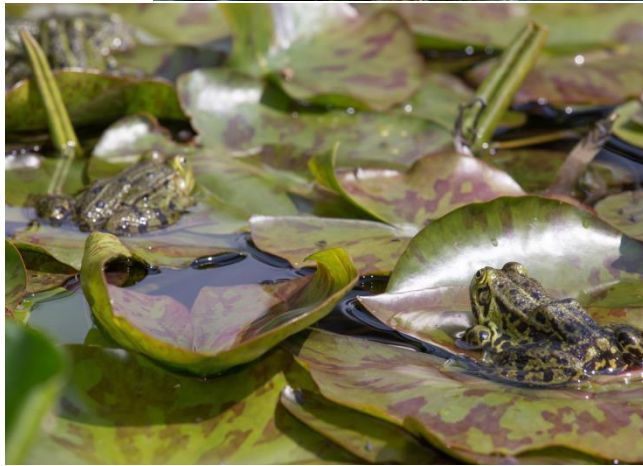




NORKLA



The Coalition of Haliburton Property Owners Associations – overview

- A Non profit, all volunteer, Ontario licensed corporation
- Founded in 2008 by 23 lake associations
- Now has 50 LA and over 100 lakes (17,000 properties)
- Has only One Goal & One Vested Interest
 - To protect and enhance the lakes of Haliburton Highlands
 - We do not have vested interests in \$ or status – just in lake health
- Managed by an 8 member Board (experienced in Managing, Marketing, \$, Strategic Planning, Educating etc..)
- Funding
 - 8% by member fees from LA
 - 92% from funding agencies (\$428k) & social enterprise(\$32k)
- Great working relationships with numerous orgs, funders & government

C.H.A. way of operating

- **Integrity and professionalism above all**
 - Actions based on best available science
 - Keep learning up to date
 - All materials peer reviewed
 - Treat all with respect
 - Educate before legislate
 - **Proactive to prevent lake health issues**



The scientific advice we got

- We have been turning to the # 1 lake health expert in Ontario (Dr. Norm Yan) since our 1st year
- In 2009 I met with Dr Yan and Dr Andrew Paterson and asked them
 - How do we know when we have a problem?
 - What should our priority be?

Their strong, unequivocal answer

- While testing is important
 - **When you know you have a problem it is already too late**
 - **Therefore – act now to prevent problems**

The 2 highest priority areas

- **Septic Health**
- **Protecting and reestablishing Natural Shorelines**

I continue to check in with Dr Yan regularly



Our Operating mode

- **Act now to prevent problems – don't wait**
 - Do not take on projects that are already a responsibility of another org such as FOCA, CEWF etc
- **Focus on one priority at a time**
 - Set goal
 - Determine obstacles
 - Develop solutions
 - Implement
 - Be persistent
- Educate before legislate
- Professionalism = integrity, Peer review all materials, act professionally



gg73129233 GoGraph.com

Using Marketing Techniques

In my Biz

- Built value chains involving
 - Major Super Market chains
 - Processors
 - Distributors
 - Farmers

I had to convince each org to participate and do things very differently

Understand each player – in as much detail as possible

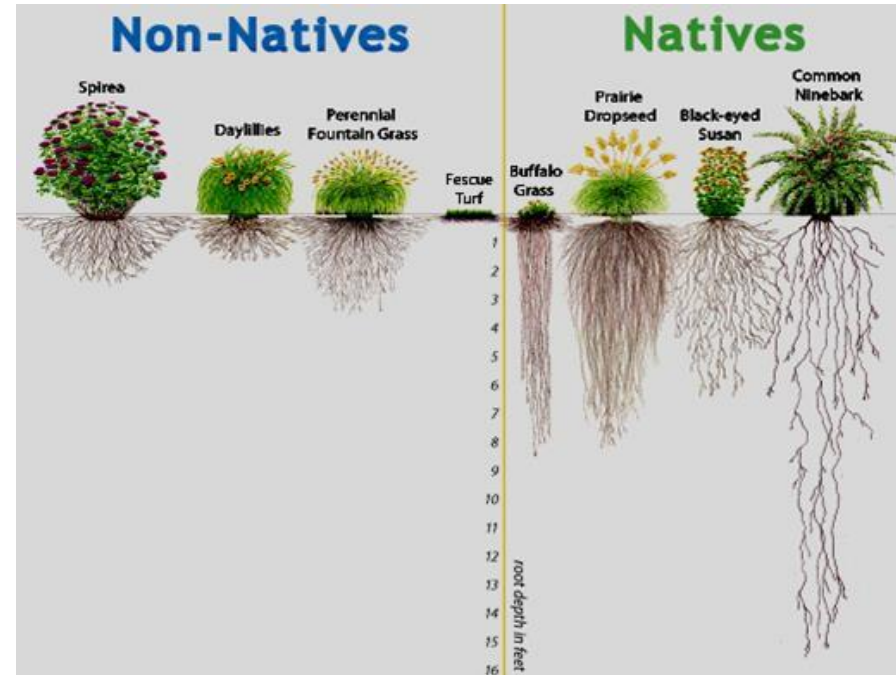
- Who are the decisions makers
- How do they make their decisions
- What are their hot buttons
- How do they judge business success
- What do they need to hear to be able to change

Tailor the message to each org and decision maker

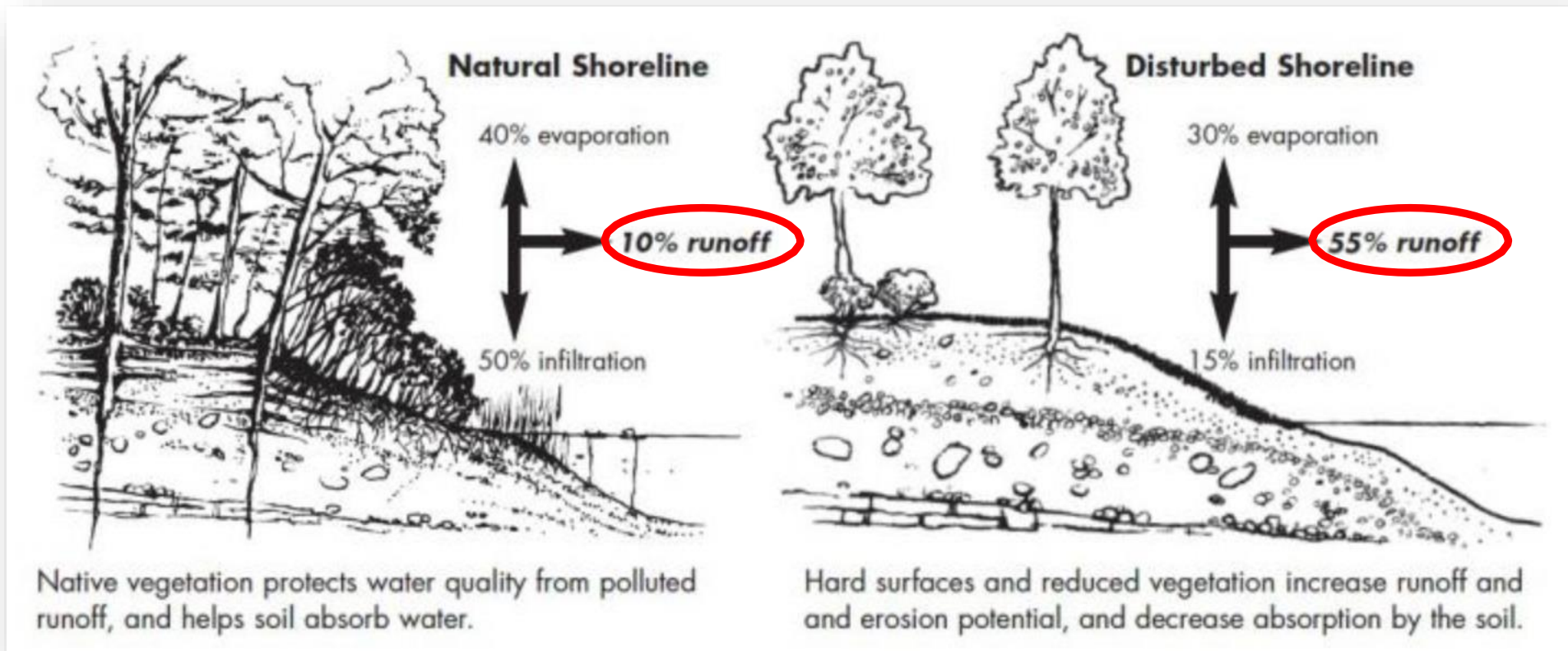
Be trusted and keep adding trust

Natural Shorelines

- Direct relationship to lake health
- 80-90% of all lake life
- Minimum = 75% lake back 30 metres
- Habitat
 - Benthics, Fish, Frogs, butterflies
- Filtering **Phosphorous** & other Pollutants



1 reason Natural Shorelines Are Critical

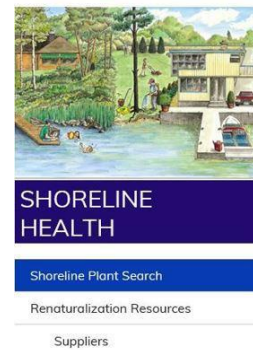
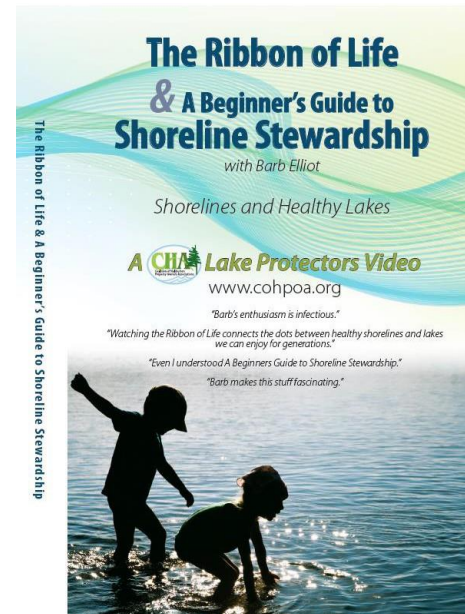


Natural Shorelines

- 1st step research on issue
- 2nd education and train the trainers
- 3rd step – where do we stand vs the 75% necessary =
 - Partners
 - Trent U
 - Watersheds Canada
 - Canadian Wildlife Federation
 - Most ambitious program of the C.H.A.
 - 4+ years of work -
 - 12,592 volunteer hours = 6.7 person years
 - \$300,000 budget – 95 % from funders
 - 13,484 Properties & 13,484 Reports =
 - 1,072 Kms of shoreline (Minden to Baltimore Maryland)
 - 2X More lots done in 4 years than Muskoka WC has done in 8 years



- Results – 92% of lakes need renaturalization
- Average = 47% Natural vs 75% needed
- Next Steps
 - Survey of property owners to determine obstacles to renaturalization
 - Motivation
 - Knowledge of how
 - Who
 - **Educate & Provide tools**
 - 30 demo renaturalizations on lakes
 - Ribbon of Life & Beginners Guide To Shoreline Renaturalization Videos – Fleming College
 - Tip sheets
 - Ribbon of Life Bags filled with info
 - Media campaign
 - Healthy Lakes Contest
 - Tax Bill Insert
 - Tools
 - Videos
 - Slope, Soil type
 - Plant Selection Guide
 - Worked with Local companies, Watersheds Canada Natural edge, Master Gardeners



you are here: [home](#) > [shoreline health](#) > shoreline plant search

Shoreline Plant Search

Shoreline Vegetation - Expert Recommendations

Please select a plant type *(required)*

Plant Type

Soil Types Sunlight Moisture Location Other Options

Shoreline Education– beshore



Education is not enough

- Destruction continues
- Can't reach all
 - Media access
 - Constant turnover
 - Even tax bills
 - New owners act before we have time to reach them



Summer 2020 - One lake



Shoreline Preservation bylaw – the History

- 2018 ppt to County Council
 - Review importance
 - Results of LYL
 - Mayor recos a by law to replace tree by law
- Staff asked to start process
- By 2021-2 we have a draft
- The debate starts in earnest
- We now have a by law – only being enforced in 3 Municipalities

The Coalition of Haliburton Property
Owners Associations - C.H.A.

Love Your Lake Shoreline Assessment Project

Final Results & Next Steps

Presentation to County Council

June 27th 2018



www.cohpoa.org

Shoreline Preservation bylaw – the History cont.

- The fight
- Opposition starts up
 - Misinformation
 - Vested interests & stay off my land
- Realize we have to do more
- Strategy
 - Convince the voters
 - Convince the council members

[Beshore Radio ads](#)



Shoreline Preservation bylaw – the History cont.

- The Voters
 - Info sharing
 - Impact of Covid
 - Media
 - Lake assoc
 - Beshore
 - Professionally designed
 - Media campaign
 - Radio ads
 - Newspaper ads
 - Absence of social media
 - Website



Shoreline Preservation bylaw – the History cont.

- Council Member campaign
- Start with recognition of influenced by
 - Public opinion
 - Main contacts
 - Organizations
- Public Opinion
 - Surveys by lake assoc
 - Some professionally designed and implemented
 - Results
 - Communicate with Council

Shoreline Preservation bylaw – the History cont.

- Contacts
 - Identify key influencers for each council member
 - Identify sympathetic influencers
 - Reach out
 - Discuss best strategy for approach
 - provide tools
 - Implement
- Organizations
 - Meet and discuss
- Reinforce in advance of each meeting
- Change strategy as needed
- Constant ear to ground



Be Prepared for nasty

- Council members
 - Nasty emails
 - Threats of legal action
 - Threats of election consequences
 - Came to nothing
- Threats to supporters
 - Personal examples



Our Mistakes

- Clearly communicate the Why
- Coles notes version
- Don't let the opponents control the discussion
- Need social media
- Took too long
 - Keep focus on from start to finish
 - staff and Council



Our recommendations for any bylaw

- Permit based system – not complaint based
- Covers
 - All vegetation – not just trees
 - Moving soil
 - Changing slope
- Allows
 - Path to lake
- Penalties
 - Apply to homeowner and contractor
 - Strong enuf to dissuade



Our recommendations for any bylaw cont.

- Communications
 - Well communicated in advance
 - KISS
- To
 - Property owners
 - Landscapers
 - Tree companies
 - Realtors
 - Builders

LAKE HEALTH INFORMATION

CHA
Coalition of Haliburton
Property Owners Associations

FREE Tip Sheets:

- Fishing
- Erosion
- Septics
- Renters & Guests
- Invasive Species
- Shoreline Health
- Water Saving

The collage includes images of children playing in a lake, a wooden dock extending into a lake, a loon with its chick, a wooden chair on a dock, a moose in a lake, and a person fishing. Several 'FREE Tip Sheets' are shown, including 'LAKE HEALTH', 'LAKEBANK DISTURBANCE', and 'LAKEBANK EROSION'.

