

# Panel #1

## Lake Associations & Municipal Partners

Introduced by Terry Rees,  
FOCA Executive Director



Introductory words by Terry Rees:

# Ontario's Municipalities

- Ontario is made up of 445 municipalities
- Only 7% have a population greater than 100,000
- 1/3 of the municipalities are located in the north
- 90% of Ontario's land area is found in the North, yet it only contains 7% of the province's population.

Source: AMCTO

# Municipal Functions

When most of Ontario's municipalities were set up as early as the **1840s**, they were needed for specific functions.



- ✓ The big issues that faced them back then were: drunkenness, profanity, noises and nuisances, cattle and poultry running in public places, travelling salesmen, and repair of roads.

Source: AMCTO

# Municipal Functions

**Today**, municipal government delivers some of our most prized public services, and is where many cottage issues are most directly managed, including:

- ✓ policing
- ✓ land use planning
- ✓ bylaw development and enforcement
- ✓ roads *[so... it's still all about roads...]*

# Know your Municipality!

\$\$  
Spent

Services  
received

How to  
weigh in  
*Raise your  
political voice...*

[https://foca.on.ca/  
municipal-government-partners/](https://foca.on.ca/municipal-government-partners/)

# Communicating with Seasonal Residents

some great municipal examples:



**TIP:** Encourage your municipal partners by highlighting their peer's successes!

## Seasonal residents' participation in municipal voting tends to be low.

- election cycle = 4 years > next is 2018
- **where you can vote in municipal elections = where you own property (both your permanent + seasonal addresses)**
- FOCA fought for the cottager vote!  
Does your Township offer this? (mail-in? Internet?)

## Having representation = having a voice

In our first panel, we will hear from a cottager who has become a mayor to find ways to work from within the system... Would you consider running for office?

# Panel #1: Lake Associations & Local Government Partners

Mary  
Smith  
Mayor

Sewlyn  
Township

Ron  
Higgins  
Mayor

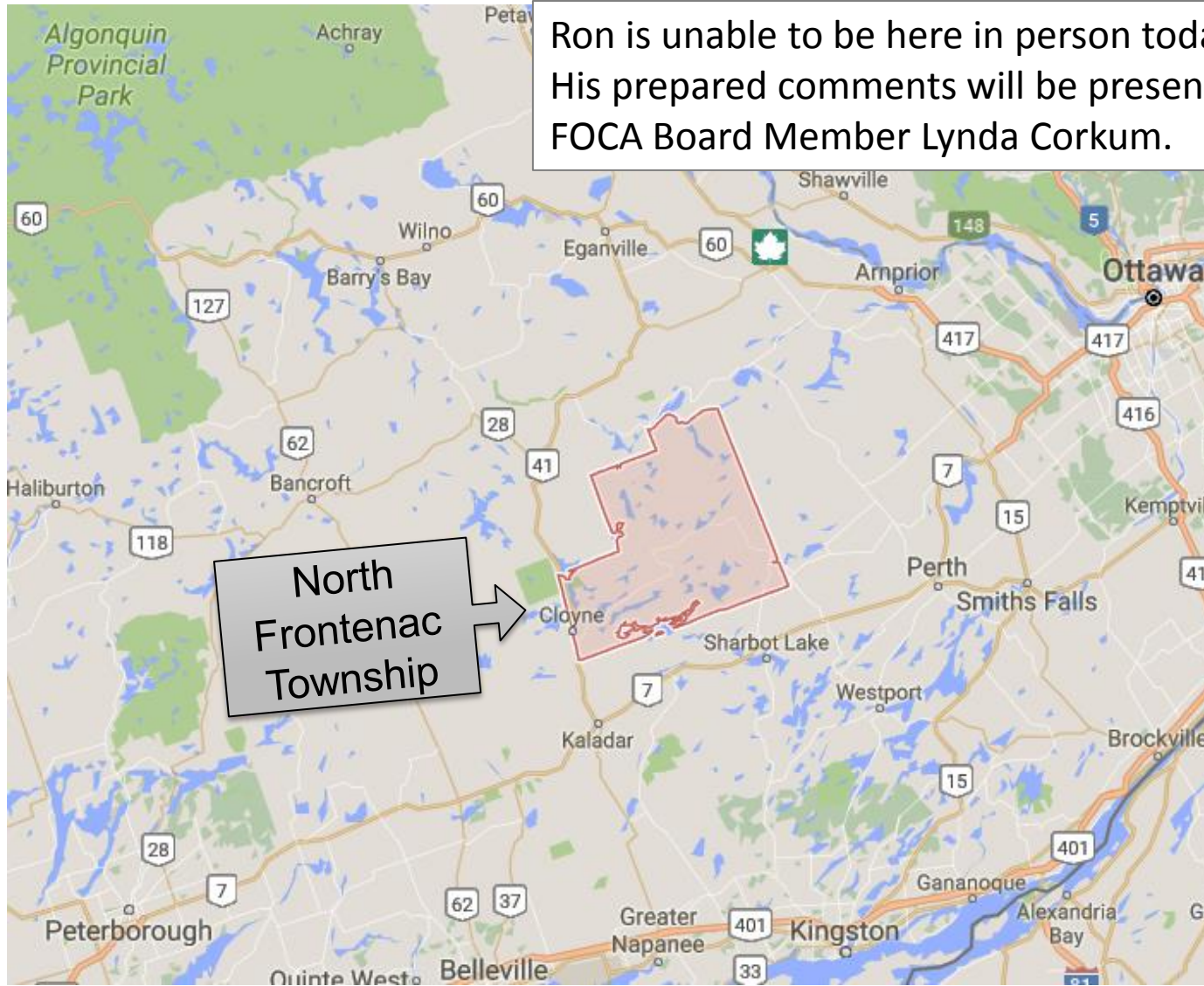
North Frontenac  
Township

Vivian  
Bloom  
Mayor

Municipality of  
Hastings  
Highlands

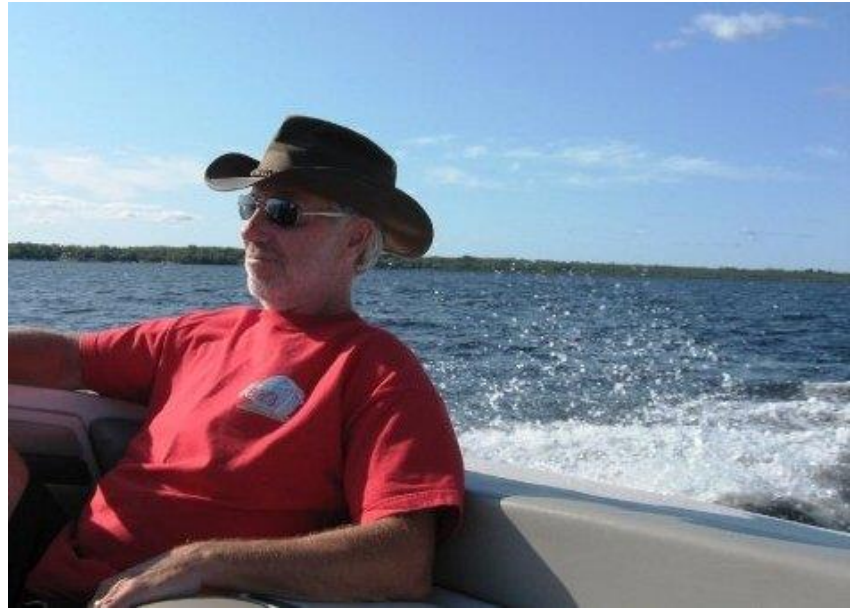


Ron is unable to be here in person today.  
His prepared comments will be presented by  
FOCA Board Member Lynda Corkum.



# Ron Higgins

Mayor, North Frontenac



- Township Mayor
- Past FOCA Board Member & Lake Association President
- North Frontenac Lake Associations Alliance

*Before becoming Mayor, I ran my own business management consulting business, was a board member of FOCA, president of our lake association, and formed the North Frontenac Lake Associations' Alliance.*

*As a consultant I assisted many organizations to improve processes to be more lean and efficient.*

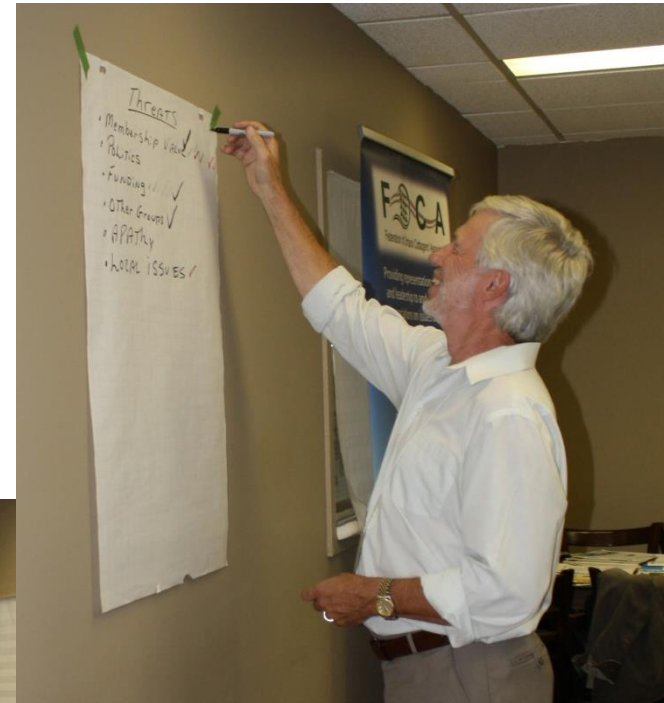
*As a former board member with FOCA, I gained a deep understanding of FOCA's values, policies and priorities, and the value FOCA provides to our communities.*

*As President of our lake association, I helped provide direction on the priorities for our lake, that being: water quality, animal and fish habitat, wetlands preservation and identifying the qualities of life and the environment we all want to preserve. I also formed the lake association alliance for our Township which allowed us to share knowledge and expertise and to ensure a consistent focus for our lakes, and providing a unified approach to our Council for land use planning and assistance to the Township as required.*



Ron and fellow FOCA  
Board members and staff

Strategic Planning, 2011



I decided to run for Mayor in 2014 when I shut down my consulting business and found I was not ready for full retirement. Before running for Mayor I attended many Council meetings as a resident, to stay abreast of the issues and priorities of the previous Council.

I had zero political experience, but I had business management skills. I want to continue to build on the great work the previous Council had done and to improve efficiencies and service delivery. My role as Mayor requires me to manage leadership, change management, process management, communication and collaboration with stakeholders. My life as a local resident and Lake Association President, as well as my focus on nature, have all been instrumental in my job as Mayor these past two years.

The biggest challenge I face is increasing our residential and business tax base to ensure adequate funds for future infrastructure and service delivery. This is a huge challenge for all municipal governments due to the continued download of services from the Provincial government.





## MALCOLM AND ARDOCH LAKES LANDOWNERS' ASSOCIATION

<a href="#">Home</a>	<a href="#">About Us</a>	<a href="#">Contact Us</a>	<a href="#">Lake Stewardship Plan</a>	<a href="#">Info &amp; Resources</a>	<a href="#">Calendar 2016</a>	<a href="#">History of the Lakes</a>	<a href="#">Membership Application</a>	<a href="#">Local Maps</a>	<a href="#">AGM details</a>
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## The Mayor's Message information directly from the Mayor.

[Home](#) > [Council](#) > [The Mayors Message](#)

Tuesday, November 08th, 2016 4:33 PM

### Letters from the Mayor



### Mayors Message - July 2016

The following are updates on other actions we planned on addressing as per my last report.

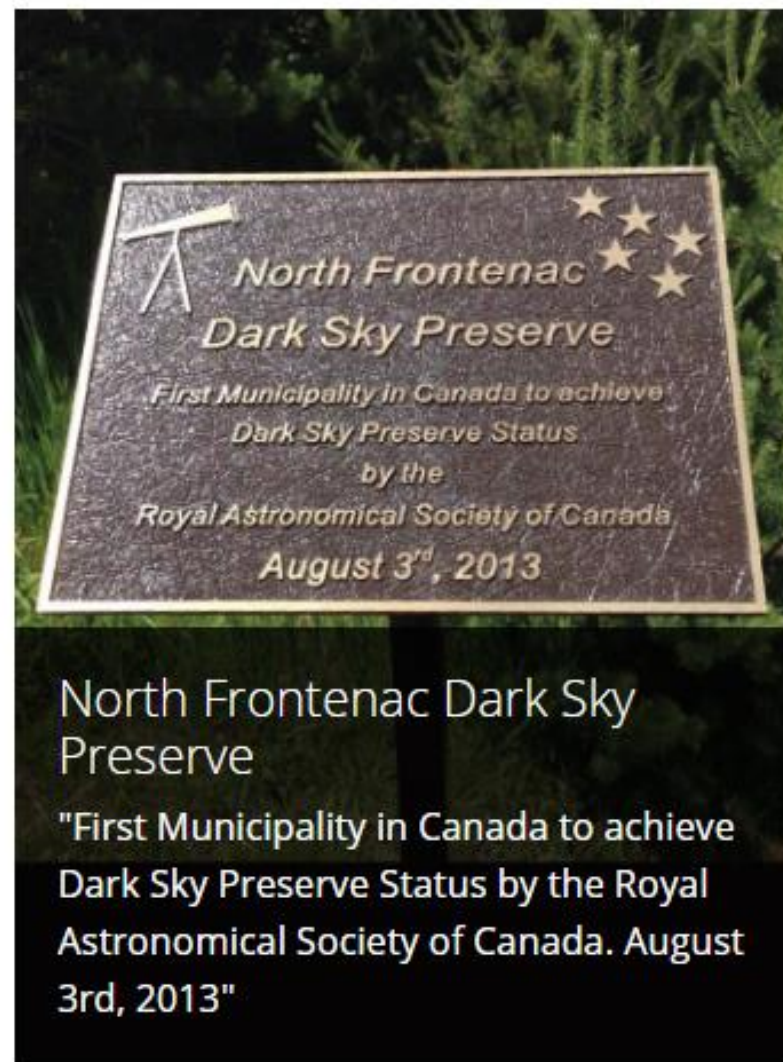
1. Review and update the Zoning Bylaw Amendment (ZBA)
  - This has been drafted by Township Staff and is with the County Planner for review. The Official Plan Amendment (OPA) Open House and Public Meeting was held in July and we received great input from the Public. This is being reviewed and another draft will be presented for final input.
2. Director of Emergency Services/Fire Chief has completed his Operational Review for the North Frontenac Fire Department (Wards 2 & 3).
  - This was presented to Council and approved on April 29th and the process is complete as far as identifying plan and actions. The plans and actions are now the responsibility of the Fire Chief for implementation.
3. Finalize a plan to address municipal office building issues.
  - The Concept drawings are in their final stages and a final plan and costing

- Jul 2016
- Apr 2016
- Jan 2016
- Jul 2015

The specific issue for North Frontenac is: how do we increase our tax base and still maintain the peace and tranquility? We have a population that is about 80% seasonal, and the seasonal residents come to the lake for a variety of reasons such as the peacefulness, water skiing, canoeing, fishing, etc. The residents who currently live on the lakes do not want additional development, as the feeling is that it will destroy the qualities that they purchased their properties for in the first place. How do we balance what is current today with promoting development?

We are currently reviewing our official plan and zoning bylaws, as our top priority, to see how we might develop additional lakefront or back lots around our lakes. Our North Frontenac Lake Association Alliance is directly involved in the review of these documents. Lake associations have a vast amount of historical and comparison data that add tremendous value into the proposed changes to our land use planning. Recently we passed an amendment to the North Frontenac official plan that restricts certain types of development such as a large scale industry, mining and industrial renewable energy projects, as a start. We are focused on promoting small scale businesses that are conducive to our landscape and environment.





<http://www.northfrontenac.com/>

# Ron's recommendations for lake association executives:

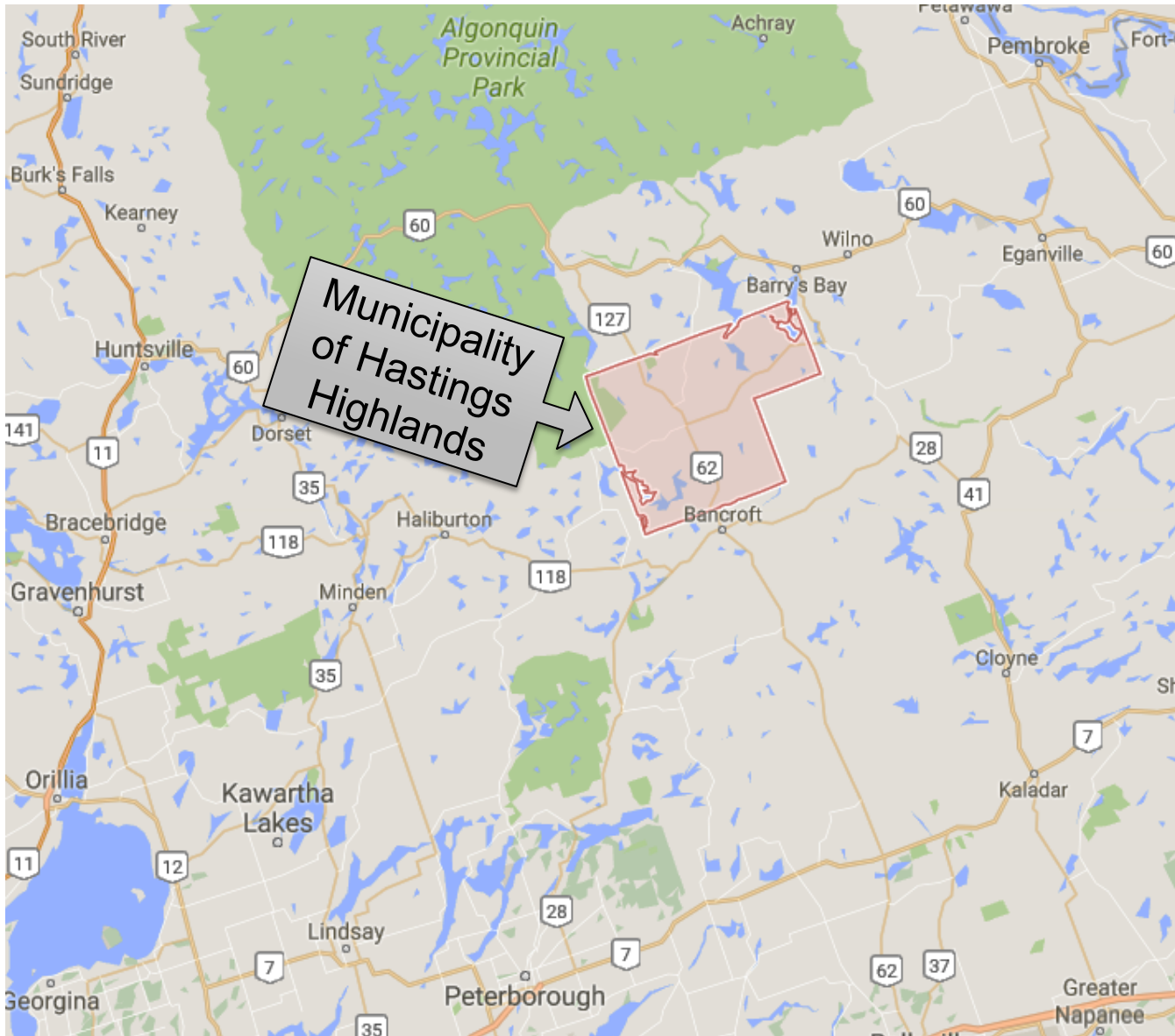
- attend your local Council meetings
  - > understand the issues
  - > make yourself known to Council
- work with other local lake associations in your area
- consider running for office in 2018!

*Thank you!*

Mayor Ron Higgins

(613) 884-9736

ron.higgins@xplornet.com



Municipality of Hastings Highlands

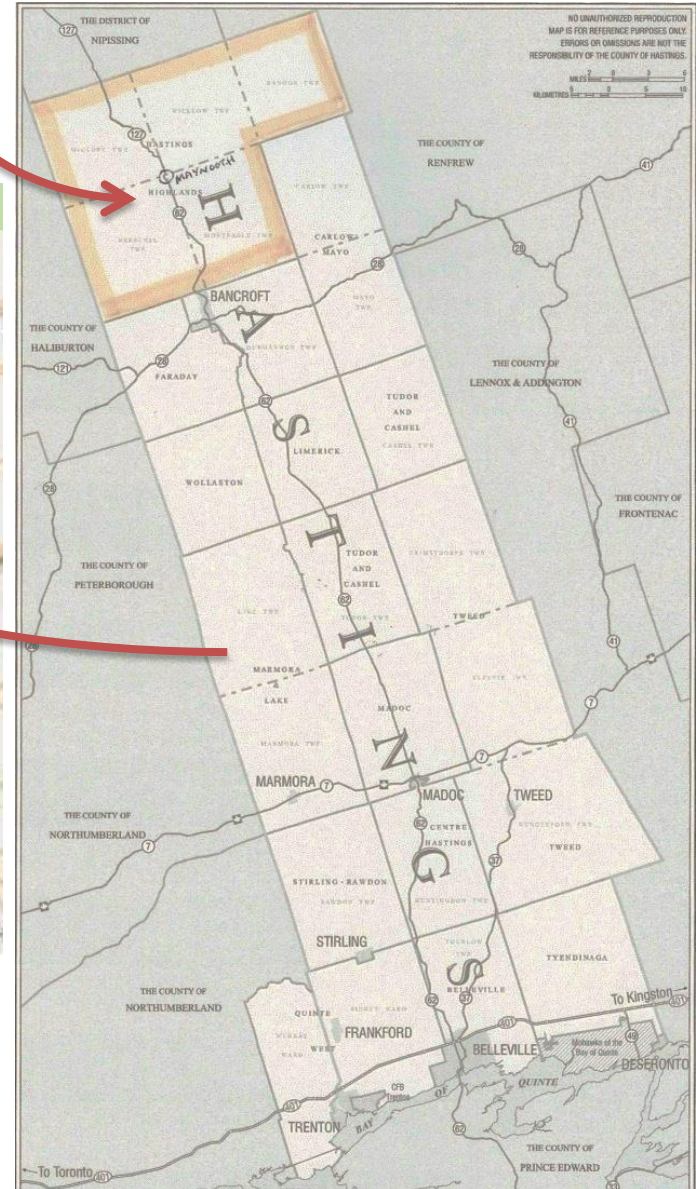
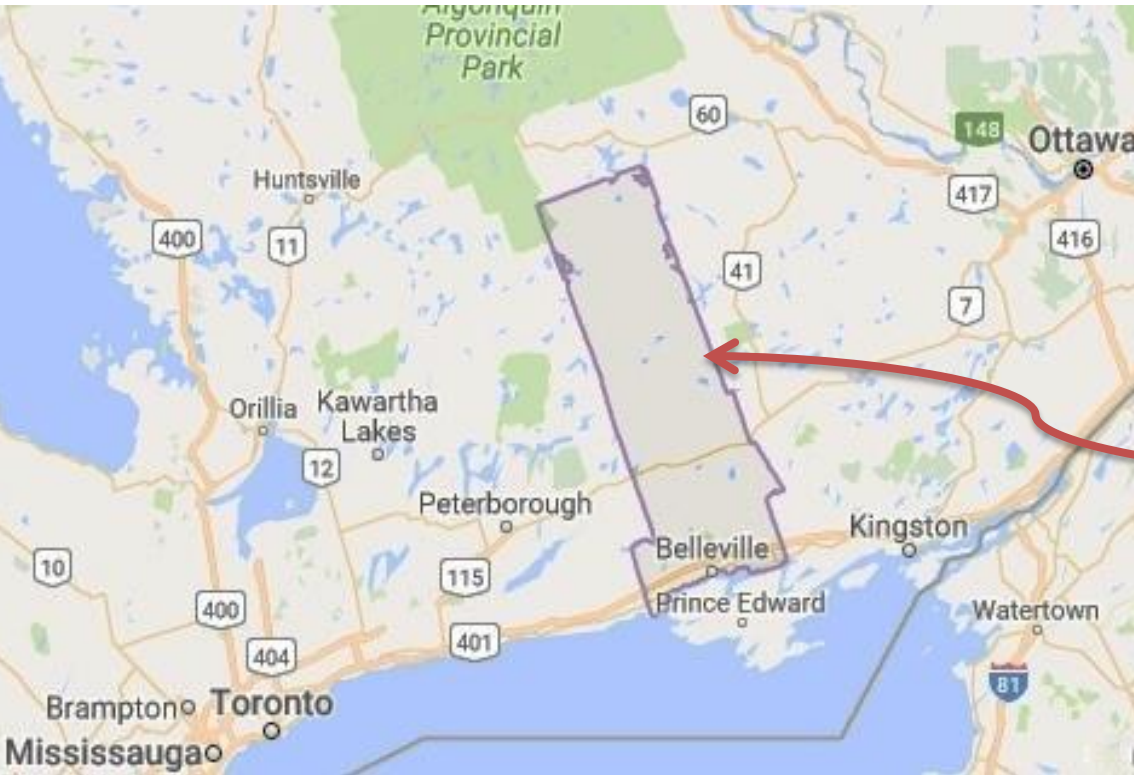
# **Municipal Councils and Collaboration Local Residents, Lake Associations and other Property Owner Groups**

Working in Partnerships  
Is a Win–Win Situation For All

Presented by: **Mayor Vivian Bloom**  
Municipality of Hastings Highlands



# Municipality of Hastings Highlands

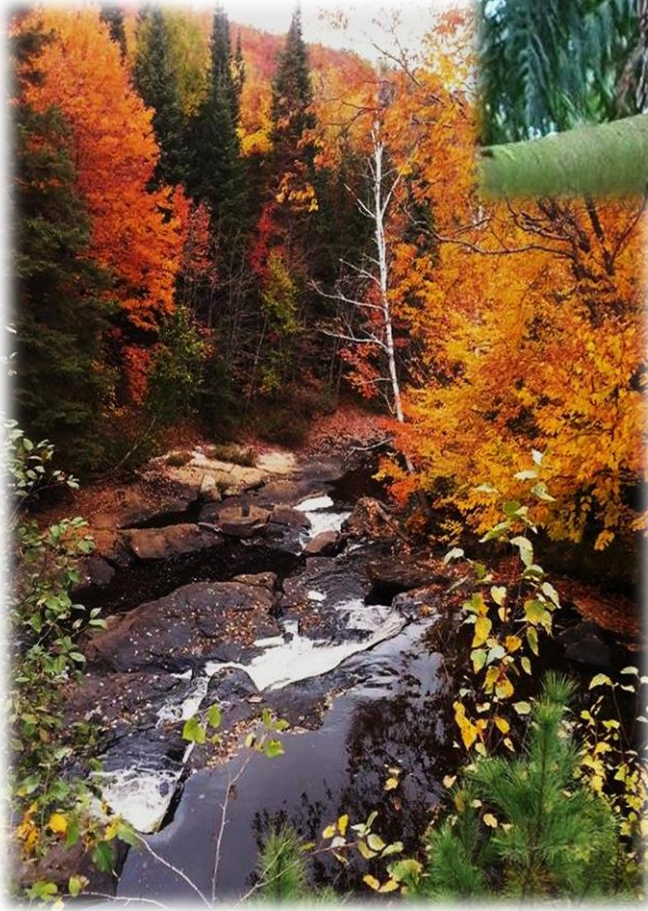


the epicentre” of central Ontario





*Beautiful by Nature*  
**HASTINGS HIGHLANDS**



# **HASTINGS HIGHLANDS MUNICIPAL OFFICE AND COMMUNITY HUB**



**CENTRALLY LOCATED ON HWY 62 IN THE HAMLET OF MAYNOOTH**



# Hastings Highlands - Quick Facts:

Permanent population  
**4,170**

Seasonal population (est.)  
**12,000 to 14,000+**

**Annual Municipal Budget = \$10,324,499**

**Area = 972 square kilometres**

- over 500 kms of municipally-maintained roads and 15 bridges
- 100s of kms of year-round trails
- world famous Algonquin Park = a 20 minute drive from Maynooth





# HASTINGS, HIGHLANDS

*come wander*

You know what it's like, the 15 minutes it should take to drive to work becomes 45 – or more – stress-filled minutes – sitting in traffic, in the hot sun, or in the damp cold, no coffee left to sip, unable to get off the highway, honking horns, angry drivers, running out of gas, out of patience, out of time...

Now breathe. Residents, cottagers, visitors all have one thing in common – they come to Hastings Highlands for an experience of being in the middle of nowhere, yet it feels like home!

Maybe it's time for a vacation, or to move your entire family to *somewhere*, where there is a slower, healthier pace. A place where the smells of the abundant, green forests & sparkling, clean lakes fill the fresh air.

When is the last time you read a book, walked in the forest, or canoed on a lake so clear it was like looking into a mirror? How often do you spot a deer, moose or bear on the way to work or school? Residents, you know what we're talking about! Visitors & cottagers, this could be your holiday. Even better – this could be your every day!

So acknowledge that longing within & a sense of community found in H from outdoor adventures, wildlife the inner artist – along with eclectic artisans, folklore – all mixed in with *Come Wander it, Learn to be a Wanderer*

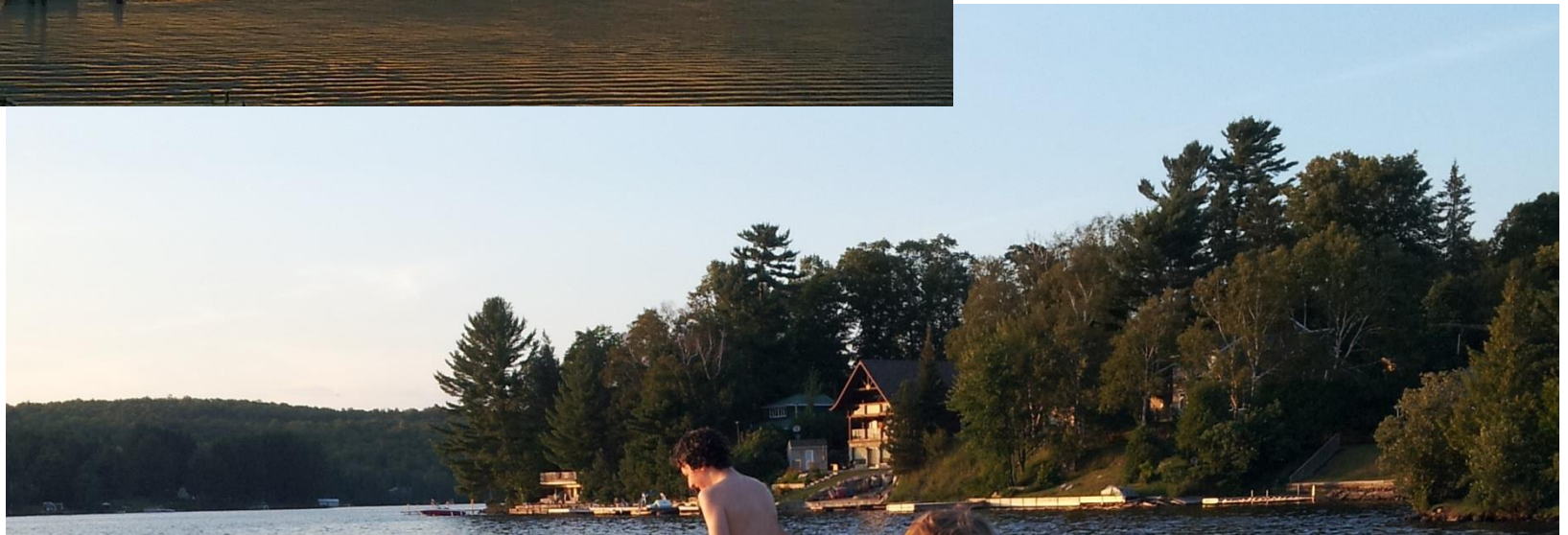
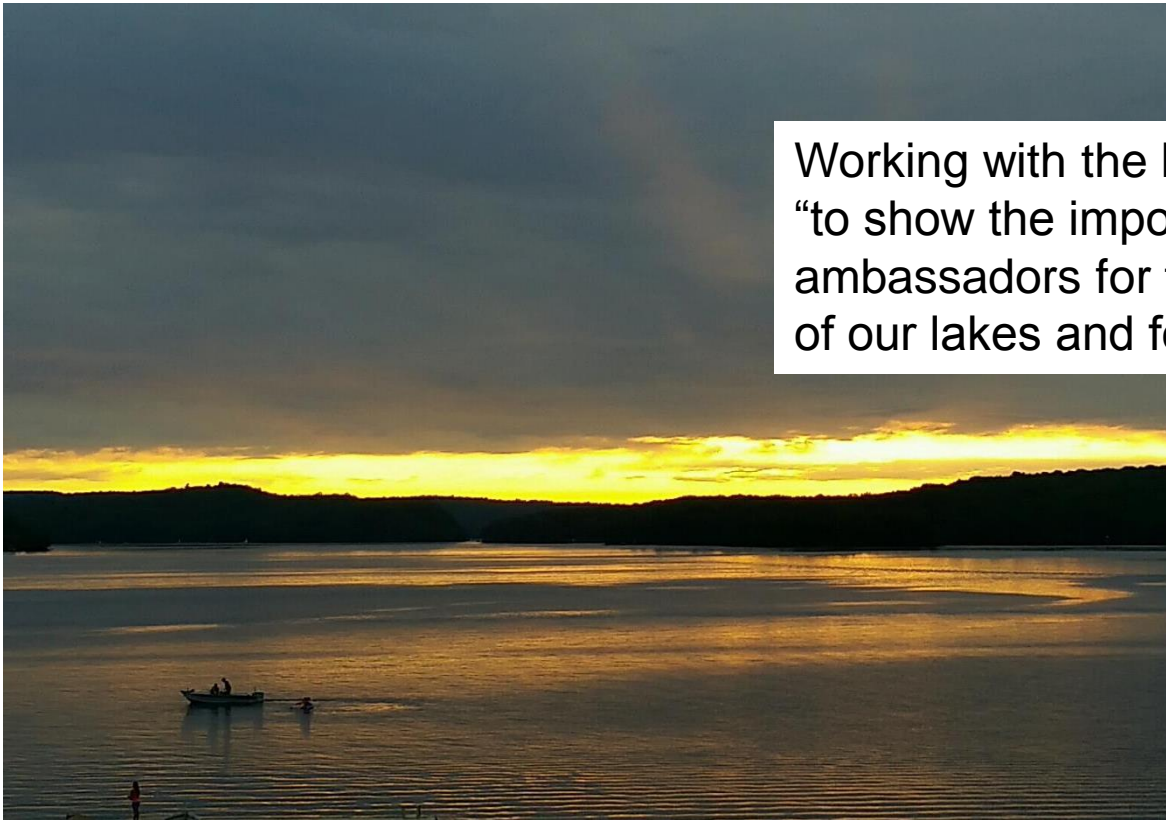


**Forests... lakes...  
rivers... trails...**

**Come for a day,  
come for a lifetime  
a warm welcome  
awaits!**



Working with the local Lake Associations  
“to show the importance of being good  
ambassadors for the future sustainability  
of our lakes and forests and municipality.”



## **Lake Associations & the Municipality**

# **THE COLLABORATION CONTINUES...**

- **Lake Association meetings**
  - **The Inter-Lakes Group**

*Members of Council are encouraged to attend all of the local cottage Association events and AGM's.*

*I usually am asked to speak, and we invite any council members to do so as well if they wish, then there is usually also a question and answer period which gives us time to respond to concerns or—even nicer—compliments, when the municipality has worked with them on serious concerns and hopefully come out of it with better ways of doing business if we can.*

*A result of the Council and Lake Associations meeting and working to form a good relationship, has grown into what has been come to be known as the “**Inter-Lakes Group.**” Each lake association now sends one of their executives—usually the President—to a few Inter-Lake meetings yearly, and they also keep in touch regularly through email contact. They have gotten to know each other, they share their concerns, news and success stories, and how they can present new issues or information forward to Council and keep in contact with me in regular updates.*

# Hastings Highlands Education Day



Summer of 2016





# More from the 2016 Education Day...



*We covered topics from Fire Safety, to Nature Tours, our Fish Hatchery, Turtle Rescue, Native Plants, Endangered Species at Risk, Shoreline Buffer Zones to Lake Health and FOCA!*





## Local issue of note: Fireworks & Flying Lanterns



*Lake association meetings are hearing many complaints of fireworks being set off over the lake on any day, at any time of the night or early morning. This noise not only alarms sleeping families, birds and wildlife but now offers up various other hazards.*



HASTINGS HIGHLANDS COUNCIL HAS BEEN ASKED TO INVESTIGATE BY-LAWS REGULATING USAGE OF FIREWORKS



Floating debris from lanterns



**FIREWORKS  
INGREDIENTS :**

**Al - ALUMINUM**

**As - ARSENIC**

**Ba - BARIUM**

**Cd - CADMIUM**

**CU - COPPER**

**Hg - MERCURY**

**Li - LITHIUM**

**Pb - LEAD**

**Rd - RUBIDIUM**

**Sb - ANTIMONY**

**Sr - STRONTIUM**

**DO WE WANT THESE  
FALLING INTO OUR  
LOCAL LAKES ??**



## Display of a creation at 2016 Baptiste Lake AGM

< Fireworks

< The lake

< Some of those affected



# What's Next for Hastings Highlands?



*I believe the time has come for not only municipalities, but all levels of government to realize that they must now break down the silo's as they have existed.*

*Our municipal councils are elected to look after local business, and to enact good legislation. First and foremost, we are there to represent the best interests of our municipality. Small or large, we all face the same issues and the pressures of today's world. We all win by being open and welcome to listen to, and work together in collaboration with, all our ratepayers. **Our real mandate is to be sustainable**, not only financially, but to leave our lakes, forests and municipality in the best place we can be, for future generations.*

*In today's fiscal realities, small municipalities are finding ourselves totally stretched—not only to preserve what we have, but to look after present services as well as those of the future. We must all be innovative in our way of doing business.*

*I encourage you to reach out to your own municipal partners, and find ways to collaborate, for the benefit of everyone.*

*Together we can be stronger.*

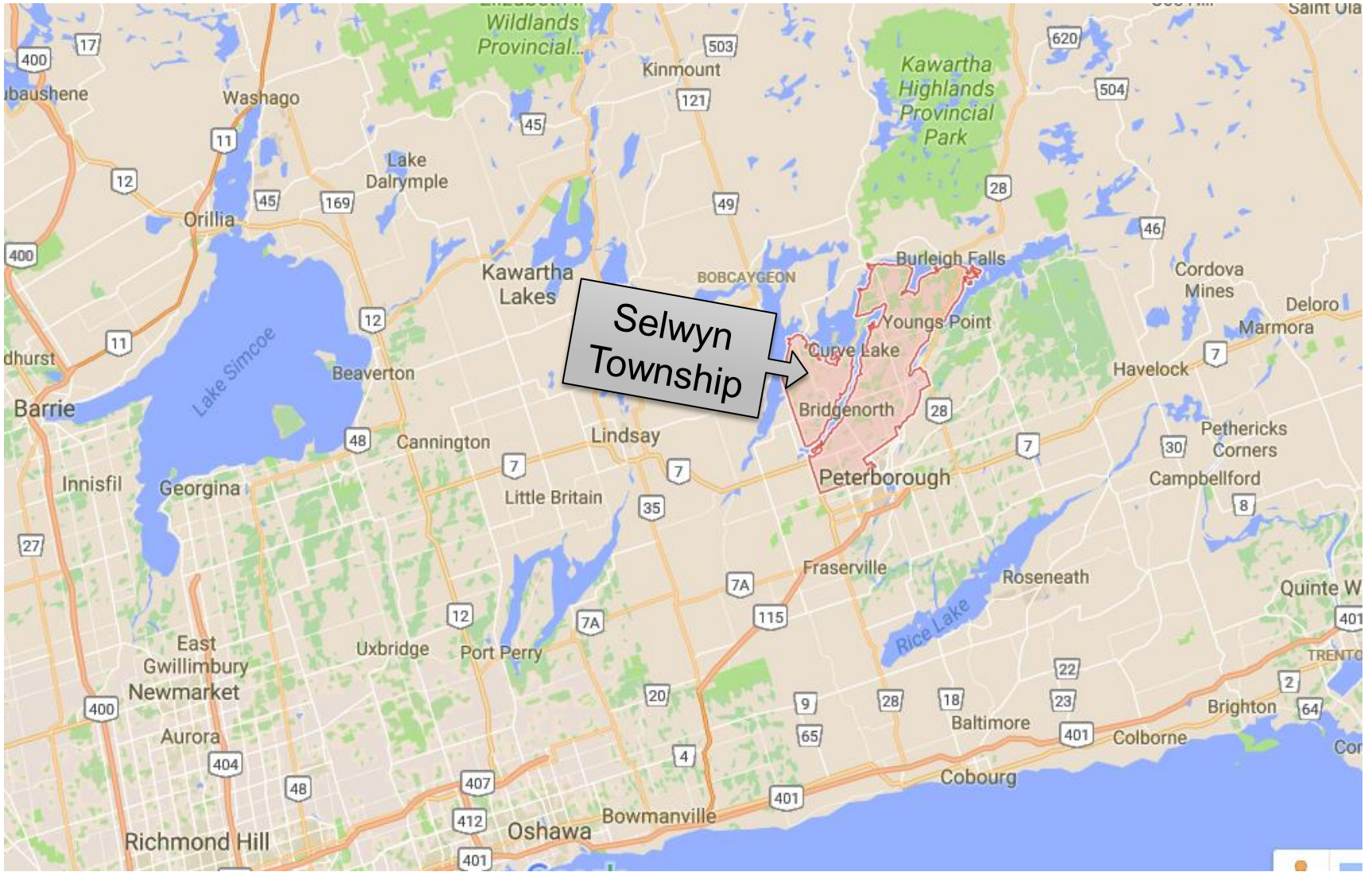
**Thank you!**

**MAYOR VIVIAN BLOOM  
MUNICIPALITY OF HASTINGS HIGHLANDS**

**[vbloom@hastingshighlands.ca](mailto:vbloom@hastingshighlands.ca)**









# Communication Initiatives for a Broader Reach

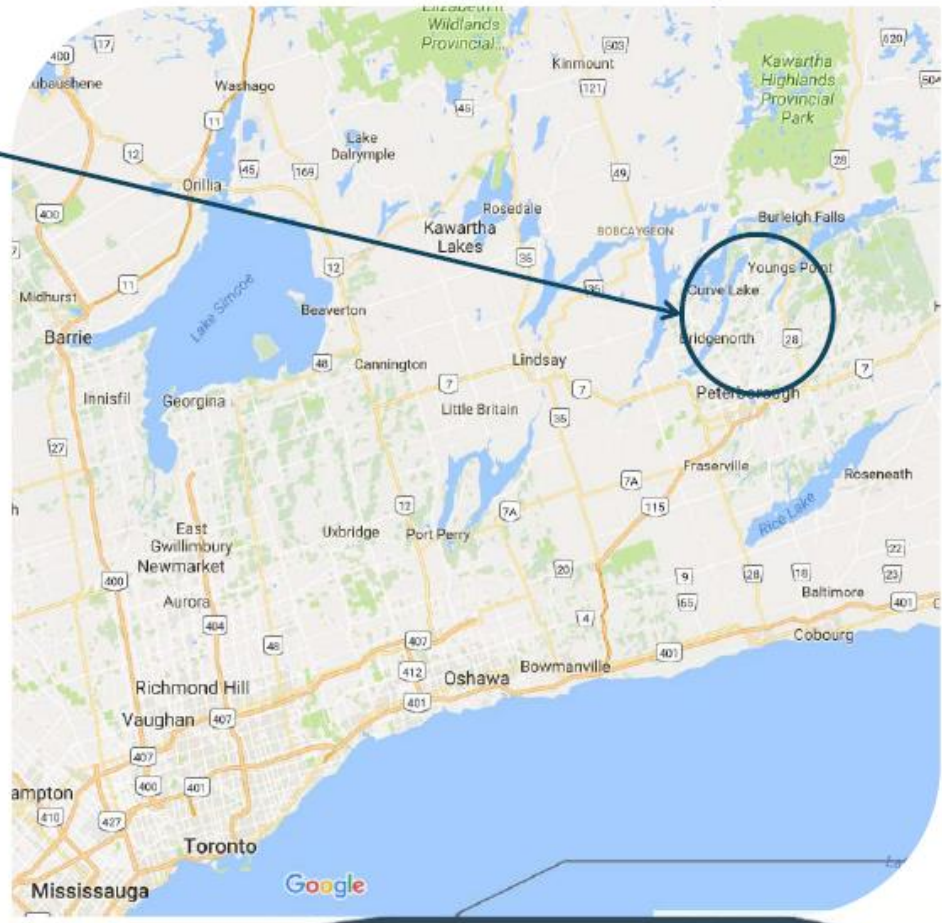
Township of Selwyn  
Mayor Mary Smith

# Selwyn - Quick Facts



- Population approximately 17,000
- Situated centrally in the County of Peterborough, and bordered by the City of Peterborough in the southeast.
- The Township of Selwyn is approximately 100 km and 1 hour from the Greater Toronto Area (GTA).
- Located along the Trent Severn Waterway





# Seasonal Properties



- Percentage of Waterfront Property in Selwyn: **34%**
- Percentage of Waterfront Property owned by seasonal residents: **50%**





# Communication Efforts



- Council Communicator
  - Started in 2007
  - Mailed annually to all ratepayers locally and abroad



# E-Newsletter



- Started in 2014
- Emailed to an average of 450 users monthly
- The contact list has grown by 37% over the past year





# Social Media



- **Facebook** - 862 total followers
- **Twitter** - 1,235 total followers



# Livestreaming



- Started in May 2016
- Viewers can watch live and archived videos



# Other Communication Efforts



- Tax Insert
- Bi-Weekly Newspaper Information Ad – “The Spotlight”
- Selwyn Services Guide
- LED signage



**2016 Information**

**Town of Selwyn**  
 Office Location: 127 Lakeshore  
 Selwyn, ON  
 Mailing Address: PO Box 170  
 Selwyn, ON N0C 1C0  
 Tel: 505 342 8687  
 Toll free 1-877-324-7674  
 Email: info@selwyn.ca  
 www.selwyn.ca

**2015 - 2016 Members of Council**

**Mary Smith - Mayor**  
 Phone: 505-452-6781 (Home office)  
 mm@selwyn.ca

**Sherry Smith - Deputy Mayor**  
 Phone: 505-699-6282 (Home office)  
 ssmith@selwyn.ca

**Dennis Belliveau - Executive Ward Councillor**  
 Phone: 505-203-1124 (Home office)  
 dbelliveau@selwyn.ca

**Gary Haines - South Ward Councillor**  
 Phone: 505-203-1210 (Home office)  
 ghaines@selwyn.ca

**Andy Linder - East/West Ward Councillor**  
 Phone: 505-452-1380 (Home office)  
 alinder@selwyn.ca

**Township of Selwyn Announcement**  
 Sign up today for the Township Announcement! Sign up to start an interesting project, improve a park and facilities, commission a study and much more! Provide your name and e-mail address on the form today to get connected today!

**Business Directory**  
 Want to get your business noticed? Add your business to the 2016 Business Directory for free through the Township website at [www.selwyn.ca](http://www.selwyn.ca). This directory lets you manage your listing and change information as needed. You can post your location, hours, Facebook & Twitter pages if on the site to advertise!

Update your profile online today from our secure Web Content (to be viewed: 403.2486.4034) or by email.

**Township of Selwyn**  
 Municipality of Choice  
 2016

**What's Inside**

- Recycle & Garbage Information
- Facilities
- Township Snow Services
- Parks & Beaches
- Summer & Winter Programs
- Trails
- Markets
- Libraries
- Clubs / Societies
- Records
- Meetings
- Community Care
- Service Information
- Community Events

[www.selwyn.ca](http://www.selwyn.ca)

**Township of Selwyn**  
**Spotlight**

**Spotlight on... Selwyn**  
 This month's spotlight is on the town of Selwyn. We will be highlighting the town's many accomplishments and achievements. This month's spotlight is on the town of Selwyn. We will be highlighting the town's many accomplishments and achievements.

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**Addendum:** *In response to a question from the floor after this presentation, Mayor Smith's office forwarded the following information to FOCA.*

**Approximate Annual Communications Costs:**

- Council Communicator (8 page tabloid style on newsprint, full colour, direct mail-out) – \$13,000
- eNewsletter (emailed monthly) - \$210
- Livestreaming – Implementation \$8000 – Annual \$600
- Spotlight Newspaper Ad (1/4 page, full colour, bi-weekly) - \$3900
- Social Media (Facebook and Twitter) – Staff time



Got an example of a great rural  
municipal success story?

Share it with FOCA!

[info@foca.on.ca](mailto:info@foca.on.ca)