

Island Lake Conservation Area Master Plan - Stakeholder Advisory Committee Meeting # 5: Notes

Date: Wednesday March 29th, 2017 **Time:** 6:00 p.m. – 9:00 p.m. **Location:** Monora Park Pavilion (Banquet Room)

Meeting Attendees:

Organization	Committee Member
Access Orangeville, CVC Board of Directors	Councillor Gail Campbell
Caledon Hills Bruce Trail Club	Carol Sheppard
Credit Valley Conservation	Bill Lidster
Credit Valley Conservation	Yasmine Slater
Dufferin County, Dufferin County Forest	Caroline Mach
Friends of Island Lake, Orangeville Lions Club	Mike Walker
Island Lake Rowing Club	Shane Curry
Métis Nation of Ontario	Bill Morrison
Ministry of Tourism, Culture & Sport	Carol Oitment
Orangeville Sustainability Action Team	Mark Whitcombe
Rotary Club of Orangeville	Charles McCabe
Rotary Club of Orangeville Highlands	Jeff Bathurst
Town of Mono	Kim Perryman
Town of Orangeville	Ray Osmond
Upper Credit Field Naturalists	Ron Jasiuk
Bruce Trail – Caledon Club	Emily Stitt
Credit River Métis	Wayne Copeland
Credit Valley Conservation	Mark Thompson
Credit Valley Conservation	Eric Baldin
Credit Valley Conservation	Jesse de Jager (facilitator)
Credit Valley Conservation	Kate Burgess (facilitator)
Credit Valley Conservation	Suzie Losiak (facilitator)
Credit Valley Conservation	Scott Cafarella (minutes. facilitator)

Regrets:

Chris Broom (Headwaters Community in Action), Dave Dyce (Headwaters Streams Committee), Michelle Harris (Hills of Headwaters Tourism Association), Charles Cosgrove (Town of Orangeville), Shirley Bennett (Mono Heritage Advisory Committee), Alison Scheel (Orangeville Arts & Culture Committee, Orangeville Business Improvement Area), Doug Roome (Orangeville Recreation Committee), Marsha Grant (Theatre Orangeville), Lynn Piccard (Upper Grand District School Board), Wayne White (Friends of Island Lake)

Meeting Agenda:

1. Recent Park Updates, ILCA Master Plan Process Review, Background Report Update
2. Review of Previous Meeting: SWOT Analysis, Emerging Themes, CVC Strategic Themes
3. World Café: Theming and Prioritizing Exercise

Handouts:

1. Meeting Agenda
2. Background Report Summary Highlights
3. Comment Form

Agenda Items:

Topic	Discussion	Actions
<p>Recent Park Updates</p> <p>ILCA Master Plan Process Review</p> <p>Background Report Update</p>	<p>An update on recent park activities was provided:</p> <ul style="list-style-type: none"> • Ice Fishing Season visitation increased (despite variable ice and no hut rentals) • 3rd Annual Family Day (FOIL) saw visitation of over 1000, with 100 participants in the Ice Fishing Derby • Maple Syrup Sugar Bush Festival was set back by some poor weather, but the second weekend had attendance of over 1500 • Amphitheatre Sign Covering in progress <p>A recap of progress to date on the ILCA Master Plan:</p> <ul style="list-style-type: none"> • Meetings to date: <ul style="list-style-type: none"> ○ Meeting 1: Introduction to planning process and role of SAC ○ Meeting 2: Overview of ILCA and site characterization ○ Meeting 3: Property tour of ILCA ○ Meeting 4: SWOT analysis • ILCA Master Planning process <ul style="list-style-type: none"> ○ We are moving from Phase 1: Background Reporting into Phase II: Strategic Directions where we will be developing guiding statements (vision, goal, objectives etc.) • Background Report nearly complete; will be distributed to SAC and posted on CVC’s website when complete • The agendas, presentations and minutes are available on CVC’s website: (http://www.creditvalleyca.ca/enjoy-the-outdoors/conservation-areas/island-lake-conservation-area/island-lake-management-plan/stakeholder-advisory-committee/) 	

Review of Previous Meeting: SWOT, Themes, CVC Strategic Themes

A recap of the results of the SWOT analysis was provided:

- See **Appendix A** for a summary of the strengths, weaknesses, opportunities and threats that were identified at the past meeting

Emerging themes for the ILCA Master Plan were identified from the SWOT analysis:

- Recreation
- Environment / Natural Heritage
- Community Partnerships / Tourism
- Financial Sustainability
- Infrastructure / Permit to Take Water (PTTW)

Strategic Directions for CVC that relate to the ILCA Master Plan were also identified. These include:

- Conservation Areas Master Strategy
- Sustainable Revenue
- Partnerships
- Credit Valley Trail
- Reservoir Function and PTTW

Additionally, some context was provided to situate ILCA within the CVC watershed and conservation area system:

- ILCA is the largest waterbody in the watershed and the region
- ILCA has the least policy restrictions compared to other parks in CVC's system, which means more opportunities for programming and infrastructure
- Located on Hwy 10, in headwaters region
- Large potential market proximity

<p>World Café: Theming and Prioritizing Exercise</p>	<p>The ILCA SAC undertook a ‘world-café’ style theming and prioritizing exercise. The exercise responded to the strengths, weaknesses, opportunities and threats identified in the SWOT analysis to brainstorm actionable outcomes in order to capitalize on strengths, and contain or eliminate areas of concern. Following the exercise, the group facilitators reported their findings back to the SAC committee.</p> <p>Outcomes were generated to respond to the strengths, weaknesses, opportunities and threats for each of the five emerging themes. SAC members responded to the following prompts to develop areas of opportunity, areas of potential opportunity, areas of improvement, and areas of concern:</p> <ul style="list-style-type: none"> • How can we use internal strengths to take advantage of opportunities? • How can we improve weaknesses by taking advantage of opportunities? • How can we use strengths to minimize threats? • How can we work to eliminate or contain weaknesses and avoid threats? <p>A high-level summary of the results of the theming and prioritizing exercise are provided in Appendix B. The full results of the exercise are provided in Appendix C. This information will be used to inform guiding statements (vision, goal, objectives and associated directions and outcomes), as well as guide CA classification, zoning, and concept plan development for the ILCA Master Plan.</p>	
<p>Final Notes and Next Steps</p>	<p>Staff will analyse the information from this meeting, as well as information and recommendations in the Background Report to develop draft guiding statements. These statements, as well as park classification, zoning and concepts will be presented in the draft Strategic Directions Report.</p> <p>The next meeting is intended for November 2017. At this meeting, we will present draft guiding statements for Island Lake Conservation Area and receive input on the vision, goal, objectives (and their associated directions and outcomes) from the ILCA SAC.</p>	<p>All – Review theming and prioritizing results for gaps, inconsistencies or misinterpretations.</p>

Appendix A – Summary of Results of SWOT Analysis

	Recreation <i>Recreation, Visitor Services and Programming</i>	Natural Heritage <i>Environmental Protection and Natural Heritage</i>	Community <i>Community Use, Partnerships and Tourism</i>	Financial Sustainability <i>Sustainable Park Revenue Generation</i>	Infrastructure <i>Reservoir Management and PTTW Requirements</i>
Strengths	<ul style="list-style-type: none"> ILCA offers diverse, multi-season recreation opportunities, and an accessible and expansive trail system 	<ul style="list-style-type: none"> ILCA is a wilderness reserve that affords protection of a diverse set of ecosystems 	<ul style="list-style-type: none"> ILCA is a highly accessible regional park that fosters a strong sense of ownership from the community 	<ul style="list-style-type: none"> ILCA hosts diverse year-round events that draw visitors from across the region 	<ul style="list-style-type: none"> Island Lake Reservoir meets the waste-water dilution requirements of Orangeville, and protects the water quality of the Credit River
Weaknesses	<ul style="list-style-type: none"> Key recreational opportunities, such as swimming, are not offered Without a set carrying capacity for the park, there is the potential for overuse and inadequate resourcing 	<ul style="list-style-type: none"> ILCA is vulnerable to the impacts of climate change, and the potential effects these impacts may have on natural heritage and natural systems 	<ul style="list-style-type: none"> ILCA lacks long-term partnerships, and continues to face issues of vandalism and misuse 	<ul style="list-style-type: none"> ILCA lacks sustainable, long-term funding for maintenance and new infrastructure 	<ul style="list-style-type: none"> The requirements of the PTTW limit recreational opportunities and contribute to seasonal water level fluctuations
Opportunities	<ul style="list-style-type: none"> Utilize existing facilities to explore diverse recreational, educational and programming opportunities that connect visitors to the outdoors 	<ul style="list-style-type: none"> ILCA's active users and proximity to major urban centres create opportunities to emphasize the value of nature and connect people to the natural environment 	<ul style="list-style-type: none"> Leverage communication and media to connect with like-minded partners, and engage youth and new Canadians 	<ul style="list-style-type: none"> CVC can improve its marketing approach, explore new funding opportunities, and develop existing assets 	<ul style="list-style-type: none"> Increase capacity of the reservoir through dredging, and modify the requirements of the PTTW
Threats	<ul style="list-style-type: none"> ILCA's resources cannot meet its demand, especially for trail use management There are a lack of activities that create sustainable revenue for the CA 	<ul style="list-style-type: none"> Invasive species spread, loss of habitat, and encroachment of development all threaten the integrity ILCA's natural heritage 	<ul style="list-style-type: none"> There may be resistance to change at ILCA, and ILCA's past successes have not been well communicated 	<ul style="list-style-type: none"> Potential cuts to funding, changing political climate, and development pressures 	<ul style="list-style-type: none"> Lack of emergency preparedness and ability to respond to external pressures

Appendix B – Summary of Theming and Prioritizing Exercise

Theme	Objectives
<p><u>Recreation</u></p>	<p>Areas of Opportunity:</p> <ul style="list-style-type: none"> • Develop partnerships with community groups and neighbouring landowners (such as the Orangeville Agricultural Society Event Centre) to: <ul style="list-style-type: none"> ○ provide support for running events ○ deliver programming and act as park interpretation guides ○ help maintain the park and trail system ○ provide additional facilities to accommodate high capacity events • Develop programming and supporting infrastructure for a Métis settlement interpretation site • Provide programming and services for: <ul style="list-style-type: none"> ○ multicultural users ○ youth ○ weddings ○ corporate events ○ day camping ○ experience packages • Develop recreational infrastructure: <ul style="list-style-type: none"> ○ a beach, splash pads, wading pool ○ multi-use building on the waterfront, pavilions ○ separate biking and hiking on the VBLT ○ outdoor gym, fitness trail ○ natural playground / discovery centre ○ sports fields (soccer, lacrosse, volleyball, badminton) ○ skating and sled rentals ○ additional / contingency parking <p>Areas of Improvement:</p> <ul style="list-style-type: none"> • Market existing facilities to a wider audience • Market ILCA as a regional greenspace amenity • Improve infrastructure to address conflicts between user groups • Retain passive recreation uses at ILCA instead of major infrastructure changes • Create more recreation opportunities that are not dependent on the lake • Develop an acceptable carrying capacity related to staffing, enforcement, education, environmental impacts, and funding available • Diversify revenue generating opportunities
<p><u>Environment</u></p>	<p>Areas of Opportunity:</p> <ul style="list-style-type: none"> • Communicate the history of the reservoir, why it was built, why it benefits the watershed, and how it is related to the WPCP • Develop programs for: <ul style="list-style-type: none"> ○ citizen science, bio-blitz ○ workshops with local experts ○ nature interpretation with dedicated guides / interpreters • Maintain and preserve the 'nature reserve' part of ILCA • Create an education centre for ILCA <p>Areas of Improvement:</p> <ul style="list-style-type: none"> • Improve interpretive signage and/or interpretive apps (more focus on history and natural heritage, less on geology) • Relocate parking lot away from prime waterfront • Reduce waste • Study and set a limit for environmental carrying capacity

	<ul style="list-style-type: none"> • Use ILCA as a test case for new funding opportunities • Show how controlled development will sustain the park
<p><u>Community Partnerships, and Tourism</u></p>	<p>Areas of Opportunity:</p> <ul style="list-style-type: none"> • Develop a marketing / communications plan: <ul style="list-style-type: none"> ○ develop new communication tools ○ engage a variety of audiences, multicultural outreach, youth, families ○ use radio, video and online media to reach new audiences ○ develop curriculum materials related to ILCA • Host new events that have cross-cultural appeal (i.e. harvest, family oriented) • Leverage and strengthen existing partnerships: <ul style="list-style-type: none"> ○ Headwaters Tourism, Headwaters Communities in Action, Towns of Mono and Orangeville ○ develop a joint strategic plan for tourism and recreation in the headwaters region • Use communication tools to develop new park experiences: <ul style="list-style-type: none"> ○ make sure park experience is geared toward users, make sure people feel safe and know where to go on the property • Foster a sense of ownership of the park • Education as a means to foster protectionist attitudes <ul style="list-style-type: none"> ○ Starts with education and in-school learning but could be reinforced within park environment ○ Youth FOIL <p>Areas of Improvement:</p> <ul style="list-style-type: none"> • Target specific audience through new outreach methods • Increase presence on Highway 10 • Improve bus infrastructure and provide bus or shuttle service on Sundays • Improve social media presence • Cultivate strong, long-term partnerships with municipalities, police and community groups • Maintain momentum and engagement on fundraising and new projects
<p><u>Financial Sustainability</u></p>	<p>Areas of Opportunity:</p> <ul style="list-style-type: none"> • Improve value-added services (i.e. concessions) • Targeted marketing based on demographics data • Leverage partnerships with Orangeville and Mono • New dedication / donation / bequest opportunities: <ul style="list-style-type: none"> ○ tie donations with specific projects ○ event sponsorship opportunities ○ online donation opportunities • Conduct a total values assessment of the park (i.e. health, benefits for tourism, ecological goods and services) • Use parking charges to generate additional revenue • Increase family memberships, and convince trail users to buy memberships • Be 'project ready' to align shovel-ready projects with federal and provincial grants <p>Areas of Improvement:</p> <ul style="list-style-type: none"> • Diversify revenue stream • Create a funding reserve to buffer unexpected events or emergencies

Appendix C – Full Results of Theming and Prioritizing Exercise

Group 1: Red

Group 2: Green

Group 3: Blue

Group 4: Purple

Theme: Recreation

Areas of Opportunity	Areas of Potential Opportunity
<ul style="list-style-type: none"> • What have other places done (i.e. Winnipeg, other success stories)? • Nature playground / interpretive centre. Small → large flexibility in scale • Métis settlement (educational experience, i.e. black creek pioneer village) • Multicultural experience • Overnight camping (family and groups). Potential shortfall, staffing / resources • Pollinator gardens • Agriculture centre (opportunity). South end parcel can be utilized somehow. Great relationship to-date → partnership to build on • A big multi-use building on the waterfront → special events, weddings / educational component • Partnerships to generate revenue / school board partnership. Multi-season • 5k → 8k runs (partnerships). Putting on runs / walking • Rink (on the lake, seasonally) • Guided walks (again build partnerships with local / expert knowledge) • Passport / badges / reward system, possibly an app, to build confidence / youth badge • Accessible gardens • Reaching out to community groups / trail maintenance → build ownership / pride • i.e. success of Terry Fox Run (outside groups using Island Lake) • Agriculture building is utilized (partnership potential) • Parking solution → would potentially need another entry point • Conflict between paying and free • Revenue loss • Trail: fitness trail component (scalable → to funding opportunity) • Trail in cooperation with Mono system (chip floor / wooden structures, outdoor gym). Easily can get funding partners • Separate trail for walking / biking 	<ul style="list-style-type: none"> • What is our number benchmark for capacity? • Limited because of parking (can only park so many cars) • Increase parking capacity • Increase bus routing and running on Sunday → Agriculture centre partnership • Multi-level parking / increase more storage capacity if you have a partnership with Agriculture centre • Playground / playscape → discovery centre • i.e. brick works example • natural fitness / x county skiing • fitness equipment (to fit landscape) • enhance v-ball court / badminton • Carrying capacity question → establishing baseline • Formula for carrying capacity, for different activities • Potential conflict between users → conflict within overuse (already taking place) • Adequate resourcing / staffing (volunteers) • Educational piece for the reservoir • Geocaching (created by IL staff), orienteering, low maintenance • Soccer / tournament, lacrosse • Fishing opportunities, promos • Pavilions • Opportunity for more swimming in south zone • Splash pads → wading pool

<ul style="list-style-type: none"> • Kick sleds (rentals) • Skating around Island Lake • Proper sport fields • Playscape → discovery centre • A proper beach 	
<p>Areas of Improvement</p> <ul style="list-style-type: none"> • Carrying capacity numbers • Build more partnerships / more infrastructure (i.e. busing / transportation / paid parking) • Linkages to north → south connectivity • Also connect east • Knowing what the carrying capacity is • Weather dependent • Consistent budget identified from CVC Board • Multi-use centre (rent to groups / weddings / interpretation) • Different revenue stream • Optimize volunteers • Offer appropriate programming • An interpretive walk • “How to” trail walk (safety / preparedness) • Interpretive signs (for natural heritage features, plants, animals) • Approach Métis for potential partnership • Expert list that is interested in providing guided walks / interpretive experiences (liability insurance may be needed) • Increase staffing / enforcement / education → added signage • Start writing tickets → generate revenue • Marketing the existing facilities • Before introducing something new, we need to have marketing in place 	<p>Areas of Concern</p> <ul style="list-style-type: none"> • Cost • Resource capacity / staffing / volunteers • How many partners are out there and what can be done to capitalize on this location? • Service clubs • Tourism → regional park perspective • Look at improving partnerships • Weather • Consistent and sustainable funding • Conflict of use (bikers vs. strollers vs. dog) • Need trail enforcement • Impact of neighbours • Increase staff resources • Maintenance of water levels • Fishing / boating → wildlife being affected • More security / conflict between users • Weather dependent / minimal seasons • More activities that are not lake-dependent • Operating costs

Theme: Environment

Areas of Opportunity

- Variety of trails / quality / accessibility
 - Fitness trail / incorporated into existing trail system
 - Colour-coded trails related to difficulty
 - Biking-only trail
 - Playscape / natural playground
 - Engage all senses
 - Emphasize water, beach, use of water
 - Parking lot is prime waterfront
 - Tree-top trekking
 - Walks to bird habitat / nature interpretation
 - Shelter structures in sugar bush
 - Educational signs and programming with more school groups showing natural features, history (geared for the general public)
 - ILCA has a different balance of recreation and environment than other conservation areas
 - Sustainable recreation and education is the ideal situation
- Interpretive signage (room for more)
 - Connecting people to the environment does not have to be by physically bringing people to the park (commercials, online video)
 - 30-minute documentary species
 - Communicate ILCA history, surrounding land uses, the purpose of the reservoir
 - Align with curriculum
 - Experience packages → want people to stay longer
 - Fish-fry (work with local food groups)
 - Regional profile → show what park can offer
 - Celebrity chef event, fish-fry, showcase local food
 - Currently, recreation and environment are balanced (3% of area is developed)
 - Waterbody is an opportunity for recreation
- Lack of work on species inventory (gaps in knowledge, use citizen science)
 - Butterfly inventories and interpretation for visitors needed
 - Bioblitz events – we know very little about flora and fauna in our own backyards
 - Conservation education, focus on environmental protection, respect
 - Signage on other aspects of environment (i.e. invasive species, beneficial plants / pollinators)
 - Interesting trivia (employ natural heritage interpreters)
 - Fungi → mushroom hunts
 - Workshops with natural heritage experts
 - Many opportunities, but need people to act as

Areas of Potential Opportunity

- Impacts of climate change are obvious at ILCA (lake levels, waterfowl), we need interpretation of why
 - Increase marketing, advertising, education
 - Common question: 'Why should we care about the environment?' → look at the status of the lake
 - Diagram of how WPCP (Waste Pollution Control Plant) works
 - Communicate to public the purpose of the reservoir
 - Sign to show what different levels of water mean (in lake)
 - Better communicate history
- What is the impact of upgrades to the WPCP on IL water levels?
 - Address threat of climate change
 - Indoor space, partner with Agriculture centre (space that is currently underutilized)
 - Investigate trends vs. climate change in effect on ILCA environment
 - Federal / provincial funding? (tap in to cap and trade pot)
 - Use one CA as test for new funding opportunities with cycling funding, land securement funding from province, and federal money
- Unknown impacts of climate change
 - Flooding, or lack of water → can we mitigate the effects of climate change on ILCA?
 - Range extension of species, plants
 - Restoration → should we plant outside of current range to anticipate future climates
 - Look local (and be wary of climate change message fatigue from the public)
 - Invasive species pull party

<p>guides, increase staffing</p> <ul style="list-style-type: none"> • Use local experts (not necessarily CVC staff) → added revenue for CVC • Huge trend in rural recreation • Ideal time for ILCA → trend of back to nature • What is ILCA's heritage • What is the history of the lake? • People visiting need a guide / interpretation • Visitors won't understand any of this without interpretation • Capitalize on proximity of GTA • Capacity for fishing, trail, environment, staffing → what are the numbers? • Day-use groups coming from the GTA → need to plan for this • Develop hard numbers for carrying capacity • ILCA has to be a spectacle point for the region • Environment needs to be #1 • No camping • Issues must be addressed now • Environmental protection is key • Lake is cold water fed • Maintain sign that says 'do on enter' wildlife reserve with boats • Controlled development sustains the park • Controlled marketing • Create an educational culture • Create partnerships to pay for heritage / Métis interpretation • Focus efforts on the headwaters 	
<p>Areas of Improvement</p> <ul style="list-style-type: none"> • Communicate / educate what invasive species are, how to report • Improve education • Interpret why fish are here (i.e. cold water fishery) • Funding to mitigate damage to trees (EAB) • What is the scope of the loss of trees to EAB? • Apps instead of signs • Identify gaps in scientific knowledge • Answer has to be science-driven • Have to look at source (i.e. neighbouring landowners) • Science must look beyond ILCA boundary • Use volunteers for invasive species events • Coordinate with earth day, other local events and groups • Shallow lake → reduces biodiversity, exacerbates effects of nutrient runoff from agricultural lands • Address the source of the issue 	<p>Areas of Concern</p> <ul style="list-style-type: none"> • Uncontrollable spread of invasive species • Continued development • Invasive species may move north • Education • Climate change creates other economic opportunities for ILCA • Increase productivity of agriculture in Canada • Replacement of native species • Sustainable use • Influence urban economic plans • Water level (ecology and recreation) → concern from rowing club • Impact of aggregate pit (excavation below water table) • communicate value of natural heritage • Overuse of trails may be an OK sacrifice to engender an affinity for the outdoors • Food provided at CVC shop should not create waste

Theme: Community and Tourism

Areas of Opportunity

- Planning outreach activities, workshops, community events, increase exposure
- Give new audience a good first experience
- Communication tools to reach different audiences and cultures
- Communications Plan, 5 year plan or living plan that evolves. Use experts with experience in variety of methods and tools (people interpret messages differently)
- Engage people with a variety of ethnic backgrounds. E.g. new Canadians tend to like to be invited and undertake new activities and experiences with guidance of knowledgeable people
- First time visitors need to feel safe and know where to go
- Understand ILCA market demographics and plan experiences geared for them and how they want to use the space
- Need to market to Credit River Watershed to broaden visitor base but must acknowledge park use is already potentially exceeding capacity and Orangeville and area is still growing e.g. East Garafraxa Church → nearby
- Increasing diversity in areas surrounding Orangeville may be a new market opportunity for ILCA
- Development of youth FOIL committee
- Social media campaign, frequently engage audience (daily, designated staff)
- Develop apps to create new experience and engage new audiences (maps, features, ecology)
- GTA, headwaters, regional media forum to promote park and connect new audiences
- Leverage communication and partnerships with local organization (Headwaters Tourism, Headwaters Communities in Action [HCIA]), joint strategic plan
- Develop educational programs (in-class) i.e. anywhere in Peel/Dufferin and communicate park to connect them; encourage to visit → youth, different cultures, different demographics
- Videos, classrooms, websites
- Connect with youth and adults on social media, apps (technology)
- Celebrate cultural events that bring together common elements (harvest, family centred)
- Host different cultural events, connect with them via different cultural centres
- Health and wellness community

Areas of Potential Opportunity

- Interpretation and education on site to foster protectionist attitudes (not too many signs → this dilutes the message)
- ILCA sells items with non-biodegradable materials and increasing waste and littering (i.e. worm containers)
- Strengthen partnerships with Towns of Mono and Orangeville
- Leverage data to communicate true value (ecological goods and services)
- Define your partners, communicate and plan
- Make them feel proprietor ownership over park
- Engage a CEPTD risk manager to evaluate areas of concern
- Conduct a 'HIRA' hazard, identification and risk assessment, and mitigation tools
- Infrastructure – i.e. lighting to deter after hours use
- Strengthen partnerships with local police forces
- Engage broader tourism partners
- CMHA partnerships
- Cultural groups → promotion to individuals
- Relationships create new and strengthen partnerships
- Education programs that foster protection and respect
- Foster partnerships, understand needs of the community
- Outdoor education centre (programs)
- Create sense of ownership to promote good behaviours
- Communication with existing partners to determine opportunities to achieve together
- Youth appreciation events

<ul style="list-style-type: none"> • Increase social media presence • CVC apps in different languages, reducing barriers to information • Highlights site features (navigates), gives help with needed, birds fauna, flora, invasive species • Things to be aware of, rules • Other media types (TWN, radio, technology) • Suggestions box, things to engage participation (surveys, social media survey questions) • Dedicated website, including surveys with incentives to increase participation 	
<p>Areas of Improvement</p> <ul style="list-style-type: none"> • Leverage position on highway 10 to communicate and advertise • Social media i.e. video, good quality with key messages. Needs to grab attention • Media to share good news i.e. social media interaction (# of trees, # of visits) and make connection to community • Marketing of events, opportunities to become involved (partnerships) • Build on strengths to attract variety of visitor demographics • Sell products they would be looking for i.e. large group picnics, weddings • Target audiences in ways different cultural audiences can be reached (multilingual, indigenous communities) • Attend councils to share accomplishments • Keep politicians informed, service clubs (big fundraisers in community) • Create opportunities to let visitors experience significance (birding) • Develop communication plan • Communicate successes better via education programs, social media, and other communication tools • Demonstrate evolution of dam / engineering projects that have created great nature area and recreation area • Marketing efforts not currently reaching broad audience, find different ways to reach watershed • Increase social media presence • Website should be dynamic and conservation area needs own page / portal (separate 4 actives, focus investment) • Showing other examples in positive light via education 	<p>Areas of Concern</p> <ul style="list-style-type: none"> • Need to cultivate strong partnerships with Towns of Mono and Orangeville • Parks, health, tourism, police • Strategies to build relationships and retain funding and key partnerships • Keep momentum, keep informed, keep engaged • Partnerships and connecting with groups resistant to change • Education • Understanding park users, responding to needs • Keep them engaged in process • Strong relationship with OPP, local police • Empower visitors to speak up, provide # to call

Theme: Financial Sustainability

<p>Areas of Opportunity</p> <ul style="list-style-type: none"> • Increase family memberships → convince free users • Targeted marketing, use smartly (demographics) • More CVC adverts → even radio (local) • Partner on CVT trail destination → + more shared management costs • Concessions (people like food) → value-added • Bathrooms • Market day-use areas to Peel communities • Dip into tax base more? Is it justifiable? • School board use? New classes, uses, \$ • Drop boxes on trail • Leverage partnerships with other groups. i.e. cultural groups, MTO, resource centre, Métis Nation → CVC, Métis epicentre, headwaters, bigger partnerships, UGDSB • Strengthen relationships with Orangeville and Mono (deeper) • Health, social, mental benefits! Communicate this! • Outdoor education centre • Métis partnership / MNO • Be the opportunity for education-related funding • Sponsoring partners for facilities and events → tent weddings (curfew and water) → sponsorships, day camps + recognition • New people and partners • Communicate and advertise the CA • Ongoing opportunities to 'buy a board', for example • Bring in new champions, honorary titles with their networks • Smart marketing to specific groups • Marketing to existing users to buy memberships • Space for other recreation • Be 'project ready' to align shovel-ready projects with federal and provincial grants, with partners on-line • Pursue smaller grants as well • Opportunities to donate (electronic?) • Buy-in / selling idea of land care costs • Selling idea that space has worth • Total value assessment for ILCA (Health sector +) → local, accurate data → ecological goods and services, tourism • Parking charges (smart systems) • Municipal payment for basic revenue • Marketing the passes better 	<p>Areas of Potential Opportunity</p> <ul style="list-style-type: none"> • AG lands (camping, parking) → partnerships • Commercial developments (speed limit) • Bequests (being an opportunity) • Tie donations to concrete projects and land • Volunteerism / Teams
<p>Areas of Improvement</p> <ul style="list-style-type: none"> • Diversify revenue stream 	<p>Areas of Concern</p>

- | | |
|---|--|
| <ul style="list-style-type: none">• Make cuts hard to demonstrate value (worthy and important) → Other sectors to involve• Intergenerational interactions in nature• Need a reserve to buffer | |
|---|--|