

**Lake Huron Southeast Shores Communications Committee**  
**Terms of Reference**  
**January 5, 2011**

**Scope**

The Lake Huron Southeast Shores Communications Committee (LHSESCC) delivers on the outlined objectives directly or indirectly through the actions, initiatives and authority of its respective organizations, and otherwise endeavours to ensure that the objectives are achieved. It seeks direction and approvals by the LHSES Executive Committee to ensure all activities support the larger project objectives.

**Objectives**

Project Objective:

- The purpose of the Lake Huron Southeast Shores Project is to renew and provide greater coordination and support for efforts that will result in improved water quality at beaches within the area. The achievement of this goal will reduce beach-closure postings and nuisance algal growth.
- This will also involve integrated planning to strategically direct financial and/or staff resources to support and implement priority remedial actions.
- This work supports the Ministry of the Environment Canada-Ontario Agreement priorities through the Lake Huron Binational Partnership and existing Lake Huron Southeast Shore initiative.

The LHSES Communication Committee Objectives:

As a result of this partnership initiative, it is expected that target audiences will be aware and informed about:

- the problems related to beach closures and nuisance algae on Lake Huron's Southeast Shore
- what actions are being taken to improve water quality and thus reduce beach closures and nuisance algae
- how they will be kept updated as the project is implemented
- how they can participate in or support the actions being taken
- who to contact or where to go for more information or if they have further questions or concerns regarding this project.

## **Background**

Southeast Shore Area of Lake Huron (between Sarnia and Tobermory) has seen ongoing issues with respect to beach postings (from pathogens) and algal fouling along the beaches in various locations, which has prompted various complaints from the public over the years. Main inputs in the area include land use (agriculture, cottage development along shoreline, some urban inputs) and wildlife to some degree.

A great deal of work has occurred or is currently occurring in this area to address this issue.

Initiatives have included studies into causes, as well as remediation efforts through Best Management Practices and improved planning approaches. A variety of agencies and stakeholders have participated in the work.

However, even with all of this work, water quality issues along the nearshore persist.

- The Lake Huron Southeast Shores Project will focus on a subset of one or two smaller watersheds which have historically shown issues at the beach where they outlet to the lake.
- This area has been identified as a domestic priority under the Lake Huron Binational Partnership as well as a priority area under the current COA extension and as part of the Healthy Great Lakes, Strong Ontario Strategy.
- Residents Associations met with MOE Minister's office in fall of 2009 to request a multi-ministry focus and major funding for implementation of solutions.
- The Lake Huron Southeast Shores Project seeks in part to respond to that request.

### **Context /Related Issues:**

- Agriculture, agri-business and rural-based businesses are the key economic activities in the watersheds of the area.
- Tourism is a significant economic activity for shoreline communities and clean, safe beaches are a key component in drawing visitors.
- There have been persistent beach closings due to bacteria (E. coli), nutrients and nuisance algae despite years of scientific study and community efforts.
- The sources of the problem are wide ranging and may include:
  - agriculture, such as fertilizer runoff and livestock manure
  - cottage, housing and tourism development along shorelines, using septic systems
  - urban inputs, such as stormwater and treated sewage
  - wildlife, for example – Canada geese.
- An existing Southeast Shores Working Group has been working for years to address this problem, with some individual and site-specific successes.  
However, efforts to date are not coordinated in a coast-wide strategic manner to address problems and support for the goals of this initiative have had to compete with other priorities for scarce financial and staff resources

## **LHSESCC Membership, Rules and Structure**

The LHSESCC membership consists of representatives from partnership agencies as follows:

- Ministry of the Environment
- Ministry of Natural Resources
- Ministry of Agriculture, Food and Rural Affairs (OMAFRA)
- Ministry of Municipal Affairs and Housing
- Environment Canada
- Conservation Authorities
  - St Clair Region Conservation Authority
  - Ausable Bayfield Conservation Authority
  - Maitland Valley Conservation Authority
  - Saugeen Valley Conservation Authority
  - Grey Sauble Conservation Authority
- Health Units
  - Grey Bruce Health Unit
  - Huron County Health Unit
  - County of Lambton Community Health Services
- Municipal/County Councils
  - Bruce County
  - Grey County
  - Huron County
  - Lambton County
- Canadian RAP Implementation Committee
- Lake Huron Binational Partnership
- Aboriginal communities (representation to be determined based on direction from Executive Steering Committee)
  - First Nations
  - Métis
- Advisory Members (representation to be determined by Committee members as required)
- Other groups as identified, and agreed to by Committee members

Membership in the LHSESCC includes direct involvement in the decision-making and responsibility for delivery of communications and outreach activities related to the project.

The Committee, through its Co-Chairs, will seek approval for the Southeast Shores Project Communications Framework Strategy, related funding and implement activities under that strategy from the Executive Steering Committee.

Member organizations have a direct and equal say in the decisions and directives of the Committee.

Each team member shall participate in meetings including teleconferences and provide comments and input to the communication activities related to the project.

Each organization shall contribute according to their expertise and capacity. Decisions will be made by consensus of participating members.

The member organizations may alter or change members over the term of the LHSESCC. The official representative of each member organization and First Nation is included as Appendix "A" to this Terms of Reference.

Guests and/or representatives from advisory agencies may be invited to meetings to present or provide advice on specific agenda items.

Sub-committees and working groups may be formed at the discretion of the Committee. Each of the sub-committees and working groups will report their findings and recommendations to the LHSESCC.

All Committee decisions will be made by consensus.

### **Chairperson**

One representative from MOE and one from Environment Canada will serve as Co-Chairs of the LHSESCC.

The responsibility of the Co-chairs is to ensure that meetings are scheduled as required and organized efficiently and effectively.

The Co-chairs ensure that meetings are conducted fairly and equitably so that all views can be expressed and considered in decision-making.

The Co-chairs ensure that agendas are prepared for each meeting, and important decisions and action items are recorded in minutes and circulated to each organization representative.

The Co-chairs will participate in the regular meetings of the Executive Steering Committee by invitation, to

- provide updates on the activities of the Communications Committee
- seek approval for major activities, expenditures as appropriate
- receive direction related to planned communications activities.

### **Term**

The LHSESCC will cease to exist upon the completion of the Project.

### **Frequency of Meetings**

Meetings will be held at the call of the Co-chairs, based on input from participating members.

The committee shall meet monthly at a minimum and more often as necessary.

The meetings will alternate between face-to-face meetings (winter weather permitting) and teleconferences on a bi-monthly basis, with participation by teleconference at all meetings available to members.

## **Reporting**

An agenda will be prepared for each meeting by the Co-chairs. Minutes will be prepared following each meeting on a rotational basis by participating members. The agenda and the previous minutes will be circulated to all committee members, prior to each scheduled meeting.

**Approved: Month Day, 2010**

## Appendix "A"

### Lake Huron SouthEast Shores Communications Committee Membership (as of Jan 5, 2011)

#### Lake Huron SouthEast Shores Communications Committee (LHSESCC)

Co-chairs	Jim Durham <a href="mailto:Jim.Durham@ontario.ca">Jim.Durham@ontario.ca</a> Ministry of the Environment, SW Region Communications  Vacant (TBD)	O: 519-873-5055 C: 519 280-4194
Environment Canada	Kelly Phillips <a href="mailto:Kelly.Phillips@ec.gc.ca">Kelly.Phillips@ec.gc.ca</a>	O: 416-739-5899
MOE	Ted Briggs <a href="mailto:Ted.Briggs@ontario.ca">Ted.Briggs@ontario.ca</a> Great Lakes Specialist  Natalie Champagne <a href="mailto:natalie.champagne@ontario.ca">natalie.champagne@ontario.ca</a> Regional Communications Advisor	O: 519-873-5064 C: 519-852-5015  O: 519-873-4706 C: 226-377-1003
OMAFRA	Christa Roettele <a href="mailto:Christa.Roettele@ontario.ca">Christa.Roettele@ontario.ca</a> Environmental Mgt Branch Marketing and Communications Officer	O: 519 826 6372 C:
MMAH	Robert Kitely <a href="mailto:robert.kitely@ontario.ca">robert.kitely@ontario.ca</a> Communications Strategic Project Coordinator	O: 416-585-7657 C:
MNR	To be determined	
Ausable Bayfield CA	Tim Cumming <a href="mailto:tcumming@abca.on.ca">tcumming@abca.on.ca</a>	O: 519-235-2610
Saugeen Conservation	Shannon Wood <a href="mailto:swood@svca.on.ca">swood@svca.on.ca</a> Manager, Communications	O: 519-364-1255

Lake Huron Centre for Coastal Conservation	Kristen Freiburger <a href="mailto:kristin.freiburger@lakehuron.on.ca">kristin.freiburger@lakehuron.on.ca</a>	O: 519-955-6269
Grey Sauble CA	TO BE DETERMINED	
Maitland Valley CA	TO BE DETERMINED	
St. Clair Region CA	TO BE DETERMINED	
Grey-Bruce Health Unit	Drew Ferguson <a href="mailto:D.Ferguson@publichealthgreybruce.on.ca">D.Ferguson@publichealthgreybruce.on.ca</a>	O:
Huron County Health Unit	TO BE DETERMINED	
County of Lambton Community Health Services	TO BE DETERMINED	
Bruce County	TO BE DETERMINED	
Grey County	TO BE DETERMINED	
Huron County	TO BE DETERMINED	
Lambton County	TO BE DETERMINED	
Aboriginal Communities	TO BE DETERMINED	