- ★ Blue Vervain
3
- ★ Switchgrass
7



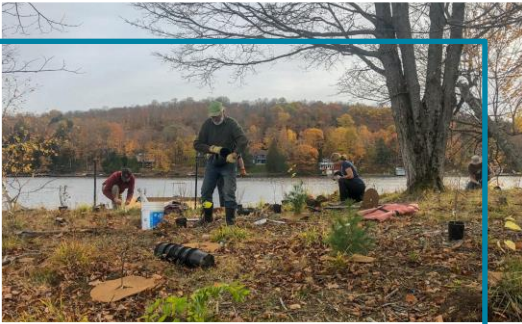
3) Shoreline Re-naturalization Starter Kit

2) Starter Kit

- Everything needed to get started on a re-naturalization project!
- Cost: \$300
- Includes:
 - 50 plants
 - Mulch
 - Coco fibre mats
 - Tree guards
 - Booklets



Planting – done by the participant



Vernon



Vernon



Pine St



Peninsula



Mary



Mary

Native Plant Database

Native Shoreline Plants

Planting Guide

1

Search

Use the search options below and click "search" to explore our plant database.

2

Refine

Refine your search and save your preferred plants to a personalized list.

3

Save

Review, refine, print and save your personalized list as a PDF.

Hardiness Zones for Ontario *

Canada

Plant Type - All

Light Conditions - All

Soil Conditions - All

Hardiness Zone - All

Plant Search

SEARCH

Edmonton

SASKATCHEWAN

Saskatoon

1a

1b

NEWFOUNDLAND
AND LABRADOR

naturaledge.watersheds.ca/plant-database/

The Natural Edge in Muskoka

Big East River (1)

Bittern (5)

Black River (1)

Bruce (1)

Camel (1)

Clear ML (1)

Echo ML (1)

Fairy (3)

Fox (1)

Joseph (1)

Kawagama (6)

Lake of Bays (23)

Leech (9)

Leonard (2)

Loon GR (2)

Mary (9)

McKay (1)

Mirror (1)

Muskoka (12)

Muskoka River (12)

Otter SE (1)

Peninsula (3)

Rebecca (2)

Rosseau (3)

Severn River (1)

Skeleton (1)

Three Mile (3)

Vernon (6)

Waseosa (1)

The Natural Edge in Muskoka

116

SITE VISITS

56

STARTER KITS

92

PLANTING
PLANS

4,770

NATIVE PLANTS



Learn more:

muskokawatershed.org

naturaledge.watersheds.ca



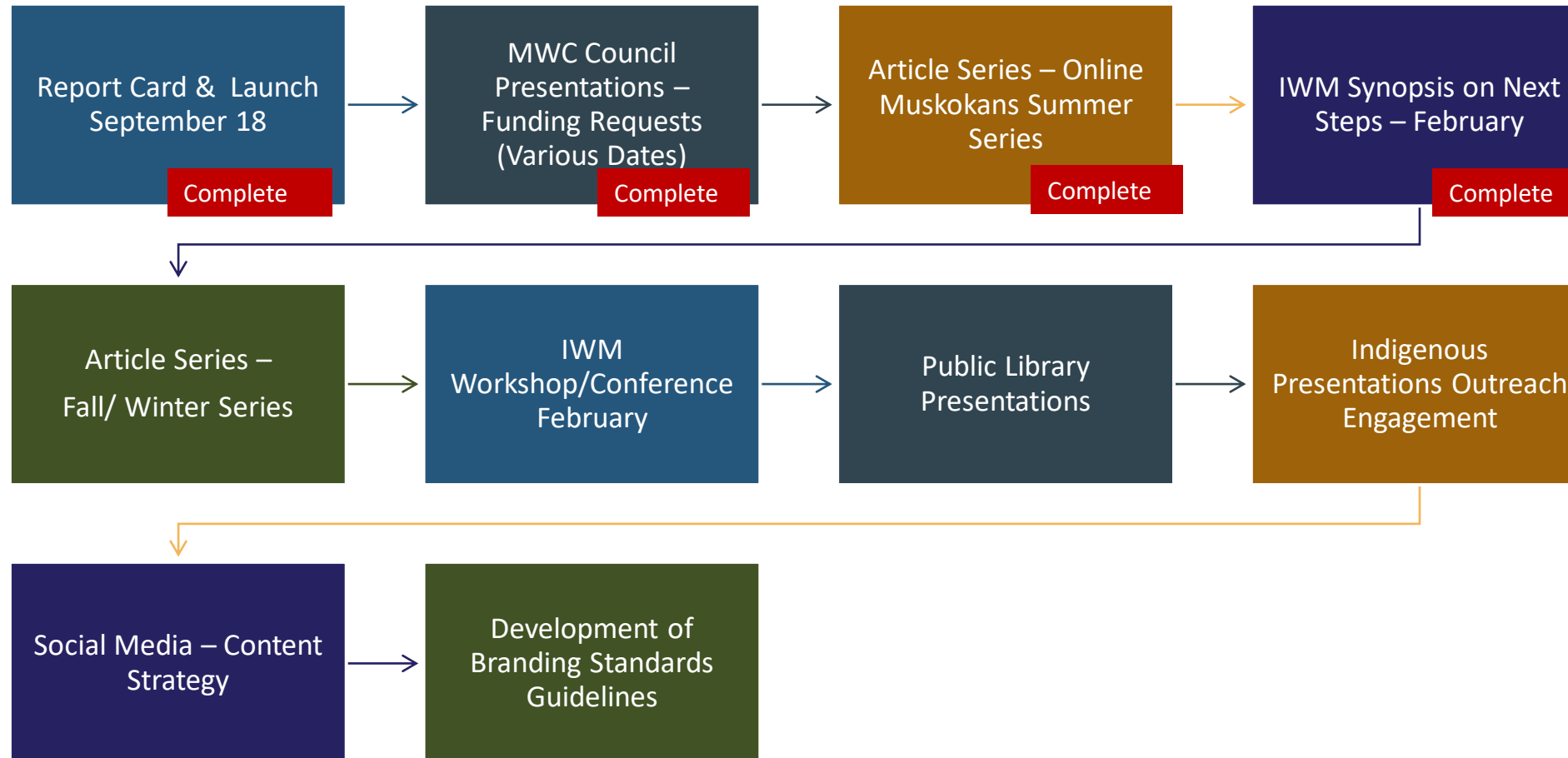
Muskoka
WATERSHED COUNCIL

Communications Update Content Development & Implementation

Friday, November 24, 2023



Communications Key Initiatives 2022 - 2023



DMM Municipal Webcasts: Raise awareness of IWM projects/findings and District resources (GIS mapping, Floodplain mapping, Hydrological modeling, etc.) to support MRW Municipalities."

Content Pillars

Goal

Establish a comprehensive understanding of Muskoka's watersheds, its ecological health, key facts, and general information, positioning MWC as the expert source for all related knowledge. Through this education, we aim to raise awareness, promote engagement, and drive action towards Integrated Watershed Management (IWM) in Muskoka.

Muskoka Watershed Council	Watershed Education	Watershed Ecological Health	Integrated Watershed Management (IWM)	Community	Indigenous Knowledge Integration
<ul style="list-style-type: none">•Purpose: Establish and communicate the primary purpose of Muskoka Watershed Council (MWC), emphasizing its role in environmental stewardship and education.•Identity: Define the core values, vision, and mission of MWC, reflecting a commitment to Muskoka's watershed health and sustainable management and leadership in bringing IWM to Muskoka's Watersheds.•Actions: Highlight the proactive steps and initiatives taken by MWC to achieve its mission, connecting actions to tangible outcomes.•Uniqueness: Showcase what sets MWC apart from other organizations and its unique approach to watershed conservation and education.•Members: Profile our members – build credibility to our organization	<ul style="list-style-type: none">•What is a Watershed: Provide an introductory explanation of what a watershed is, illustrating its significance in the context of Muskoka.•The Muskoka Watershed: Explore the specific characteristics of the Muskoka Watershed, its boundaries, and the ecological diversity it encompasses.•Places in the Watershed: Highlight key natural landmarks and areas within the Muskoka Watershed.•Municipalities in the Watershed: List and describe the municipalities located within the watershed area.	<p>Good News: Share success stories and positive developments related to Muskoka's watershed, promoting a sense of optimism and progress.</p> <p>Issues: Address the environmental challenges faced by the watershed, emphasizing the importance of addressing these issues.</p> <p>Opportunities: Identify opportunities for improvement and innovative approaches to enhance watershed health.</p> <p>Challenges: Explore the obstacles and hurdles that MWC encounters in its conservation efforts.</p> <p>Indicators: Define key metrics and indicators that measure the health and well-being of the watershed.</p>	<ul style="list-style-type: none">•Education on IWM: Explain the concept of Integrated Watershed Management and its importance for sustaining Muskoka's ecosystems.•Information on the IWM projects completed: Showcase past and ongoing IWM projects, detailing their findings and recommendations towards IWM.•Advocacy: Describe MWC's advocacy efforts in support of IWM and the promotion of responsible watershed management.•Drive Political Will: Discuss MWC's role in influencing policy and decision-making to prioritize watershed conservation.	<ul style="list-style-type: none">•Programs: Showcase our programs offered by MWC, highlighting their objectives, impact, and how the community can participate.•Partnerships: Showcase collaborations with partners, including Indigenous communities, environmental organizations, lake association, citizen science programs and local businesses, emphasizing how these partnerships contribute to community engagement and watershed conservation.•Events: Promote upcoming events, workshops, and seminars that engage the local community and raise awareness about watershed issues.•Volunteers Opportunities: Promote opportunities/way to get involved with MWC and help.	<ul style="list-style-type: none">•Purpose: Explain the significance of incorporating Indigenous knowledge, emphasizing respect for and learning from Indigenous cultures.•Teachings and Perspectives: Share Indigenous teachings, perspectives, and practices relevant to the watershed, including stories, traditional knowledge, and community insights.•Content Integration: Specify how Indigenous knowledge aligns naturally with existing content pillars, enhancing Watershed Education and Watershed Ecological Health - IWM.•Respect and Recognition: Emphasize MWC's commitment to acknowledging Indigenous traditional territories.

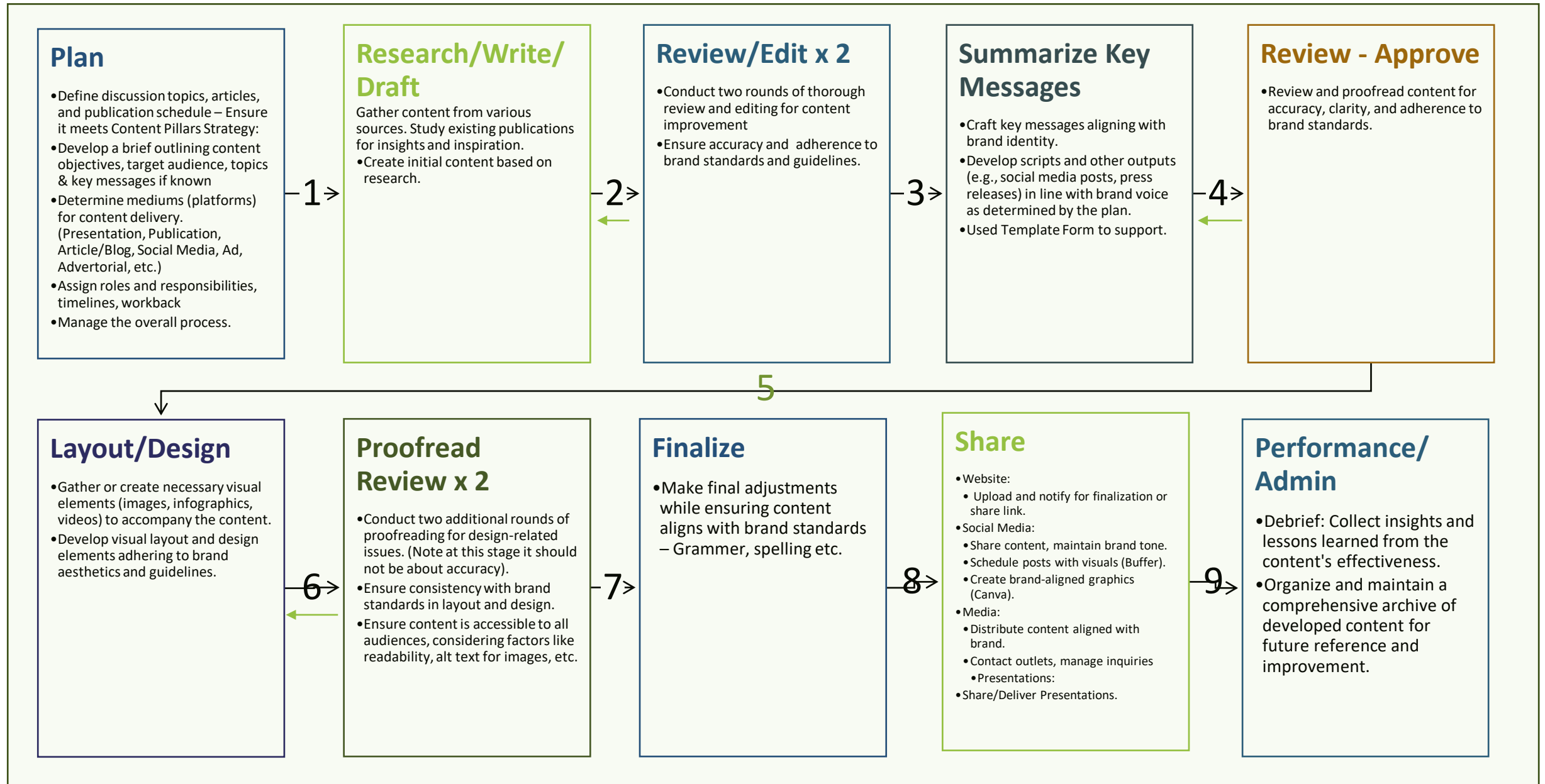
Content Development Implementation - Steps



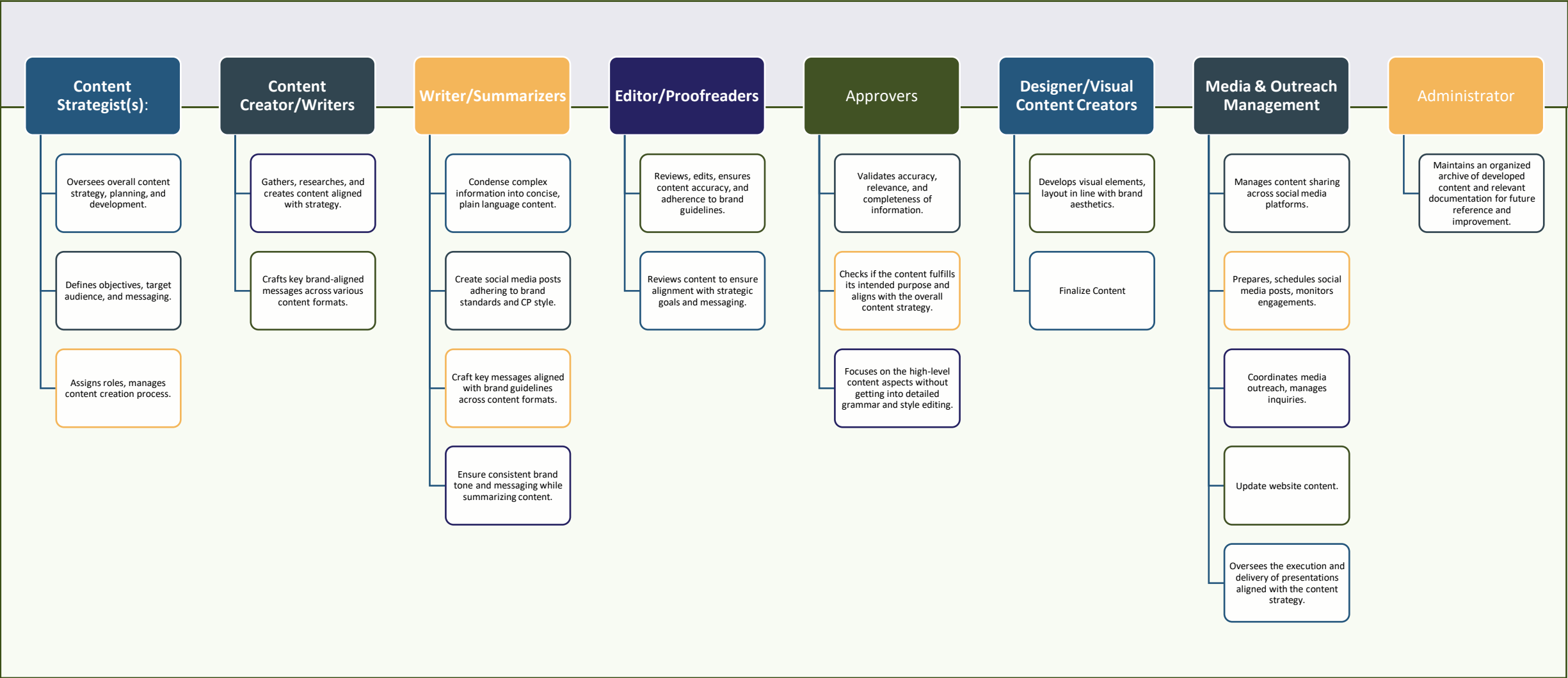
Content Development Implementation - Roles



Content Development - Steps



Content Development Implementation - Responsibilities



Article Series: November – March

	Date Final	Date Published	Title	Content Author	Theme
1	6 Nov	11 Nov	Is Sustaining Environment Really Important in Muskoka?	Peter Sale	Intro to the series, asks whether we are concerned enough to act to repair our environment
2	13 Nov	18 Nov	IS IWM Already Under Way In Muskoka?	Kevin Trimble	Report Card said must build IWM, is IWM already happening?
3	11 Dec	16 Dec	Muskoka's Lakes Are Getting Saltier	Neil Hutchinson	Point up the technically simple but politically difficult solution needed.
4	1 Jan	6 Jan	Muskoka's Climate IS Changing – Why Does This Matter?	Richard Lammers	Focus on T and Precip. Discuss how winters will be different and how floods could be worse
5	8 Jan	13 Jan	Why is Muskoka's Environment Losing Calcium?	Neil Hutchinson	Report the seriousness of the losses and explain why calcium is being depleted
6	15 Jan	20 Jan	What Is Watershed Health?	Kevin Trimble	Ecological Integrity and the real nature of ecosystems
7	22 Jan	27 Jan	The Wicked Problem of Algal Blooms	Geoff Ross	Focus on the many possible causes & how it may be difficult to fix
8	29 Jan	3 Feb	Less Ice Cover – How is This a Big Deal?	Peter Sale	Draw out the ramifications of longer open water season
9	5 Feb	10 Feb	Some Good News About Muskoka's Lakes?	Neil Hutchinson	We seem to have phosphorus enrichment under control!
10	12 Feb	17 Feb	Bugs in the Mud Could Tell Us Lots About Our Lakes	Rachel Plewes	Explain how benthic monitoring is a good idea, but point also to the lack of ability to draw conclusions for many lakes because not enough samples collected
11	19 Feb	24 Feb	Is Biodiversity Declining in Muskoka?	Peter Sale	Knowing we have SAR tells us nothing about the state of our biodiversity
12	26 Feb	2 Mar	We Need More Information About Our Forests and Birds Could Help	Aaron Rusak	There is little monitoring of terrestrial environment in Muskoka. Birds could tell us a lot.
13	4 Mar	9 Mar	Keeping Lake Trout in Our Lakes	Steve Scholten	Many factors are stressing LT populations. We may have to work hard to keep them here.
14	11 Mar	16 Mar	How Healthy Are Our Forests	Peter Sale or Javier Cappella?	We know rather little about forest health across Muskoka
15	18 Mar	23 Mar	Why Don't We Monitor Wetlands?	Kevin Trimble?	Vital to hydrology and flood mitigation, yet we don't pay much attention to them
16	25 Mar	30 Mar	What Will We See in 2028?	Peter Sale	The next RC in 2028 – will we see signs that conditions are improving?

Next Steps:

**Develop a Content
Calendar
March – December**

**Establish System for
Committees to share
Updates/Information for
Social Media**

**Sign up volunteers for
content development
Implementation roles
(use article series)**

**Conduct Training on
Buffer and Canva**

**Develop Brand Standards
Guidelines:**

- Visual Elements: Define color schemes, Select fonts
- Language Guidelines: Clarify terminologies (e.g., "Muskoka Watersheds" vs. "Muskoka Watershed," etc.)

**Website: Update IWM
Content:**

- Include links to other publications (e.g., District Projects)
- Add historical information
- Create an FAQs section

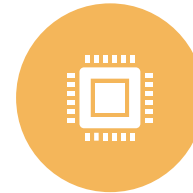
Immediate Volunteer Requirements



Summarize Articles – For Key Messages, Social Media Posts etc.



Proofreading/Edit Articles/Posts, Key Messages etc. to Brand Standards



Designer/Visual Content Developers (requires training in Canva)



Media Management (required training with Buffer)



Support IWM FAQ development and Website Updates (requires training in Website)



Brand Standards Development (understanding of Graphic Design Principles or Artistic design and Canadian Press Standards)