

GBA Strategic Plan

(2017-2022)

Strategic Purpose

To represent the interests of our member associations to all levels of government (Municipal, Provincial, Federal, and First Nations, including regulatory authorities) and others (i.e. NGOs), corporate entities, individuals or key stakeholders to preserve the unique characteristics and ensure the careful stewardship of Georgian Bay.

Core Values

The organization will:

1. be responsive to the needs of our member associations;
2. maintain good relationships with government and non-government organizations;
3. operate in a style that is one of collaboration and partnership building;
4. conduct its affairs with integrity and with a view to maintaining its excellent reputation;
5. maintain a Board of Directors that is comprised of engaged and qualified individuals drawn from our member associations; and
6. maintain a high caliber Executive Director and staff.

Key Deliverables

1. Take a leadership role in promoting the protection and guardianship of Georgian Bay, its islands, surrounding lands and watersheds.
2. Liaise with other organizations and media as appropriate to advance our purpose.
3. Maintain a network of contacts at all levels of government (Municipal, Provincial, Federal, First Nations) and make deputations, write letters, make phone calls to these people as appropriate to advance GBA's opinions on issues.
4. Stay current and be proactive on issues that may impact Georgian Bay.
5. Serve as a resource network for our member associations in order that they may dialogue with one another, share ideas and join forces when appropriate to address common issues.
6. Maintain and expand our network of member associations. Help each association build and maintain its membership base by providing information, best practices and support.
7. Communicate regularly with the presidents of our member associations, providing them with information that can be shared with their members as appropriate. Maintain GBA's UPDATE, website, the recently launched eUpdate, Facebook page, Twitter account and YouTube content and additional high caliber communication vehicles as required.

Areas of Focus

The areas of focus of the GBA and member associations will be identified during ongoing discussions between the Executive Director and the associations and during regularly scheduled GBA Board meetings. Specific goals and objectives for the GBA will be detailed in the mandates and annual work plans of the Committees of the organization.

Our key priorities for 2017-2022 are:

- a) Water Quality
- b) Membership
- c) Communications
- d) Vision for the Bay in 100 years
- e) Land claims

Additional priorities include:

- Boating and safety (OPP relations, boater/cottage relations, emergency response)
- Government affairs (waste management, MPAC, municipal planning)
- Lands and Forest health (species at risk, invasive species - Phragmites)
- Fisheries health (native fish, aquaculture, invasive species – Asian Carp)
- Water Levels (monitor ongoing and continue to dialogue with IJC and other NGOs)

The mandates, priorities and other activities of the committees will be revisited as a result of this plan as reflected in the chart on the following page.

2017-2022 Key Priorities and Other Activities by Committee

Committee	Key Priority/Action	Other Activity (monitoring)
Water	Work with municipal governments and NGOs to further develop local WQ testing Work with Great Lakes Executive Committee on execution of GLWQA. Monitor water levels and continue to work with IJC and NGOs on mechanisms to maintain levels in Michigan-Huron in a historically healthy range.	Monitor South Eastern GB Clean Up Fund and Great Lakes Guardians Stewardship Fund. Septic inspection protocols by municipalities.
Membership	Continue to work with LCAs on membership development. Identify opportunities to attract additional associations on the Bay to the GBA.	Monitor issues for opportunities to create Primers. Continue with bi-annual think tank sessions.
Communications	Publishing of UPDATE 3 times yearly; Communicate monthly updates to LCA Presidents; Regularly update web and social media channels with news and committee updates; publishing of eUpdate in sync with UPDATE publication.	Monitor new media channels as they gain greater public acceptance. Explore options for digitization of communication tools (i.e. publish UPDATE electronically, mobile presence.
Vision for the Bay in 100 years	Work with GB5, municipalities, associations, First Nations, government departments, NGOs and other stakeholders to develop a plan of action to fulfill Vision.	
Land Claims	Work with NGBA, the Wiky, MIRR&INAC with regard to current Wiky land claim negotiation and other land claims arising.	
Fisheries	Work with EGBSC as they regroup to address native fisheries.	Aquaculture Asian Carp Aquatic Invasive Species
Lands and Forests	Work with MNR&F and municipalities on impact of SAR legislation on municipal planning.	Invasive Species - Phragmites Endangered Species Specific Species – Bears, Bats, Cougars Forest Health
Boating and Safety	Re-establish liaison with OPP. Review local emergency response protocol.	OPP alerts Provincial and Federal safety regulations
Government Affairs	Election readiness (municipal and provincial) as and when necessary. Continue to pursue dialogue with First Nations.	Waste management MPAC assessments Municipal planning
Governance	Succession planning	Review activities of Board to ensure compliance with By-Laws and Operational Guidelines.
Finance		Manage day-to-day financing Coordinate monthly and year end reports
Nominations	Effectively populate all committees and seek new directors with needed skills.	Ensure Board membership is managed according to Operational Guidelines.