



# 19th Annual **LAKE LINKS**



*“Effective Engagement for Positive Action”*

# Webinar Features

This is Melissa Dakers! She is the Lake Stewardship Manager at Watersheds Canada.

This is the chat box. Posts are public to the whole group. Please type any questions you have throughout Lake Links. Each presenter will answer submitted questions at the end of their presentation.

Please do NOT use this button! Only presenters will be sharing their screens.

Kindly mute your microphone at the beginning of Lake Links. You can submit any questions you have to the chat box (top right).

Leave the call (hang up).

Kindly turn your video off at the beginning of Lake Links to help keep presentations running smoothly with the reduced bandwidth load.

Creates real-time closed captioning along the bottom of your screen.

Turn on captions

Present now

10

# Agenda

- **Isha Mistry, Christine Beaudoin, University of Ottawa & Dr. Steven Cooke, Carleton University**, “Action research to improve water quality in Canada’s Rideau Canal: How do local groups navigate environmental governance”
- **Terry Rees & Michelle Lewin, Federation of Ontario Cottagers’ Associations (FOCA)**, “How associations and organizations can use technology to stay connected and engage their members”
- **Gord Rodgers Memorial Award Presentation**
- **Rebecca Whitman, Rideau Valley Conservation Authority**, “What families can do to stay connected to nature and the lake”



# “Action research to improve water quality in Canada’s Rideau Canal: How do local groups navigate environmental governance”



**Isha Mistry**  
**University of Ottawa**



**Christine Beaudoin**  
**University of Ottawa**



**Project Intro by: Dr. Steven J Cooke**  
**Carleton University**



Image source: Dog Lake Association Newsletter

Blue-green algae bloom on Colonel By Lake

# ACTION RESEARCH TO IMPROVE WATER QUALITY IN CANADA'S RIDEAU CANAL: HOW DO LOCAL GROUPS NAVIGATE ENVIRONMENTAL GOVERNANCE?

By: Isha Mistry &  
Christine Beaudoin  
University of Ottawa

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Co-authors: Jyoti  
Kotecha, Holly Evans,  
Manuel Stevens, Jesse C.  
Vermaire, Steven J. Cooke,  
Nathan Young

Lake Links 2020

# Situating ourselves

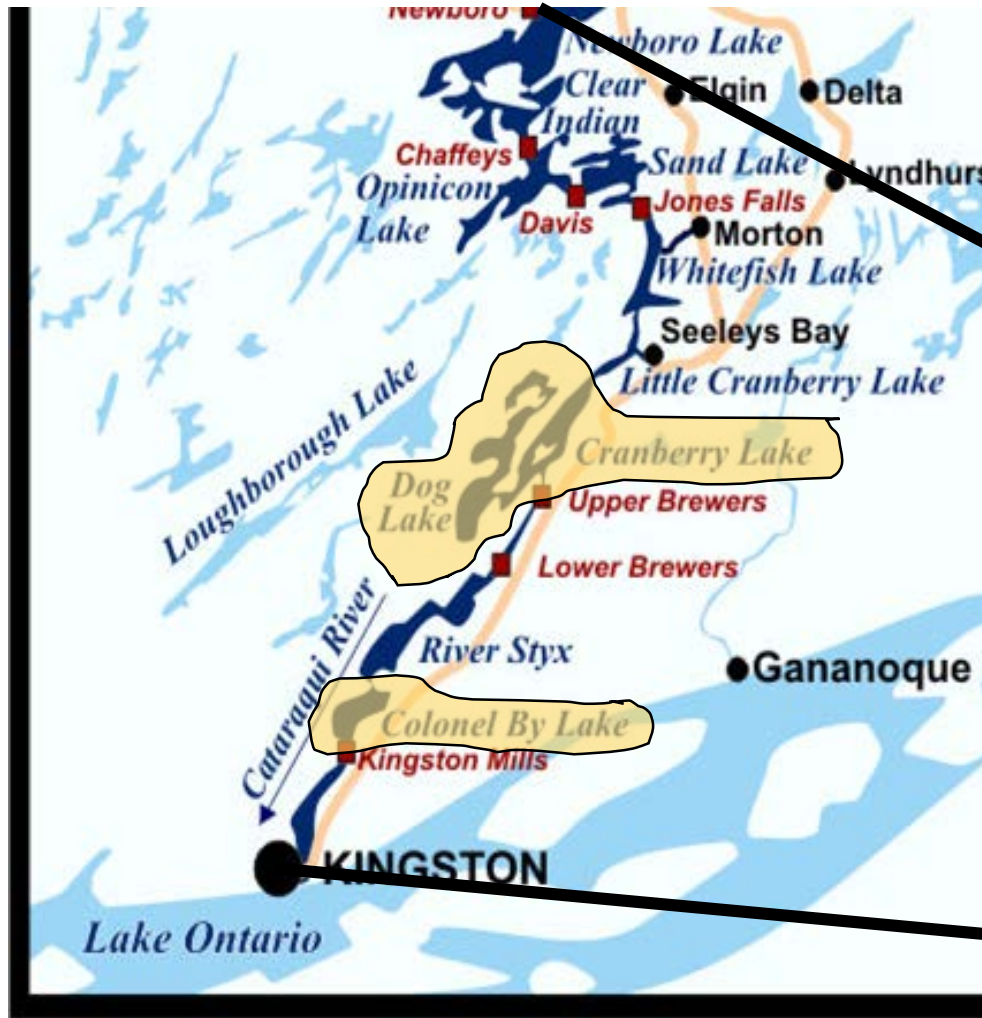


Image source: [www.rideau-info.com](http://www.rideau-info.com)

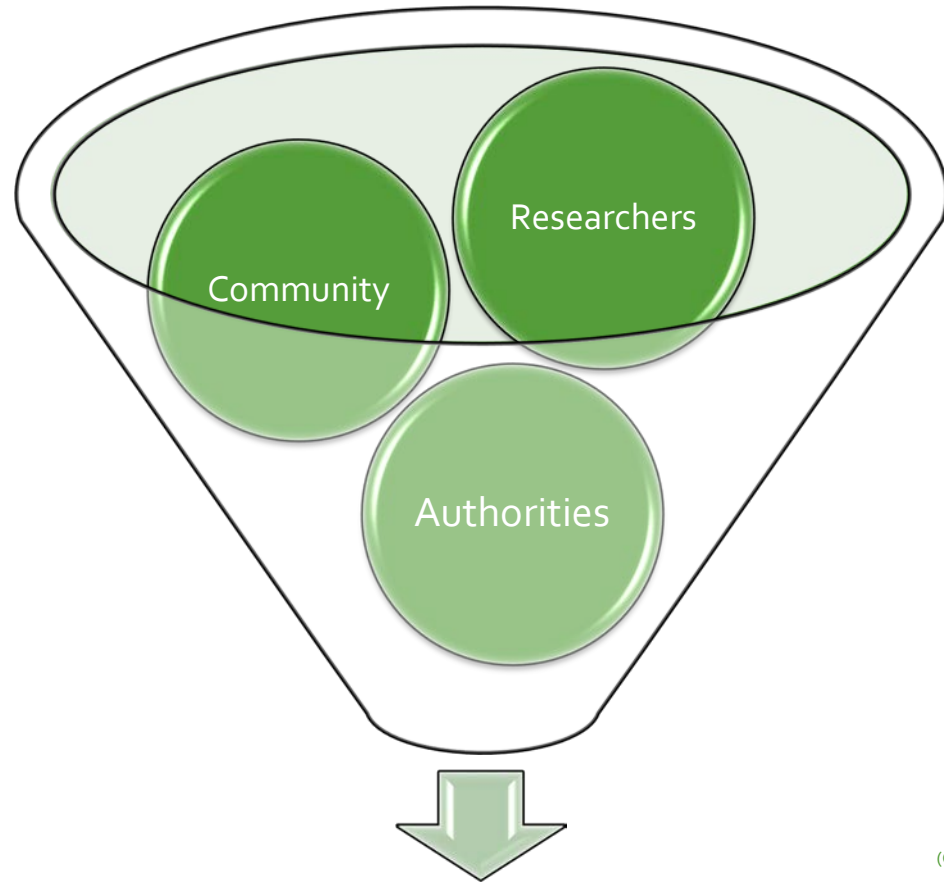
# Objectives

- (1) Examine activities and concerns of the Three Lakes Group (TLG)
- (2) Understand stakeholder views about factors impacting water quality
- (3) Use of collaborative systems thinking for engagement and positive action





# Action Research



**Action !**

Action research seeks to simultaneously understand social phenomena, promote change led by the actors involved and facilitate specific outcomes based on these new understandings

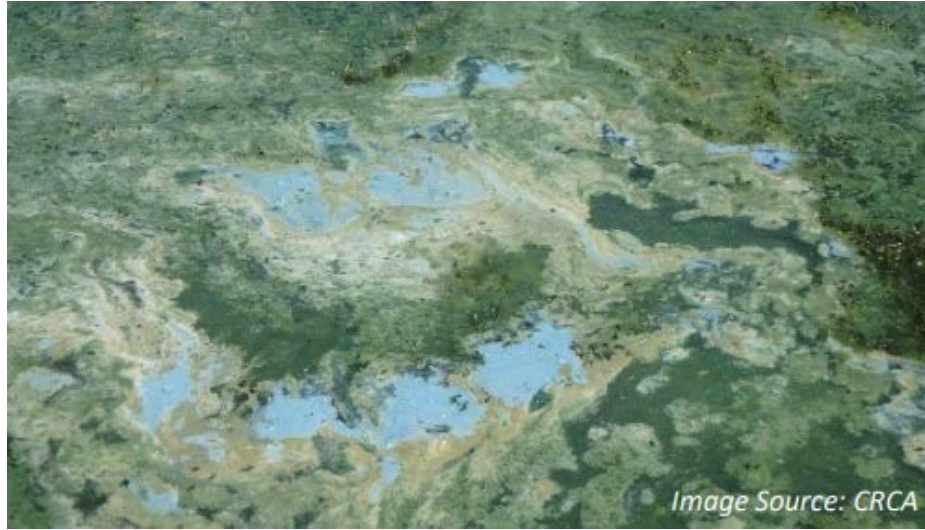
(Chevalier and Buckles 2019; Burns 2007; Hall et al. 2013; Bradbury 2015; Rauch et al. 2014; Elliott 2011; Klein 2012; Brydon-Miller, Greenwood, and Maguire 2003; Gloster, 2000)



# Activities and concerns of the Three Lakes Group (TLG)

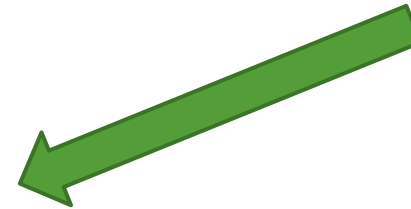
## WHAT

- water quality
- monitoring
- education



## WHY

- Governance issues:
  - Lack of capacity
  - Restricted mandates
  - Jurisdictional fragmentation

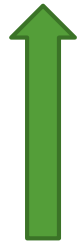


## WHO

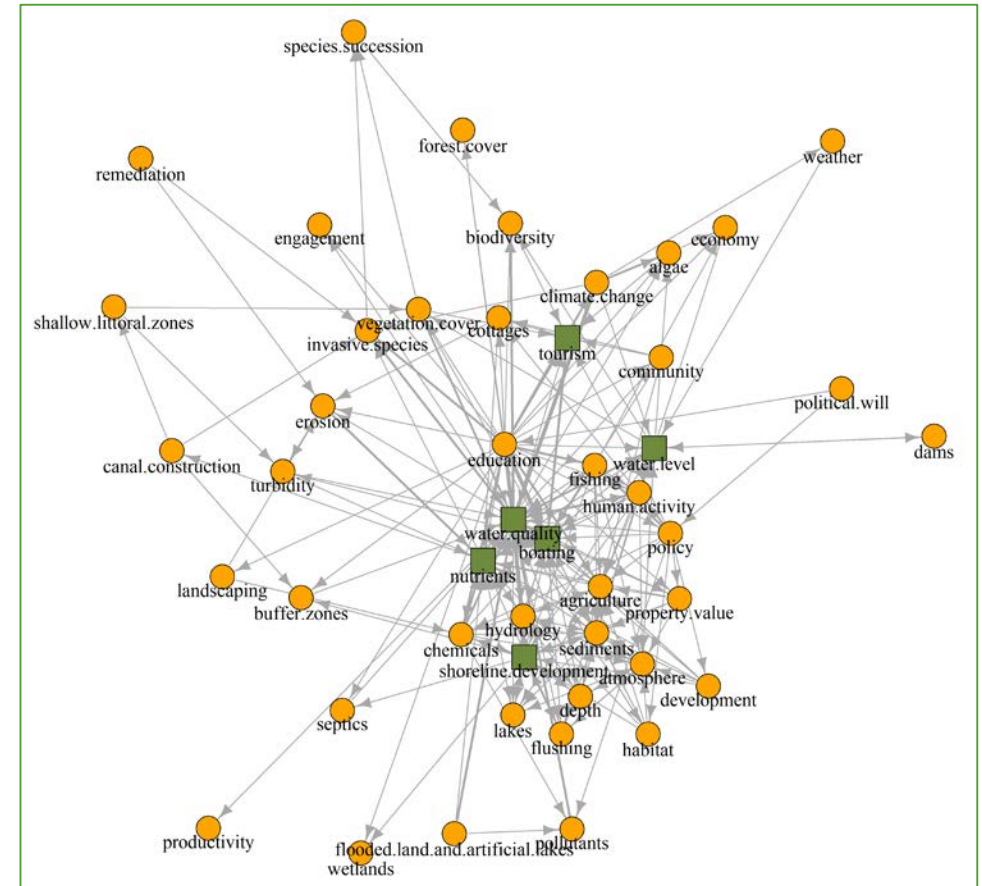
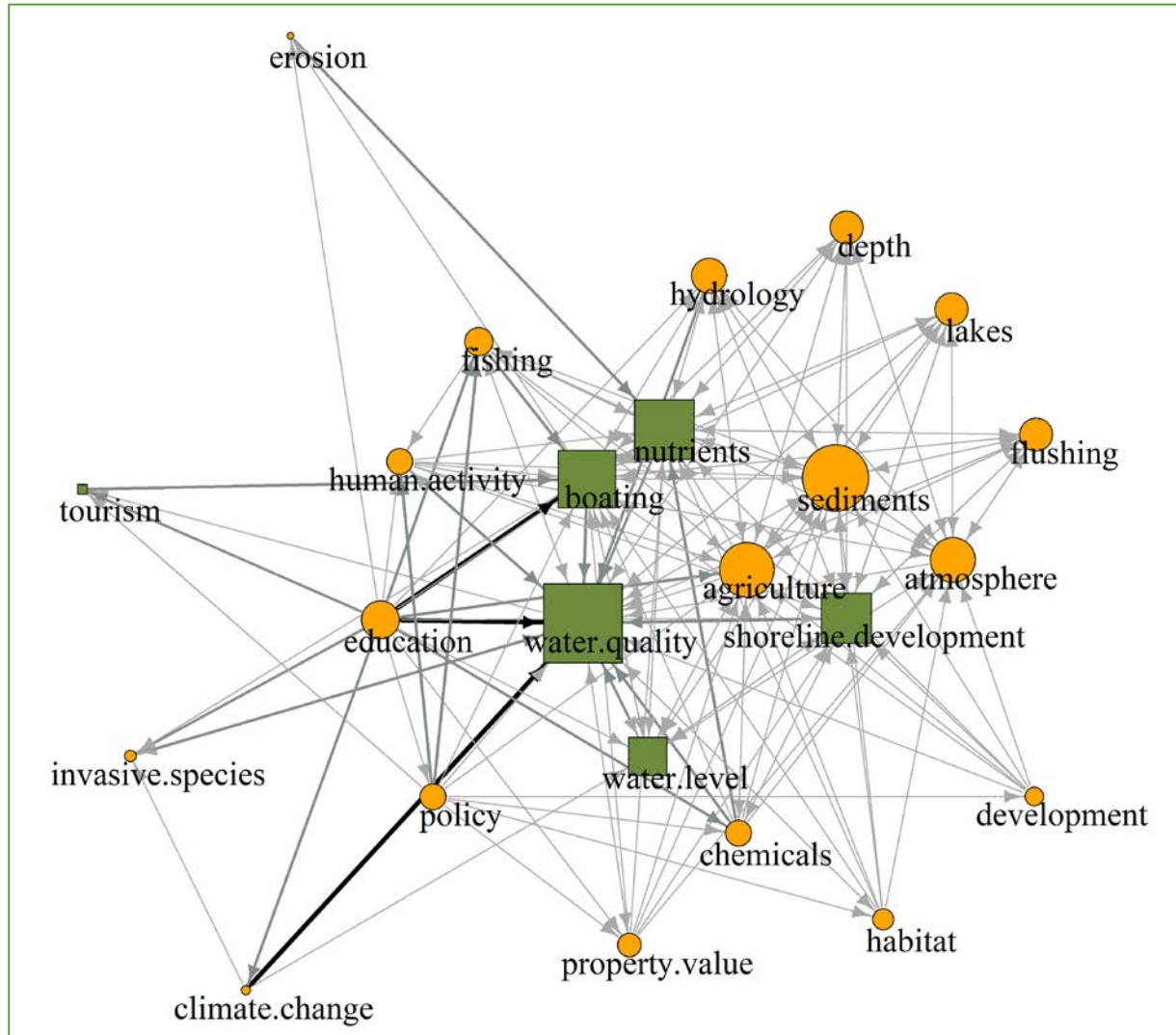
- local residents
- older, retired

## HOW

- partnerships
- systems thinking



# Eliciting stakeholder views



Network Size	Number of links	Network density	# of strong components
47	247	0.11	14

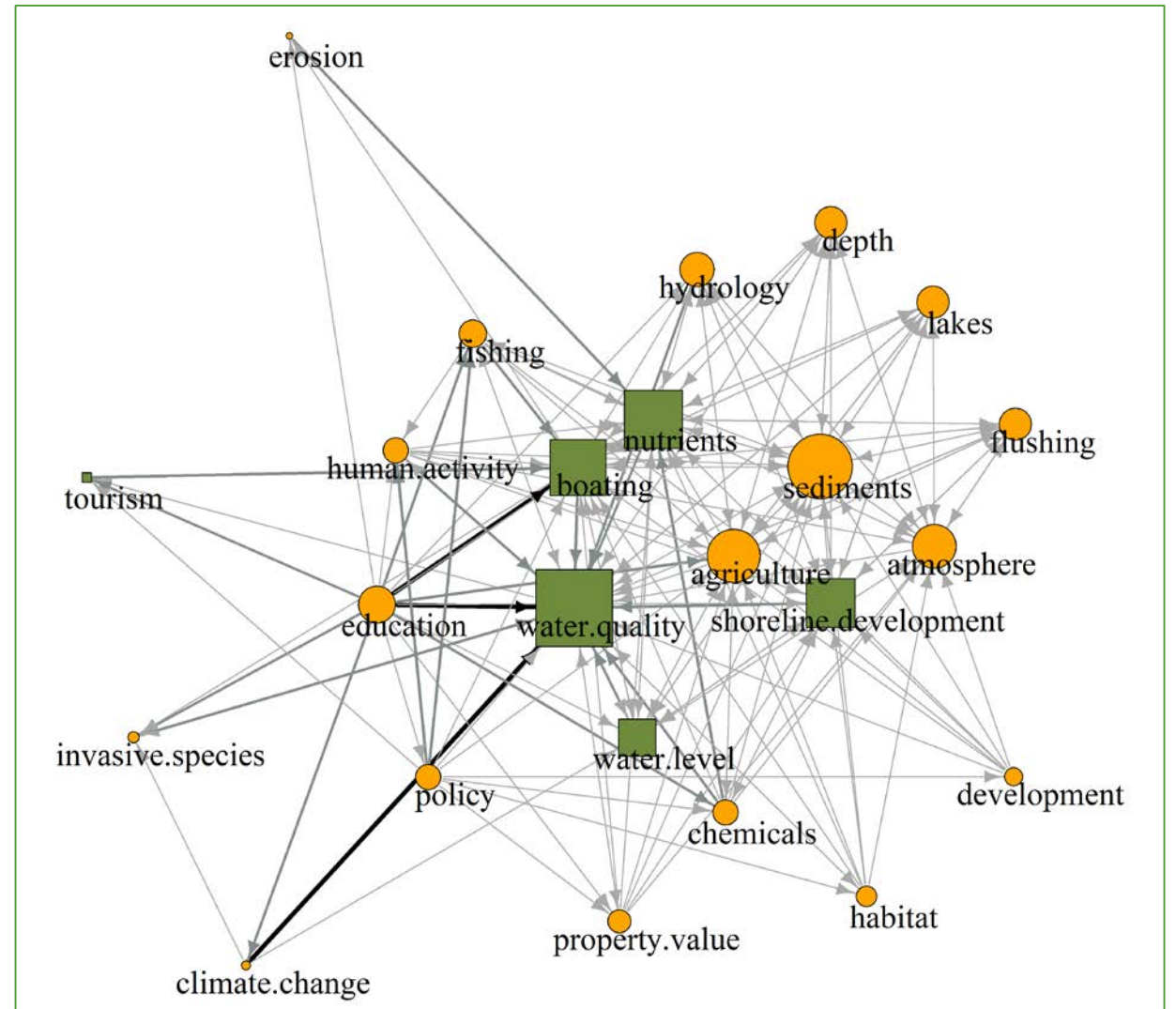


# Converging perspectives about water quality

- Common story of how water quality came to be in the region

*Shallow lakes flooded from canal construction, these have an excess of internal and external nutrients which lead to recurrent algal blooms*

- Converging perspectives → education, shoreline development, water quality, sources of nutrients, tourism, economy, boating practices



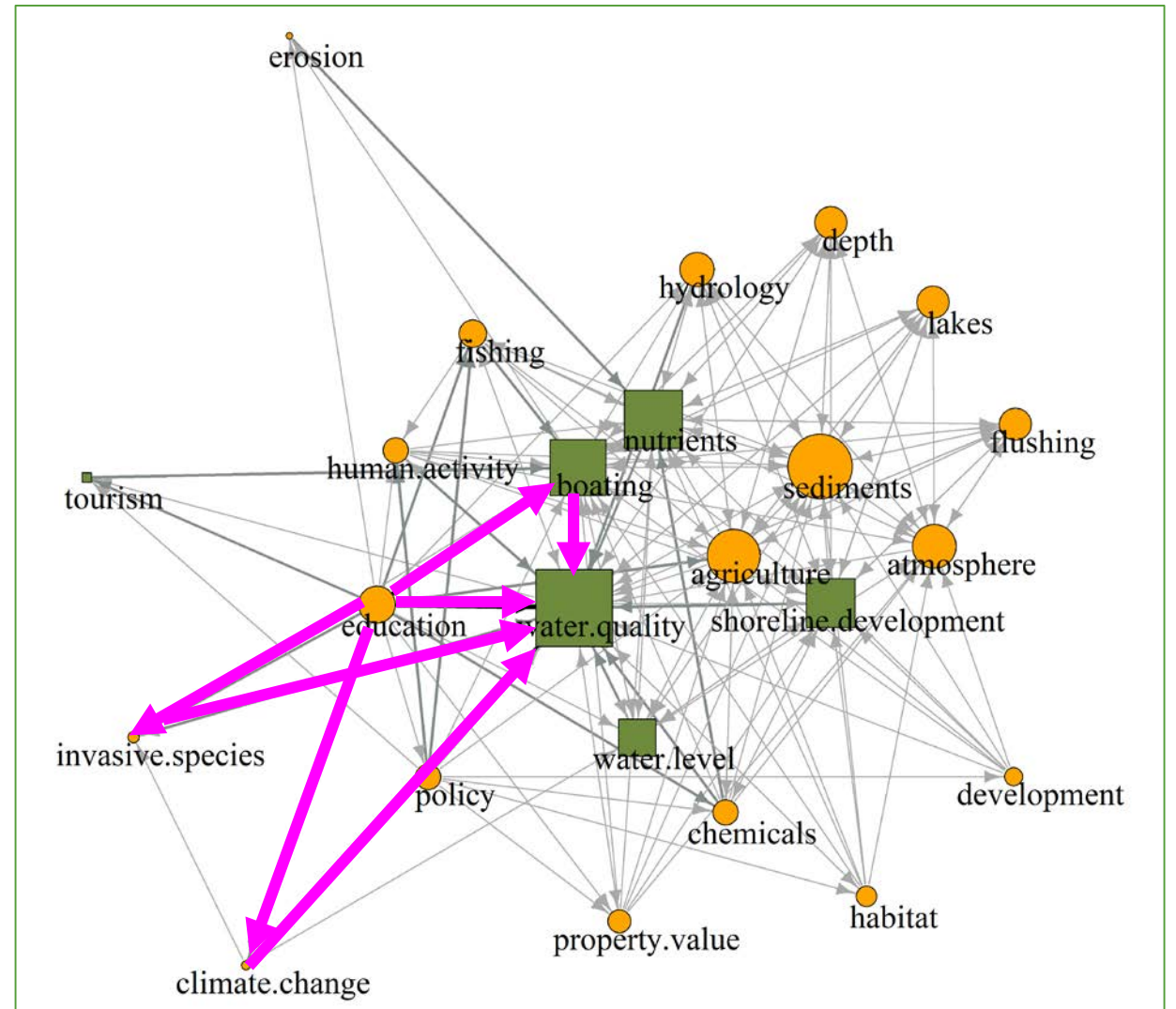


# Converging perspectives about water quality

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# Identifying points of intervention with collaborative systems thinking

## Areas of action:

1. Investigate sources of nutrient loading
2. Examine spatial and temporal differences in environmental health
3. Educational narratives to engage property owners and politicians

## How:

1. Nutrient budget study with researchers
2. More systems thinking workshops with local actors
3. Voluntary education programs, Cataraqui Conservation



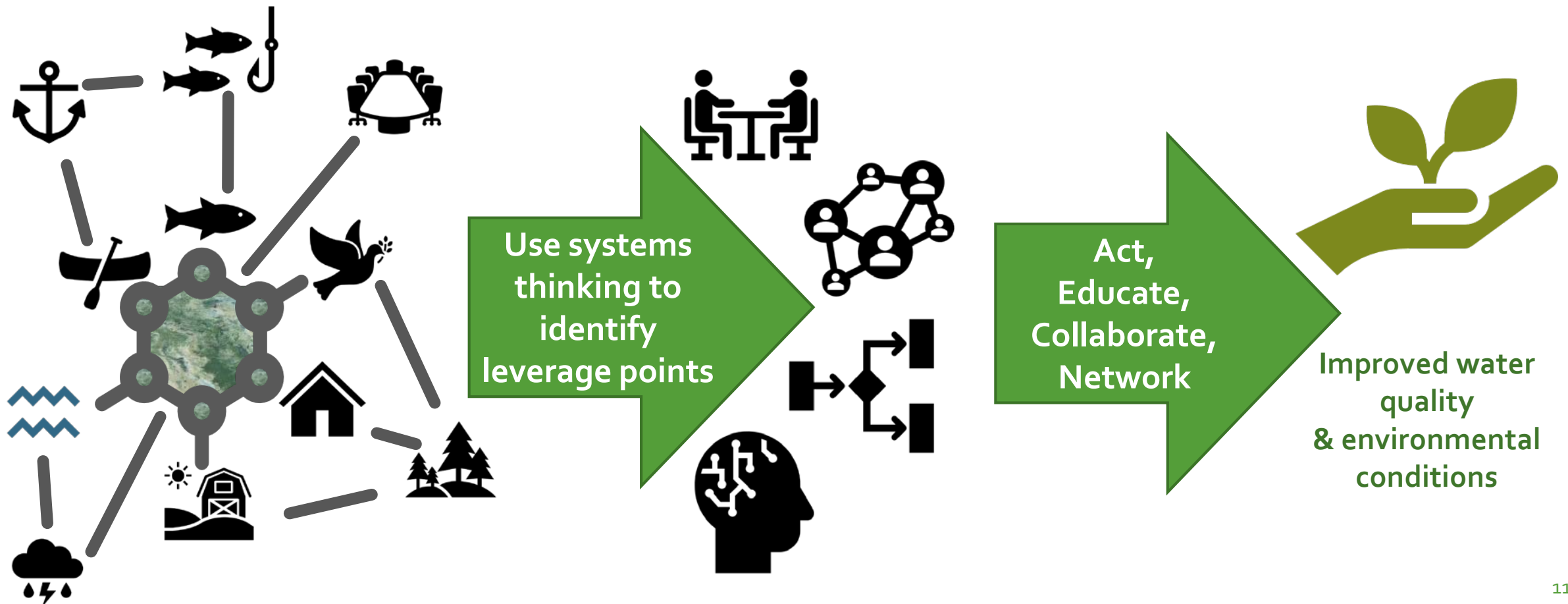
Trust

&

Relationship building

# Conclusion

Water quality issues in the Lower Cataraqui are not only ecological and technical, they are also social, so what are the next steps...



Thank you! Any questions?

<https://historicwaterways.wixsite.com/research>

Upcoming report!

Acknowledgements

Three Lakes Group, Cataraqui Conservatio & Queen's University

3-year NSERC Strategic Partnership Grant with ecologists/biologists/engineers/sociologists from Carleton University, University of Ottawa and Université de Sherbrooke

Thanks Prof Nathan Young and Prof Steven J. Cooke!

Contact: [imistog2@uottawa.ca](mailto:imistog2@uottawa.ca) and [cbeau143@uottawa.ca](mailto:cbeau143@uottawa.ca)



Image source: lookfordiagnosis.com



# “How associations and organizations can use technology to stay connected and engage their members”



Terry Rees

Michelle Lewin

Federation of Ontario Cottagers' Associations (FOCA)

# Lake Links

October 24, 2020

**How Associations and other volunteer organizations can use technology to stay connected and engage members**



**Terry Rees & Michelle Lewin of the Federation of Ontario Cottagers' Associations (FOCA)**



# Introduction



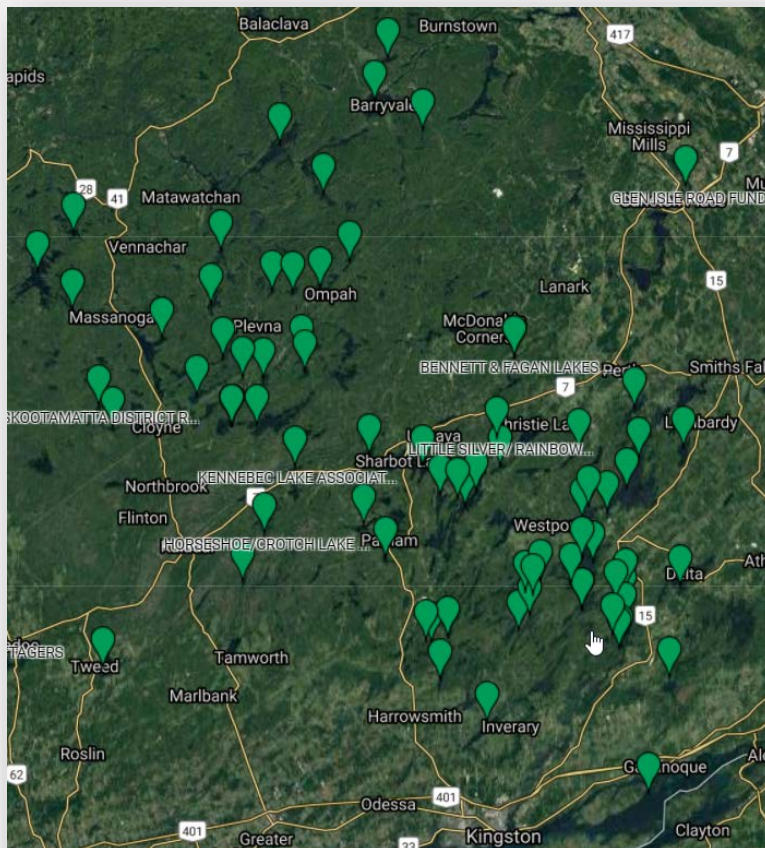
**Terry Rees**  
**Executive Director**





# FOCA: the Federation of Ontario Cottagers' Associations

If you're in  
a Member Association,  
**YOU** are a FOCA member!



**55+** years of volunteers  
**520+** lake associations  
**50,000** member families



[https://foca.on.ca/  
list-of-associations/](https://foca.on.ca/list-of-associations/)



# Delivering on strategic priorities & serving members' needs



Strengthening Lake Associations



Effective Government Relations



Science into Action



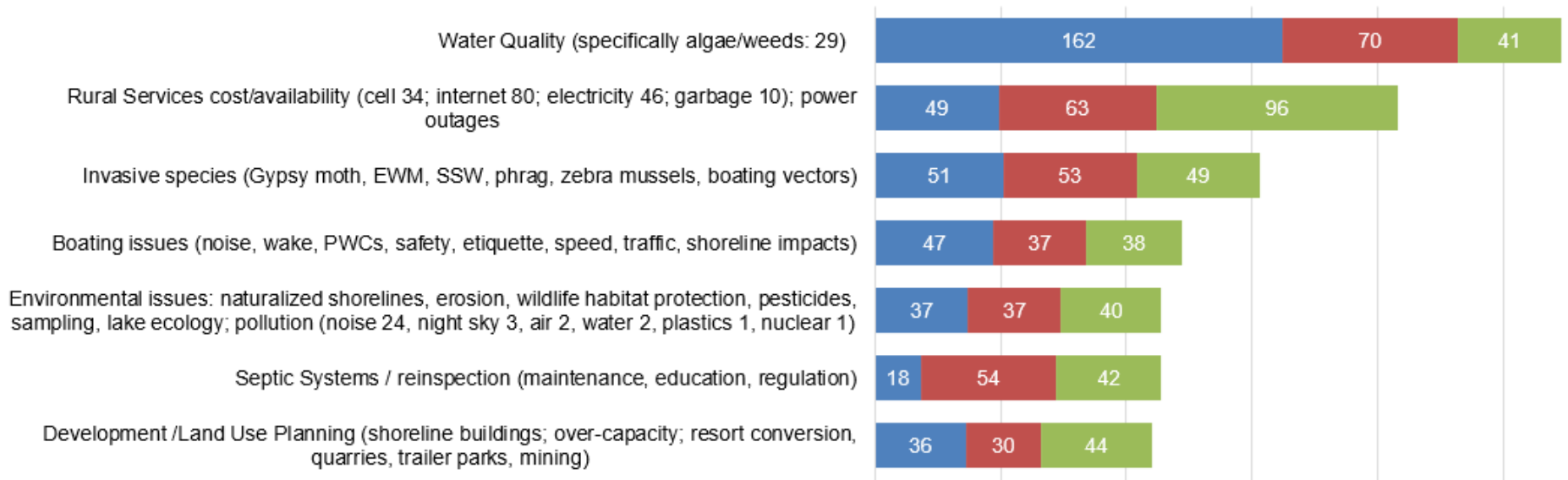
Bridging Gaps in our Rural Communities

# FOCA's 2020 Association Survey

## Top issues (#1, 2, 3)

### Qu.2 - Top 3 Issues facing your waterbody or cottage country experience

source: FOCA 2020 survey; all respondents (n=561)



More benchmark stats will be shared at the  
**FOCA Fall Seminar on Saturday, November 21<sup>st</sup>, 2020**



# Association engagement in 2020

digital is what we do - our members are all across the province!



**Michelle Lewin**

**Communications & Development Coordinator**



# Teeny Tiny Summit

September 2020 webinar – highlights:

**“Creatively Bringing Community Together”**



<p>sharing stories of communities that have successfully promoted engagement and activity in</p> <p><b>alternative formats</b></p> <p>throughout the pandemic</p>	<p><b>creating new traditions:</b></p> <p>“Monday Night Live” on Facebook (Barn &amp; Bunkie, Fenelon Falls)</p> <p>“Virtual Fair” - drive-thru meal, virtual farm visits... (Bayfield Agricultural Society)</p>	<p>we are in a</p> <p><b>transformative period</b></p> <p>being led by technology</p> <p><b>“There’s no going back”</b> but this is an opportunity to grow / share platforms &amp; tech services</p>
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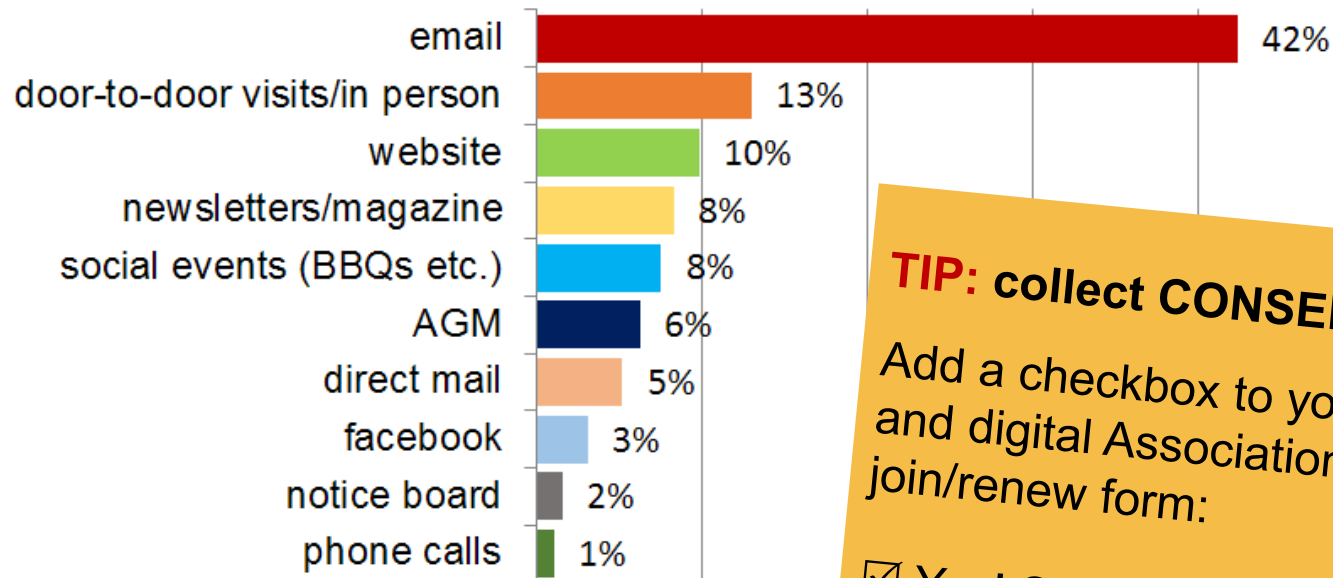
*next Teeny Tiny Summit: October 28<sup>th</sup>, 2020 - “**Resilience: a celebration of small-town possibilities**”- register here: <https://onregionalecdev.com/>*



# Association engagement tools

source: FOCA 2015 survey

## Top 10 recommended tools for connecting with members? (Answered: 227)



### **TIP: collect CONSENT**

Add a checkbox to your paper and digital Association join/renew form:

Yes! Send me email updates here: \_\_\_\_\_

# Successful Associations...

source: FOCA 2020 Association survey

**79%** of respondent groups reported  
# of members is **“UP”** or **“STEADY”** over last year

**TRENDS** among those who are **UP** include:

- they have more than just 1 or 2 volunteers doing all the work
- None of them charge less than \$20 annual association dues
- All offer their members e-payment methods for annual dues



86%  
reported  
having  
**6 or more**  
active  
volunteers



# Digital Payment Options

online credit card portal, hosted via the FOCA website

FOCA  
Federation of Ontario Cottagers' Associations

ABOUT ▾ NEWS & EVENTS ▾ MEMBER SERVICES ▾

HOME > MEMBER SERVICES > MEMBERSHIP PAYMENT PROCESSING

## Membership Payment Processing

Who supports FOCA?  
Association Members  
FOCA Supporters  
Benefits  
List of Associations  
FOCA Achievement Award  
**Membership Payment Processing**

AHMIC LAKE  
Cottagers Association

BARROW BAY PROPERTY OWNERS' ASSOCIATION

BIG BALD LAKE  
COTTAGE OWNERS' ASSOCIATION

Brady Lake Ratepayer's Association

BUCK LAKE  
ASSOCIATION

GO HOME LAKE  
COTTAGE OWNERS' ASSOCIATION

Golden Lake & Bonnechere River  
Property Owners Association

KENNEBEC LAKE ASSOCIATION

Lake Bernard  
Property Owners Association

LWHCA  
Lake Walkington Home and Cottages Association

Miskwabi Area  
Community Association

NORTH MARA BEACH  
RESIDENTS' ASSOCIATION

Learn more here:

<https://foca.on.ca/membership-payment-processing/>

Other options include:

- PayPal
- e-Transfers
- custom credit card payment portal on Association website

# Finding & Engaging Volunteers

In FOCA's 2020 Association Survey:

among Associations whose membership is **UP**, **Membership recruiting, retention or engagement** was their TOP concern

*(it even beat out WATER QUALITY!... by a smidge)*

**MENU**  
of Engagement Activities for Lake Associations  
*"What to try next?!?"*

**Other Advocacy & Outreach Efforts**

- learn how to "Raise your political voice"
- attend municipal Council Meetings
- make Municipal contacts
- host all-candidates meetings before municipal, provincial, federal elections
- organize group purchase days with local businesses
- marina or public boat launch volunteers: boat washing demonstrations; handing

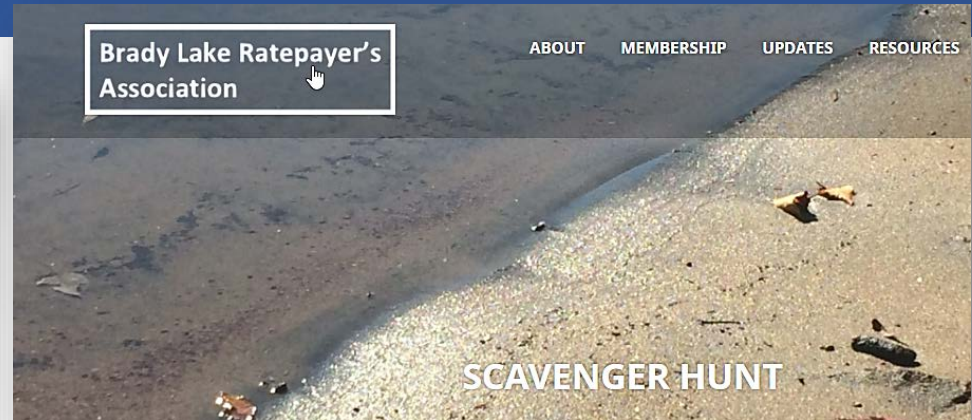
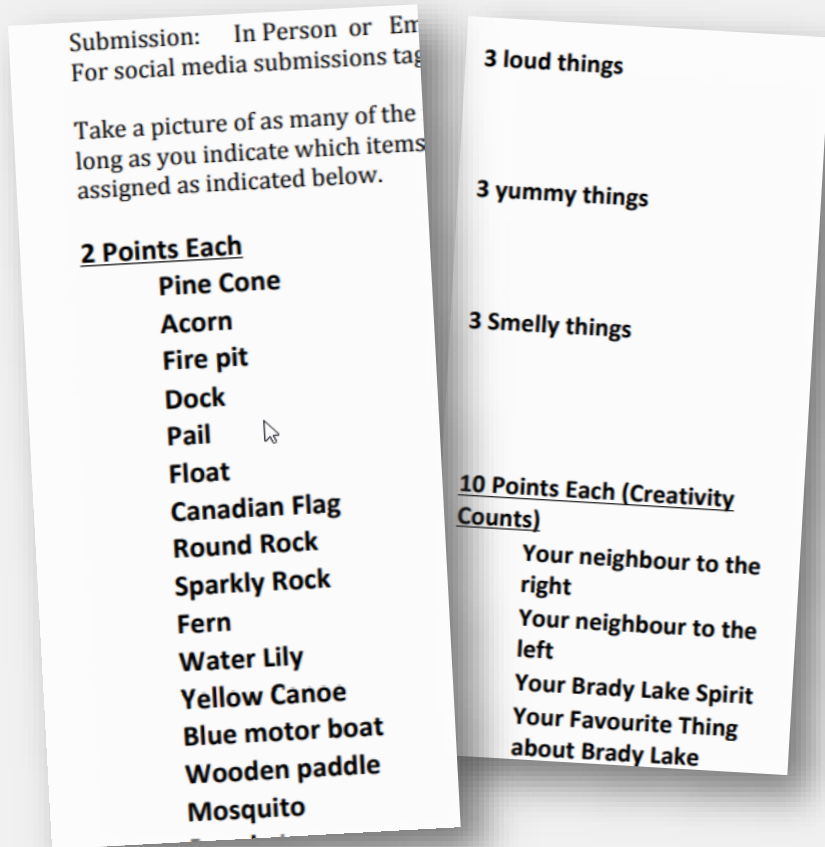
**Communications Staples & New Ideas**

- email Association updates
- mail Association updates
- Newsletter (print/online posting)  
*TIP: copy FOCA website resources*
- post a sign at marina or boat launch
- deliver print materials door-to-door
- put an ad in the local newspaper
- put an ad on the local radio station

FOCA members can download this document, and many other engagement resources:

<https://foca.on.ca/toolkit-overview>

# 2020 engagement example: Brady Lake Ratepayers' Association



... “Due to COVID-19, the Brady Lake Ratepayers' Association has made the decision to cancel the Annual Regatta and Picnic but offer more physically distant options including options for those who wish to participate from home. ...”

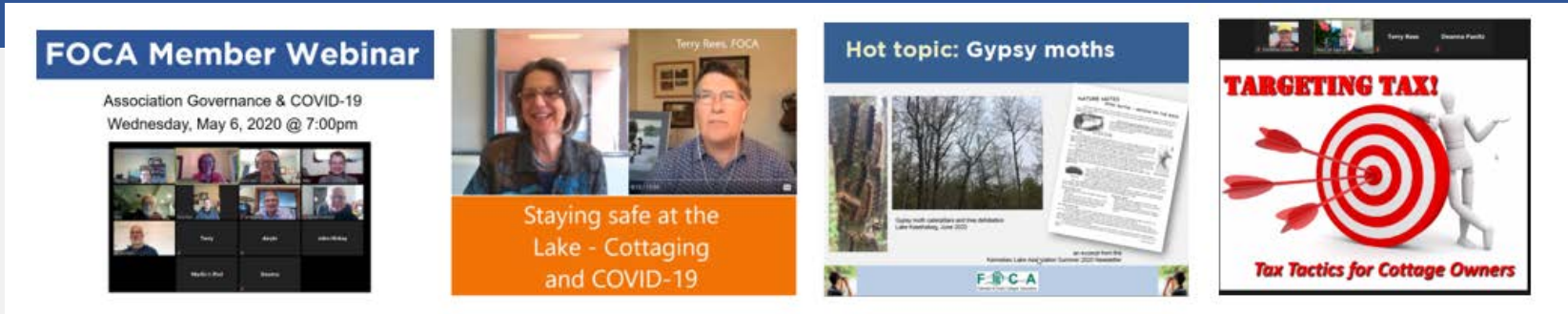
**Family Scavenger Hunt on August 1, 2020**

“All entries will be entered into a draw for 2 door prizes and the winner will take home the Family Trophy. **Cost:** Free for member, \$35 per submission for non members.

Copies of the Hunt List can be found on the [BradyLake.ca](http://BradyLake.ca) website at 8:00 am on Aug 1 or paper copies picked up at various locations around the lake.”

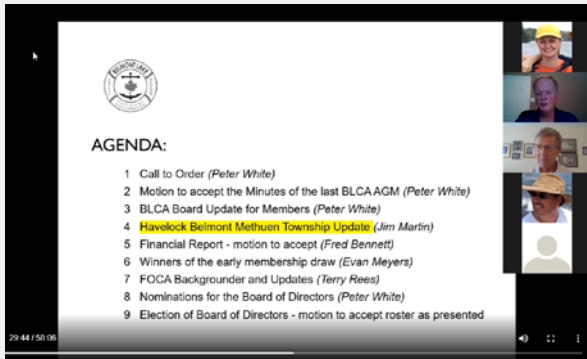


# Webinar meeting tools



There are many platforms (and some free-use options) including:

- Zoom
- WebEx
- GoToMeeting
- Microsoft Teams ...



## Thank you, volunteers!

- **Wally Pitt** – sign board(s) maintenance and up-dating of information, Historical Research.
- **Lloyd Till** and **Don Purchase** – water testing.
- **Loons Call Publishing** – **Rob Stzuka** and his team of **Heather Maxwell Wally and Nancy Pitt** and **Thomas and Mary-Anne Stelling**.
- **Advertising** – **June Wells**
- **Loons Call Distribution** – **Dawn Purchase** and her team of **Wally and Nancy Pitt, Sue Stevens, Marlene Chapelle, Joan McLean, Patti Norton, Heather Maxwell, Rhonda Melrose** and **Judy and Alistair Kay**.
- **Brian McNeil-Smith** – Hosting the SRI Website.
- **Rob Stzuka** – Web-Site development and up-dating.
- **Diane Warden** and **Dawn Purchase** – New member packages and liaising with FOCA.
- **Tony Tino** and **Craft McCann** – Graphic Layout and making print ready "Tall Pines and Sparkling Waters"

FOCA has been using Zoom for our own webinars, and to assist member Associations to hold an AGM during the pandemic.

<https://support.zoom.us/>

# Webinar challenges

**warning:**

webinar tools are only  
as good as  
your **internet connection**  
& **user flexibility**



# “Old school” teleconferencing options

FOCA Board meeting in person AND by teleconference, pre-pandemic



**audio conferencing by phone**

special offer for  
FOCA members:

**only 2.5¢/minute  
/per participant**



# Social media

## Social Media Tips from FOCA: Facebook 101 for Lake Associations



**Step #1** – First, create your own personal Facebook account, if you don't yet have one. (You cannot create a "Page" for your association until you have a personal Facebook account.)

**To start:** Go to [www.facebook.com](http://www.facebook.com) and "Sign up." Enter your email address. Create a password you will remember! Enter your name, age and select male or female (for demographic purposes).

**Next,** you will be prompted to upload a profile picture, add information "About" you, and set your account preferences for **privacy** (who can see your posts? Start with "Friends," not "Public") and **notifications** (would you like to receive an email prompt when someone comments to you on Facebook? This is handy if you're not checking your account all the time!)

**Search for organizations** you know (such as FOCA) and "**Like**" them to see their posts and photos. You can also "Like" a post or a picture of theirs, or "Share" it so it will be copied to your Timeline as a post of your own.

**Find people you know** – using the "Search" box, type a friend's name. Found someone? Click "**Send a message**" to connect with them on Facebook. If they "accept" you as a Facebook friend, you'll be able to see their posts and pictures, and vice versa.

**Write your first post** by typing in the "What's on your mind?" text box. (Can't see it? Click your name in white



# 25%

of the 2015 survey respondents  
use Facebook posts

Download "**Facebook 101 for Lake Associations**" from FOCA's Association Toolkit webpage:

<https://foca.on.ca/toolkit-overview/>

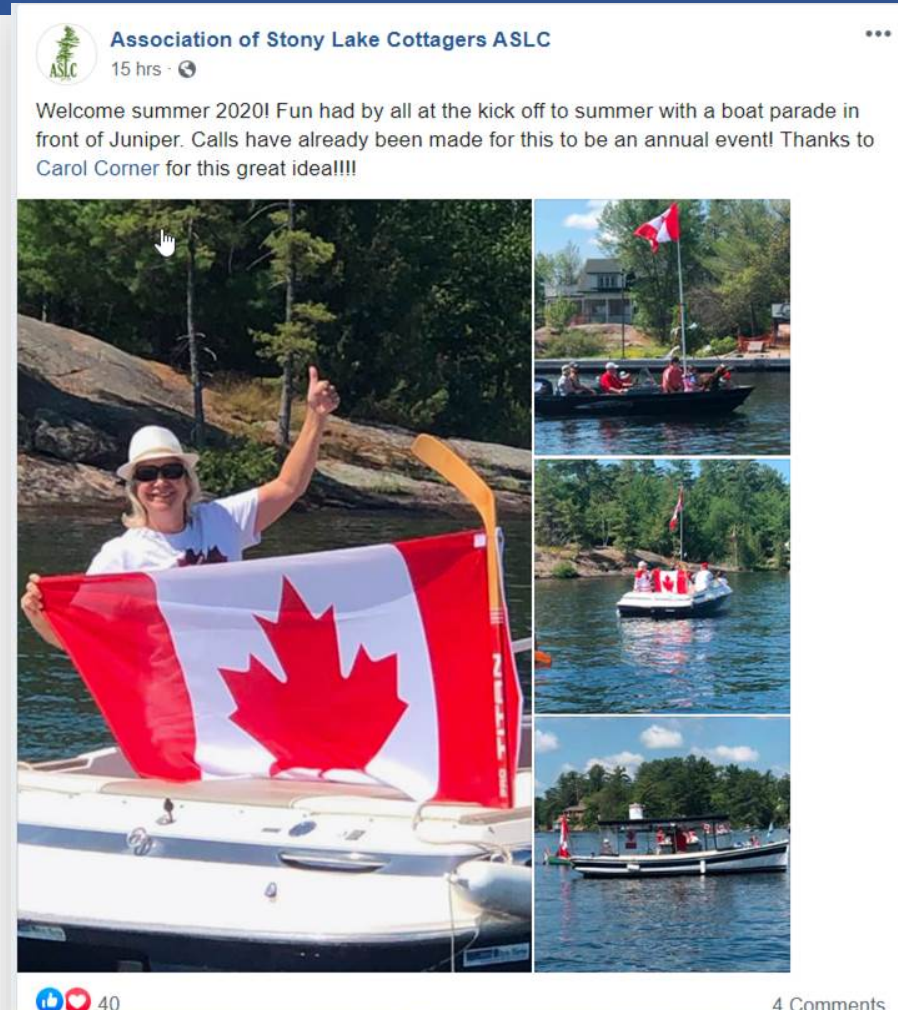




# 2020 engagement example: Association of Stony Lake Cottagers





As posted on the Associations' Facebook page:

*“Welcome summer 2020!  
Fun had by all at the kick-off to  
summer with a boat parade ...  
Calls have already been made  
for this to be an annual event!”*



**Association of Stony Lake Cottagers ASLC**  
15 hrs · 🌐

Welcome summer 2020! Fun had by all at the kick off to summer with a boat parade in front of Juniper. Calls have already been made for this to be an annual event! Thanks to Carol Corner for this great idea!!!!

👍❤️ 40

4 Comments

# 2020 engagement example: Soyers Lake Ratepayers Association



SLRA changed their traditional August **Corn Roast** into a COVID-safe social function on August 15, 2020, *“that still allowed members to have fun as a community and celebrate our beautiful lake. When a member proposed a music event, the Association jumped on the idea and hosted the lake’s inaugural **Music on the Water** concert.”*

- numerous families on their docks
- 45 socially distanced water crafts including kayaks, paddle boards and even swimmers with noodles
- the energizing music of the **Chris Collins Trio** from Peterborough

*“Earlier in the summer, the SLRA held a contest inviting members to write lyrics for a Soyers Lake song that could become a new tradition for the lake. The band played a broad range of upbeat songs, and led a sing-along of the winning Soyers Lake Song, **DayDream.**”*

# *Thank you.* Connect with us!

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Our Goal:  
>**50,000**  
subscribers

Today:  
>**10,714**

# Gord Rodgers Memorial Award Presentation



**In grateful acknowledgement for outstanding contributions and exceptional efforts to ensure the healthy future of our freshwater.  
On behalf of the Lake Planning Committee 2020**



# Gord Rodgers Memorial Award Presentation



## **Congratulations Karen & Murray Hunt**

In grateful acknowledgement for outstanding contributions and exceptional efforts to ensure the healthy future of our freshwater. On behalf of the Lake Planning Committee 2020

“What families can do to stay connected to nature and the lake”



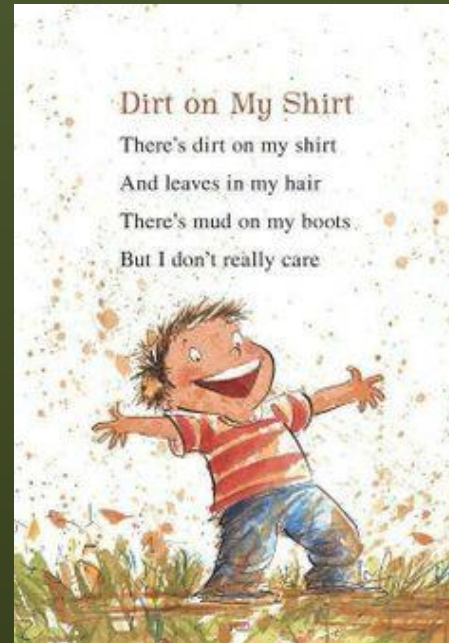
**Rebecca Whitman**  
**Rideau Valley Conservation Authority**

“What families can  
do to stay  
connected to  
nature and the  
lake”

Rebecca Whitman

Outdoor Education Teacher

Rideau Valley Conservation Authority



# Benefits of Being Outside



- Positive impacts on cognitive, social, and physical development
- Fresh air, sunlight
- Benefits for mental health
- Improved focus and learning
- Connection to the natural world
- Nurtures a sense of wonder, imagination, and problem solving
- Resilience and risk management



# Tips for getting outside with your family

- Set reasonable expectations
- Being prepared!
  - Appropriate clothing/gear
  - Snacks and water
- Let your children take the lead
- Remember that play is a very important part of healthy development and learning
- Harness their curiosity – use wonder questions and don't worry if you don't know the answers
- Encourage the use of all the senses



# The Nature Explorer's Tool Box



- Cell phone
- First aid kit
- Hand washing supplies
- Sunscreen & insect repellent
- Water and snacks
- Collecting bags & containers
- Diggers
- Magnifiers
- Pencils, crayons, paper, clipboards
- Sit-upons
- Signaling device
- Story books

# Supporting "Risky Play"

## What to Say to Kids Instead of "Be Careful!"

### Help Your Child Foster Awareness by Saying:

- **Notice how...** these rocks are slippery, that branch is strong...
- **Do you see...** the poison ivy, your friends nearby?
- **Try moving...** your feet carefully, your quickly, strongly.
- **Try using your...** hands, feet, arms, legs.
- **Can you hear...** the rushing water, the singing birds, the wind?
- **Do you feel...** stable on that rock, the heat from the fire?
- **Are you feeling...** scared, excited, tired, safe?

### Help Your Child Problem Solve by Saying:

- **What's your plan...** if you climb that boulder, cross that log?
- **What can you use...** to get across, for your adventure?
- **Where will you...** put that rock, climb that tree, dig that hole?
- **How will you....** get down, go up, get across?
- **Who will...** be with you, go with you, help you if?

[www.backwoodsmama.com](http://www.backwoodsmama.com)



- The outdoors is a rich environment for play and learning as well as opportunity for children to engage in "risky play".
- What is risky play?
  - "a thrilling and exciting activity that involves a risk of physical injury, and play that provides opportunities for challenge, testing limits, exploring boundaries and learning about the risks of injury" (Little and Wyver, 2008).



# A Sensory Experience



- Sight – use your “owl eyes”
- Sound – put on your “deer ears”
- Touch – find something rough, smooth, soft, fuzzy, squishy, etc.
- Smell – take a deep breath of fresh air, what do you smell? Is it different during different season?
- Taste – only eat things that you are 100% sure are edible! Bringing tasty snacks along instead is a good option.





# Life in the Lake!

- Scooping creatures from the water – get down into the mud and see what you find
- Equipment
  - Strainers or inexpensive nets
  - Buckets or basins
  - Science sticks
  - ID guides (optional but interesting to match up the creatures to the pictures, see resource list)





# Where else can creatures live?



- Try flipping over rocks and logs to see what you can find
- Dig in the leaves, soil, or mulch
- Place a light coloured piece of fabric on the ground under a shrub. Give the branches a shake and see what you find!
- Look for signs that animals have been there (i.e. holes, chew marks, tracks, scat) and try and guess their identity

Questions? Comments? Thanks!





# Thank You to our Sponsors!

- S.M. Blair Foundation
- Federation of Ontario Cottagers' Associations (FOCA)
- Cataraqui Conservation
- Mississippi Valley Conservation Authority
- Rideau Valley Conservation Authority
- And a special thank you to all the personal donations received!

## 2020 Lake Links Planning Committee:

- Cataraqui Conservation
- Friends of the Tay Watershed
- Lake Networking Group
- Mississippi Valley Conservation Authority
- Rideau Valley Conservation Authority
- Watersheds Canada



**LAKE LINKS**

Reminder - check your email for a link to our online evaluation...Please take a moment to fill out our short survey!

Your comments and suggestions help improve next year's workshop! Thank you



# OCTOBER 23, 2021

20th Annual Lake Links workshop

*The 20th anniversary of Lake Links will take place at the  
Perth Civitan Club, 6787 Lanark County Rd 43, Perth, Ontario*



**See you next year!!**

