

AGENDA
SHERBROOKE LAKE STEWARDSHIP COMMITTEE

Monday, 02nd May 2019 at 7p.m.
Chester Municipal Office, 151 King Street, Chester

Page

1. Call to Order
2. Approval of Agenda (as circulated)
3. Approval of Minutes of February 28th, 2019 (as circulated) 3
4. Business Arising from Minutes & Unfinished Business
 - 4.1 Council Presentations: Decisions & Actions
 - 4.2 Communications Strategy (as circulated) 5
 - 4.3 Membership Update
5. New Business
 - 5.1 Terms of Reference (as circulated): Goal Setting 9
 - 5.2 2019 Water Testing Program
6. Other Business
7. Next Meeting
8. Adjournment

**Sherbrooke Lake Stewardship Committee
Thursday, February 28, 2019
Forest Heights Community School
Minutes**

Attendees: Garth Bangay, Blake McDonald, Robin McAdam, Sarah Macleod, Trudy Payne, Chad Haughn, Sarah Kucharski (MODL Communications Officer)

1. Approval of Agenda

Motion: That the agenda be approved as circulated. Moved by Blake. Seconded by Robin. Motion carried.

2. Approval of Minutes

Motion: That the minutes of December 13, 2018 be approved with three changes, in Blakes name remove the “a” from MacDonald, in Chads name add an “n” to Haughn and the last sentence of the minutes should read “Trudy will investigate the maintenance sharing agreement of the YSI with MOC and MODL.”

Moved by Robin. Seconded by Blake. Motion carried.

3. Approval of Coastal Action Reports

There were several suggested changes for the “Two Page Report”:

- a) Figure 1 description, “quality” is spelled wrong.
- b) Top of page 2, “lake” needs to be capitalized.
- c) The algal bloom photo from France will be changed to a local photo.
Action: Trudy will contact the Dept of Agriculture to get permission to use a photo from Lake Torment.
- d) For the photo, remove reference to “cyanobacteria” and label it algal bloom.
- e) Add MOC and MODL website addresses for online access to the reports.

In the main report, Sarah M. included everyone’s suggested changes since the last meeting. There were two additional suggestions at the meeting. One, the two-page report should be attached to the full report to act as a summary. Two, a transmittal letter from the committee to the two councils should be attached to the front of the document.

Action: Garth will draft a transmittal letter.

Motion: That the two Coastal Action documents be approved with the changes described above. Moved by Robin. Seconded by Blake. Motion carried.

4. Communications Plan

Sarah K. lead the group through a discussion about a communications plan.

- a) **Presentations.** The reports and a proposed budget for this season need to be presented to both MODL and MOC councils. Tentative dates are March 26th at MODL and March 28th at MOC.

Action: Trudy & Chad to confirm presentation dates to the respective councils.

Action: Robin will create Power Point slides for the presentations. Sarah M. will present with a committee member. The presentation will cover findings for 2018, plan for 2019 as well as the communications plan.

- b) **Online.** The reports will be circulated through social media, websites, email, etc....
- c) **Open House.** Sarah K. suggested that the group might want to consider an open house to educate the public, involve all current volunteers and engage new volunteers. MODL will prepare and organize the open house. It was suggested that we might want to hold two open houses, one in New Ross and one in Parkdale Maplewood.
- d) **Key Messages.** The committee needs to develop key messages for the water quality monitoring work. Some suggestions included assurance to residents that the program is thorough and will be a warning system for changes in water quality. We want to reinforce good behaviour (education).

Action: Sarah K. will put together a brief communications plan and will send out to the group in about one week's time.

5. Monitoring for 2019

Sarah M. presented a budget for 2019 (see attached). Table 1 & 2 is the budget for the year. Tables 3 – 5 include work done by volunteers and is the amount we would need to pay Coastal Action if we choose not to use volunteers.

There was a suggestion that the group attain a rainfall monitoring station.

Motion: That the stewardship committee budget for 2019 be approved as presented.
Moved by Blake. Seconded by Robin. Motion carried.

6. Committee Membership

Trudy reported that two applications for membership on the committee were received before the deadline. Unfortunately, both applicants were residents of MODL and to meet the terms of reference we need one resident from MODL and one resident from MOC. MODL appointed Ken Ruth to the committee. MOC has re-advertised to try and recruit a MOC member.

7. Adjournment

Motion: That the meeting be adjourned (9:10pm). Moved by Blake.

Sherbrooke Lake Water Quality Monitoring Communications Plan

March 14, 2019

Background

Sherbrooke Lake, located in Lunenburg County, is a 15-minute drive east of the community of New Germany and a 35-minute drive north of Bridgewater. The lake is home to permanent residents, lakefront cottages, and a summer camp; however, it does not currently have a dedicated space for the general public to enjoy the lake.

For over three decades the Municipality of the District of Lunenburg has identified public access to large bodies of water as a priority for its recreation network. In 2003 the Municipality developed and adopted its Open Space Strategic Plan. The plan formalized a variety of priorities for acquiring and developing open space recreational land. Public access to Sherbrooke Lake is one of the Municipality's top five open space priorities. A park plan was presented to Council in October 2018.

A common theme in the open houses, in questions about objectives, and in the open-ended questions was that the natural environment of Sherbrooke Lake—and its continued health—is very important to respondents. Any public space on Sherbrooke Lake should be respectful of the natural environment and be designed to enhance it.

As a response to the public concerns of Sherbrooke Lake's health, a water quality monitoring program was established in the spring of 2018. A group of trained volunteers, comprised of trained volunteers, take field measurements and water samples each month from May to October. The monitoring program is led by the Sherbrooke Lake Stewardship Committee, a group comprised of five citizen representatives appointed by the Municipality of Chester and the Municipality of the District of Lunenburg. The group receives technical support from Coastal Action. Both municipalities fund the program in support of their desire to provide public access to Sherbrooke Lake.

Council priority

Open Space Strategic Plan

Approach

We will apply an integrated marketing communication approach, designed to achieve our objectives through the use of paid advertising, public relations, community relations, social media and paid assets. Consistent messaging will be delivered in all tactics and across all mediums.

Goal 1: To increase public awareness over time about current and changing water quality conditions in Sherbrooke lake.

Goal 2: To focus public concern on the need to protect Sherbrooke lake water quality and associated environmental conditions.

Goal 3: To reinforce the message that maintaining Sherbrooke lake's current water quality is everyone's responsibility and that volunteering through the Stewardship committee is welcome.

Sherbrooke Lake Water Quality Monitoring Communications Plan

March 14, 2019

Output-based Objectives

- Accurate and positive media coverage of key messages and program facts based on content analysis of media coverage.
- Reach 420 (100%) of households on Sherbrooke Lake (420 properties in total abutting the lake; 226 in MODL and 194 in MODC) through a direct mail letter with a call to action and educational content
- Hits on web pages specific to the program will increase from 100 pageviews before March 5, 2019, to more than 500 pageviews by October 31, 2019.

Outcome-based Objectives

- Increase water quality monitoring volunteers by 3 people by October 30, 2019.

Solution Overview

Our research led us to pursue the following solutions:

1. Positive messaging
2. Focus on positive environmental change
3. Face to face communication

Tactic	Responsibility	Budget
Coastal Action Report	Sarah M (Coastal Action)	\$0
Coastal Action One Pager	Sarah M (Coastal Action)	\$0
Website content - FAQ	Sarah M to write Questions, Sarah M and Committee to write Answers, and additional Q&As, Sarah and Jennifer to post on modl.ca and chester.ca	\$0
Municipal Matters (MODL) & Municipal Insight (MODC)	Sarah K to write, Committee to approve	\$0
Coastal Action's reach (email, social media, Coastal Chronical)	Sarah K to write, Committee to approve, Sarah (Coastal Action) to distribute	\$0
Carolyn's Corner article in South Shore Breaker	Sarah K to write, Committee to approve	\$0
Sherbrooke Lake Email List	Sarah K to write, Committee to approve, Sarah to send	\$0
Direct mail to Sherbrooke Lake homeowners	Sarah K to write, Committee to approve, Sarah to arrange distribution	\$300
Facebook content	Sarah K to write, Committee to approve, Sarah to post, Jennifer to post	\$0
Facebook ads	Sarah K to write, Committee to approve, Sarah to post	\$500
	Total	\$2,000

Sherbrooke Lake Water Quality Monitoring

Communications Plan

March 14, 2019

Evaluation

We will know we were successful by:

- Accurate and positive media coverage of key messages and program facts based on content analysis of media coverage.
- Reach 420 (100%) of households on Sherbrooke Lake (420 properties in total abutting the lake; 226 in MODL and 194 in MODC) through a direct mail letter with a call to action and educational content
- Hits on web pages specific to the program will increase from 100 pageviews before March 5, 2019, to more than 500 pageviews by October 31, 2019. (Sarah to check current pageviews)
- Increase water quality monitoring volunteers by 3 people by October 30, 2019.

Terms of Reference:
Sherbrooke Lake Stewardship Committee
Municipality of the District of Lunenburg

Approved: April 25, 2017

Introduction

In 2015, the Municipality of the District of Lunenburg (MODL) appointed a Sherbrooke Lake Access Advisory Committee (SLAAC) which consisted of ten community volunteer members from both MODL and the Municipality of the District of Chester (MODC). MODL made the commitment of providing public access to Sherbrooke Lake. The mandate of the committee was “to provide broad based community advice to the Municipality, provide options available for establishing public access to Sherbrooke Lake, and to engage the public using various methods to ensure community input throughout the process of determining public access to Sherbrooke Lake.”

In 2015, UPLAND Planning + Design was hired to conduct an extensive public consultation process which consisted of a survey (over 1,000 valid responses), three public open houses and a focus group. This public consultation report helped SLAAC in assessing potential properties and making recommendations to MODL Council. The report was presented to the two Councils in June/July 2016. One of the recommendations was to establish a Sherbrooke Lake Stewardship Committee who would be responsible for a water quality monitoring program for the Lake.

The Municipality of the District of Lunenburg (MODL) has a vision in that Sherbrooke Lake remains a popular and desirable destination where people can enjoy recreational activities and feel safe with the quality of the water and the surrounding environment, as referenced in the Memorandum of Understanding (MOU) with the MODC and the SLAAC’s final report (www.modl.ca/sherbrooke).

Mandate/Purpose

1. The purpose of the Sherbrooke Lake Stewardship Committee, hereinafter referred to as the Committee, will be to develop a water quality monitoring program to establish a baseline to aid in the evidence based decisions concerning the development of the properties acquired by MODL for public use. This approach will aid in gathering essential data and research when making decisions beyond phase one (as outlined in the MOU) of the properties’ development. The water quality monitoring program will begin in 2017-2018 fiscal year which would provide a baseline. For clarity, the role of the Committee shall be strictly advisory in nature. The Committee is only responsible for the water quality monitoring program and will provide both MODL and MODC with any information it obtains. The Committee shall not participate in any management structure or decision making pertaining to the proposed park site (properties owned by MODL).

Composition

2. The Stewardship Committee is a volunteer committee of the MODL Council, and shall be composed of the following:

- One representative of the Bluenose Coastal Action Foundation, who will act as an ex-officio member
- At least one person with professional knowledge of the techniques of water quality monitoring in the fields of source water protection, ground water protection, waste water management, and storm drainage.
- Two residents and/or land owners in MODL
- Two residents and/or land owners in MODC

Members that serve on this Committee are ineligible to serve on the Sherbrooke Lake Park Advisory Committee.

All Committee appointments are subject to approval of MODL Council, and Council may change the composition or membership of the Committee at any time.

Term

3. One resident and/or land owner from MODL and MODC will serve one year and one resident and/or land owner from MODL and MODC will serve for two years. With each new appointment, a term will be for three years.

Absences

4. If a Committee members is absent for three (3) consecutive meetings without reasonable cause, the Committee can make a request to MODL Council to replace the absent member.

Structure

5. The Committee shall elect a Chair, Vice-Chair and Secretary annually. The term of appointment shall be for one year, renewable.
6. The Chair will be responsible for calling and chairing meetings, developing the meeting agenda and distributing it to all Committee members in advance of the meeting, ensuring the active participation of members and that decisions are made based on consensus. Where consensus cannot be reached, a decision will be made by simple majority. The Chair will serve as the spokesperson of the Committee. In the absence of the Chair, the Vice-Chair will assume the responsibilities of the Chair, or if neither the Chair or Vice-Chair are available an alternate may be appointed by the Committee.
7. The Secretary of the Committee will take minutes, distribute them to all Committee members and ensure they are posted on both MODL’s and MODC’s websites. Minutes will not be posted until approved by the Committee.
8. Quorum will be 50% + 1.

9. Sub-committees or working groups to address specific responsibilities outlined in the terms of reference may be established by the Committee. Sub-committees will report back to the Committee.
10. All members of the Committee shall serve in a volunteer capacity without remuneration from MODL or MODC, other than travel costs which will be based on an established per km rate by MODL.
11. The Committee shall meet as necessary, but no less than three times a year.
12. An orientation session will be held annually to review the Committee's purpose and duties.
13. When a member's term is up an ad will be posted seeking individuals to apply to serve on the Committee. Applications will be forwarded to the MODL Nominating Committee of Council, who will then make recommendations of appointments to MODL Council. All Committee member appointments will be made by MODL Council.
15. All meetings will follow the meeting procedures and rules of debate as per policy MDL-01 and the Government of Nova Scotia Conflict of Interest Policy shall be followed.

Duties/Responsibilities

16. To develop and implement a water quality monitoring program.
17. To identify the boundary of the area for monitoring, including, lakes, streams, wetlands and other water bodies associated with Sherbrooke Lake, that shall be monitored.
18. To work closely with Bluenose Coastal Action Foundation and their water quality monitoring program of the LaHave River; and with the residents who currently conduct water quality testing on Sherbrooke Lake.
19. To identify and assess risks to water quality associated with development in the affected area, including but not limited to:
 - construction activity, including construction equipment and
 - storage/disposal of construction materials;
 - watercourse and wetland alteration;
 - silvicultural operations;
 - vegetation removal;
 - soil erosion and siltation;
 - land level alteration;
 - pesticide use
 - recreation activity, including use of all-terrain vehicles
 - malfunctioning septic systems

And make recommendations to MODL and MODC.

20. To compile information about water quality monitoring and protection programs for MODL, MODC and their residents.
21. To determine an appropriate protocol for water quality monitoring, including periodic monitoring and an annual review.
22. To participate in locally available workshops about water quality monitoring.
23. To train volunteers in the practice of water quality monitoring.
24. From time to time, to request that individuals or groups make representations to the Committee on matters affecting the area.
25. Strive to obtain and become familiar with information and reports related to Sherbrooke Lake.
26. Participate in field tours and site visits as required.
27. Share resources, creativity, experiences and expertise.
28. Reflect community interests.
29. Locate and harness local human and other resources, where possible.
30. Engage in public education activities to educate residents and visitors about water stewardship and conservation, water quality, responsible boating, boating safety, healthy shoreline practices, and habitat restoration.
31. Coordinate with various levels of government in outreach activities and sharing of information.
32. To engage the technical services through Bluenose Coastal Action Foundation to assess the water samples of the Lake.
33. To produce an annual report outlining the water quality monitoring program; the results of the water testing and provide recommendations.
34. Look at best practices and make adaptations to water quality monitoring program.
35. The Chair of the Committee may be requested to provide updates to MODL and MODC Councils.

Administration

36. The Committee shall be supported by MODL staff and consulting resources when required. Staff at MODL will attend meetings as a resource to the Committee.
37. MODL shall provide administrative services such as map production, photocopying, seeking funding and posting minutes on the websites.

Funding

38. Any related expenses will be shared by MODL and MODC, to a maximum of \$7,000 annually from MODC unless otherwise agreed to by MODC.
39. The Committee must present a budget to MODL and MODC each year in February to enable MODL to budget for the upcoming fiscal year.

Reporting Structure and Annual Report

The Committee will prepare an annual report to MODL and MODC Councils reviewing its purpose, responsibilities and recommendations. The process will be led by the Chair of the Committee and may include a presentation to the Councils. The Committee may provide interim updates through the year if required.

Minutes and agendas are to be posted on MODL's and MODC's websites. Minutes will be posted once approved by the Committee.

Review

The Terms of Reference will be reviewed at least once every five years.