

Lakeland Conference



Shoreline Advisor Programs
September 19, 2009



BAPTISTE LAKE ASSOCIATION



Where are we?

- Baptiste Lake
 - NW of Bancroft Ontario
 - Right under Algonquin Park
 - West side of the Ottawa Watershed, headwater lake
 - 650 properties 60% Crown Land
 - 2300 hectares, 5400 with two other lakes
 - Lake Trout Lake
 - Lake Planning since 2005

The Lake Association (BLA)

- About 300 members, in business since 49
- Typical of many, transitioning from a lake social to a more active ratepayer group
- Had done water quality testing for years
- In 2007 decided that more active role in education required
- Had a history of doing some policing on behalf of municipality, more strident members
- www.baptistelake.org

The Shoreline Advisor Program, 2008

- Applied to FOCA (fall 2007), no money for 2008
- Applied to Lakeland Alliance RFP and approved in May, 2008
- Established key tenets for program:
 - Education on by-laws, good practices
 - All quasi-regulatory eliminated (photos, forms, releases)
 - Mature advisor with good interpersonal skills (trusted Advisor)

Promotion

- Went into high gear quickly
 - Opening Party presentation mid-May
 - Public Press articles with municipal support early June
 - Web site articles
 - Council Presentation early June
 - Block Captain forms and Q and A
 - Early July presentation at AGM
 - More press in July with testimonials from early users

Advisor Selection and Training

- Discussed the key needs with Mike Gibbs
- Selection reviewed with BLA
- Provided initial Training in lake info:
 - By-laws
 - Lake Plan
 - Member survey
- Trial site visits with Board
- Focus on personal visits

Positives and Negatives

- Over subscribed by late July
- Excellent response from members on visits
- Preaching to the converted
- Subsequent action proved value
- Should have done a better job on local suppliers of services
- No public sessions, so no opportunity to convince the sceptical
- Website, once started made it easy to apply

Questions??

