

Pigeon Lake Watershed Association



A Registered Charity

Annual Report - 2011 / 2012

making progress & working together



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Pigeon Lake Watershed Association (PLWA) - *Annual Report 2011–2012*

Board's Message

The Board experienced challenges in the 2010 - 2011 year with limited capacity and funding and lower membership. We are pleased to report that we are now making excellent progress.

The 2011-12 year has been about building relationships; enhancing communications with members, municipalities, and the many different watershed groups; and starting to work together to coordinate efforts for the health of the watershed and lake.

Our focus in 2011-2012 has been on a combination of planned efforts and unplanned situations requiring our attention. Considerable resources (dollars and attention) was spent on providing input to the County of Westaskiwin's Area Concept Plan and Watershed development applications.

As planned; we established a new membership system, greater communication capacity, completed grant applications and introduced a brand new website full of resources and information. In our community efforts, we worked hard to increase openness and transparency, earn trust, and add to our understanding of the roles and perspectives of the many leaders and groups in the watershed.

Work by a founding PLWA Director and three watershed Mayors, led to a report by the Alberta government that outlines both watershed and in-lake options to enhance the health of the watershed and lake. Many of the options were reviewed by the PLWA Technical Committee over the last few years, yet the report is a succinct summary of the options with their possible impacts and identified as to their potential for Pigeon Lake. It will aid us all, in moving forward on a number of fronts.

The Watershed Management Plan Steering Committee made progress despite limited funds. Now that we are receiving a sizable RBC Blue Water grant, we are well positioned to move ahead on the next phase of this major project.

A number of Homesite Assessments were conducted, and education and awareness events were run. A couple of small watershed restoration projects begun and other possibilities sit in the wings. Indications at the Annual Information Meetings are that **the PLWA is doing things right, making progress & working better together.**



The board would like to thank all the members and interested parties who have shown their appreciation, encouragement and support. Our mission is strong - to enhance, preserve and protect Pigeon Lake and its watershed as a healthy and environmentally sustainable ecosystem for current and future generations.

The PLWA will continue in 2012-2013 to fulfill our mandate through working together:

- Stewardship & education project
- The Watershed Management Plan
- Support for regulatory reviews to reflect best practices
- Restoration and protection of healthy shorelines
- Watershed development reflect PLWA Principles & best practices
- Continuing our important role in water monitoring.

This next year will be an exciting one. With your help and continued support we will start to make some real progress. Moving forward together in 2012 – 2013!

On behalf of the PLWA Directors,
Susan Ellis, PLWA President

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Background Information

PLWA Overview

The PLWA was organized through the merger of two stewardship groups in June 2007. Owned by our members, we are a volunteer association governed by a board of community members from the watershed including part-time and permanent residents, agricultural and small business owners. Our activities are accomplished through volunteers and committees, and managed through the implementation of an ongoing and annually updated Plan.

We are a charitable, non-profit environmental advocacy group that strives to be non-political, serve our membership and work with all the Pigeon Lake stakeholders to fulfill the mission.

Our Mission

To enhance, preserve and protect Pigeon Lake and its Watershed as a healthy and environmentally sustainable ecosystem for current and future generations.

Our Primary Roles

The PLWA primary role is to inform, educate, advocate and to protect our lake. In an effort to fulfill these roles PLWA has been:

- Working to build relationships with municipalities, organizations around the lake
- Partnering with other water and nature organizations whose mandates can help us to make progress to fulfill our mission
- Creating a platform of information for members and stakeholders.

Our Primary Work

Restoration and preservation of the natural ecosystems and water quality such that the water quality and water levels of the lake and its tributaries at optimum levels.

PLWA identifies, promotes and advocates for environmentally sustainable land use practices that are conducive to the accepted levels of biophysical impact of the total ecosystem within the watershed, the lake and its tributaries.

Engagement of stakeholders in environmental best practices such that residents, businesses, industries and municipal agreements located within the Watershed (or indirectly affecting the watershed) are committed and conforming to best practices, activities in planning, developing, maintaining and utilizing Pigeon Lake and its environment.



Health of the Watershed & Lake Strategy

The health of Pigeon Lake's watershed and lake, requires a two pronged strategy supported by a solid foundation:

Prong 1: Watershed Efforts – *Step up our collective efforts to live in the watershed as healthy lake stewards, enhancing, restoring and protecting the health of the watershed are important. There is a saying that water bodies reflect, the health of their watershed(s). The on-going programs and projects of PLWA, coupled with the efforts, regulatory work – supported by education and enforcement, by the municipalities and governments; along with all the efforts of the families and individuals living by the lake and in the watershed, will enhance the health of the watershed and the lake health.*

Part of this, is the Watershed Management Plan (WMP). It is a very important process intended to support, inform and guide many of the watershed efforts. As each different module is undertaken, research will bring us the most current knowledge, resources and support, to help us to make the best decisions, given how we want to live, work and play in the watershed. See the section on the Watershed Management Plan for further details.

Prong 2: In-lake Projects – *In-lake projects may be required to help the lake. The PLWA board resolved to support determining the feasibility of, and testing, including expert analysis, of techniques identified for lake management including the pilot projects for wells pumping water into the lake from the deep Paskapoo aquifer; and hydraulic removal of new shore sediments or other forms of mechanical removal.*

Foundation: Working Together, Science & Applied Learning: – *Working as partners to bring and apply the most current knowledge into our efforts, and monitoring our efforts to see what difference we are making. Acting on what is known now, while continuing to learning more specifics about our lake, from our lake (not hypothetical) such as Core Sample Data; such as what the lake bottom can tell us about the past; and having a Nutrient Budget based on actual Pigeon Lake data. This will give us the means to apply on-going learning as we go. Information about the health and populations of the fishery, where shoreline restoration could really help and so on, what levels of phosphorous is coming into the lake from what sources will better enable us to target our efforts; make grounded decisions for the greatest chance of having positive impacts, and enable us to see what difference we are making over time.*

This year, AE/SRD started to help to build a Nutrient Budget for Pigeon Lake focusing on "point source sampling"; taking water samples at specific points to learn about the nutrient levels (phosphorous and nitrogen) coming into the lake.

Next year AE/SRD will make significant progress on the "Nutrient Budget"; identifying and quantifying nutrient sources and levels.

As we move forward we are realizing that all are important for the health of the lake. People must remember that no matter what in-lake work is undertaken, the watershed work must also be done.

Report to Members

PLWA 2011-12 Priorities & Deliverables

- *Watershed Management Plan (WMP)*
- *Stewardship & Education*
- *Restoration, Enhancement & Protection of Shorelines*
- *Regulatory Review Process*
- *Water Monitoring*
- *Response to Unplanned Watershed Situations*
- *Communications*



Pigeon Lake Watershed Association

April 28, 2012
Beth Sanders

to the last one standing

what's happening with my contribution
to my special place
my learning web
for unity of purpose
and action
collectively
publicly
gathering
to find
strong pathways together
leading
through struggles
in watershed moments

(you can't eat an elephant in one meal)

I can't take the lake for granted
it's not up to someone else
to tend this jewel
to band
together for future
youth

I hope it works
my heart's action
my responsibility
swimming with minnows
integrating voices
to restore
relationships
and shared purpose
with elder wisdom

listening

hearing
water with spirit
partnering
for people
with people
together
stewarding
action
that's 10 feet away

(what's the lake worth?
I'll pay for it)

a common purpose
among diverse leaders
of hope
for action
to be the change
in relationship
becoming WE
to the last one standing

Foundation Priority - Building Relationships.

The most important priority shift underpinning all our work this year has been the work of building relationships and learning to work together. This has started by reaching out initially to Summer Villages through the Association of Pigeon Lake Municipalities and with them individually. Now our efforts have expanded to the Counties, the 4 Native Bands, the Pigeon Lake Regional Chamber of Commerce and a Bible Camp. Working with the many leaders, partners and stakeholders from around the lake, will enable us to find restoration opportunities and to support each other's efforts.

"The Gathering" – April 2012

"A Gathering" with leaders from the many lake governments, and lake organizations occurred in April of this year. We asked them to join with the PLWA board to build relationships, share hopes and concerns for the lake, to look at the different groups around the lake and to add to our appreciation of others; what roles they have; and to begin to build a base of trust and knowledge of who we are as individual groups and collectively as some reflection of the whole lake community.

We asked and answered, each in our own way, "Why". A morning of sharing and learning. Foundations being built.

These sessions will may become annual or bi-annual Advisory Sessions for the Watershed Management Plan to report and gather input, helping to ensure

that we are making progress working together.





PLWA 2011-12 Priorities & Deliverables Continued...

Watershed Management Plan – *Healthy Watershed, Healthy Lake, Healthy Communities*

2011/12 Priority/Deliverable	Status/Progress	2012/13 Goals/ Deliverables
WMP Terms of Reference draft finalized	Completed - Ready for broader stakeholder circulation and input.	<ul style="list-style-type: none"> • Finalize TOR with the comments /input from the broader community
Secure funding	Two grant applications made. Secured RBC Blue Water Grant \$25K	<ul style="list-style-type: none"> • Secure further funding for future work.
Add to the Steering Committee Partners & Membership Begin engagement and awareness in the Community	<ul style="list-style-type: none"> • Added 2 representatives from the Assoc of Pigeon Lake Municipalities (APLM) • APLM is committed to supporting this initiative, and is determining the type of role that would best fit them. • Counties are considering how best to participate • Initial meeting with the 4 Band elders and building relationships. 	<ul style="list-style-type: none"> • Complete Module #1 – Fertilizers & Soil Management. Work with stakeholders: learn considerations, research science & best practices, develop together recommendations and implementation resources, then launch implementation actions. • Determine next priority modules • Progress as much as possible • Further meetings with the 4 bands
Create the Pigeon Lake Watershed Atlas Begin Nutrient Budget	<ul style="list-style-type: none"> • Supported AE/SRD as they conduct the “point source” studies. • Work with different gov’t departments producing or gathering information: i.e.: Watershed subsystem maps developed; soil type map 	<ul style="list-style-type: none"> • Core sample study • Compile studies & inventories i.e. Shoreline inventory • Collect & design presentation of data collected: maps, historical aerial photos, and more... • Develop tools & capacity to make best decisions re: actions for the health of the watershed & lake

Watershed Management Plan Details:

With new funds the PLWA and supporting organizations are looking to get some traction and to make progress that will involve the watershed community over this next year.

There are many options that could help improve the health of the watershed and lake. We know the work of the WMP is a critical piece of that work. Some of the WMP work will enable us to target our efforts. Some of the work, will be about gathering the latest knowledge for us to employ. Some of the work will be about learning the related considerations, for each topic: the science, social, economic and governance factors from the people who live, work and play around the lake. Some of the work will be about finding actions, learning and implementing ways to incorporate best practices



into our lives, and adding the resources we need to help us to move forward; often from different places, perhaps in different ways, though generally in the same direction for the health of the lake.

Our planning approach is action oriented; tackling modules on different topics for the health of the lake. The implementation will fall to all of us in our different roles, and the WMP will move onto the next priority module so we are making as much progress as possible.

Stewardship

The privilege of living in a watershed is accompanied by responsibilities and our stewardship programs and services include helping individuals to learn how to incorporate these responsibilities into their lives at the lake. The accumulation of all our actions have increased the aging of the lake, we need to change and restore what we can, change a few behaviours to slow and perhaps reverse that aging process.

Priority/Deliverable	Status/Progress	Going Forward – 2012/13
Education & Awareness	<ul style="list-style-type: none"> - 30 Homesite Consultations conducted - 14 sign-ups for next year 	<ul style="list-style-type: none"> • 40+ Homesite Consultations conducted & Follow-ups • Collaborative marketing efforts with Summer Villages and Counties.
	Awareness Day – June 30 th at the Village at the end of June a positive, fun, family oriented event supported by the participation of watershed agencies.	<ul style="list-style-type: none"> • Explore offering more water related kid’s programming in partnership with the BRWA and PLWA volunteers and interested SV’s.
	3 education sessions offered twice: <ul style="list-style-type: none"> - Private Sewage Systems 101 - Lake Biology 101 - Living by the Lake 101 Poor turnouts. Posted the presentations on the website.	<ul style="list-style-type: none"> • Revisit the approach to reaching & educating people in the watershed. • Find ways to go where people are. • Conduct education in-line with the WMP.
	Water Birds of Pigeon Lake Pamphlet designed and produced.	<ul style="list-style-type: none"> • Secure funding to print copies • Distribute
	Farmer Markets – not attended. No one to organize. A PLWA table at one Village tailgate day. Another PLWA table at A&J’s another afternoon.	<ul style="list-style-type: none"> • Organize a group of volunteers who would do two tables each over the summer. • Work with the staff of ALMS & Nature AB to include some PLWA information.
New Comer Package	Stalled	Finish draft and pilot over the winter. Produced & delivered in 2013.
Citizens Water Quality Monitoring	New idea this year – to increase water quality awareness. Some exploration of possibilities & interest.	Set-up a special website page highlighting the ALMS program, information and water monitoring resources for those interested.

Stewardship & Education Details:

1. Shoreline Restorations

We are very pleased to begin to support restoration work. This was the PLWA's 4th year partnering with Nature Alberta to bring Respect Our Lake, Homesite Consultants to the doors of people in the watershed. They are a terrific resource, valued by many. Typically, they conduct free assessments designed to assist people to live as good lake stewards in the Pigeon Lake watershed.

The PLWA secured approximately \$10K from two sources: The Community Spirit Grant and the AB Stewardship Network grants.

Results: The Consultant PLWA hired was able to complete approximately 30 Homesite Consultations – either new or follow-ups (last year 23 were done). The PLWA would also like to applaud the efforts of Sundance Beach who also found money to hire their own Homesite Consultant and completed quite a few on their own beach!

2. PLWA Awareness Day

Description: This was an experiment. Set up at a visible site, designed to appeal to families with fun activities for kids, and while the kids play or get their faces painted, parents get to learn about the lake and have PLWA information available alongside tables with people from the Battle River Watershed Alliance to talk up their programs, the AB Lake Management Society with water quality information and water testing kits; and the Homesite Consultant marketing her services.



Results: The people that attended were very positive and felt the day was worthwhile and all left with some very valuable information.

3. PLWA Education Sessions

Description: Three back-to-back, 1 hour presentations were offered on two different weekend mornings by a PLWA Director with a winning style and a wealth of recognized expertise: Private Sewer Systems 101; Lake Biology 101; and Lakeshore Living 101.

Results: Feedback was very positive from the twenty people who attend two or three of the sessions. Comments like: "Well worth attending" but getting people out proves to be challenging, especially on good weather days.

4. **Newcomer Watershed Stewardship Package:** PLWA intends to create a Newcomer Package, to assist Newcomers to the watershed to understand the questions they need to ask and get answered, before they make changes, so that they have a higher possibility of making appropriate decisions for living in a watershed.

This project will be finalized in 2012.

5. **PLWA AGM + Respect Our Lake Open House** is an annual event with experts and resources for people to learn and gain new insights.

This year Cheryl Galbraith, from the AB Health Services presented on AHS's role in monitoring water quality and also issuing health advisories.



Other Important On-going Stewardship efforts

In addition to the efforts of PLWA is work by others are some programs that have continued to be important for our watershed and lake:

- **Eradication of Himalayan Balsam & other Invasive Plants:** Don Davidson, Mayor from Grandview watershed has carried on the work he started when on the PLWA board. These plants threaten the biodiversity and health of our shorelines. This important program has resulted in a significant reduction in the Himalayan Balsam, and he is now working on other noxious weeds in our watershed. While PLWA has good Pigeon Lake resources on the website, we'll organize it over the winter to reflect and support his program.
- **Planting Trees** – Trees are a vital component of the ecosystem. The community of living organisms in our watershed need the services they provide: erosion control, uptake of soil elements such as phosphorous, clean the air, and habitat for insects, birds and small animals. Trees remove contaminants in the soil so that water moving through the watershed is clean by the time it goes into the lake.

More trees are being removed than we are replacing. People need to add native trees and bushes to their properties, including balsam, willow and cranberry. Don Davidson planted another 350 trees this year in public areas, making his total up around 3350!

- **TD's Great Canadian, Shoreline Clean-Up** – Thanks to Peggy Juchli's work over the last few years along with the many people on each beach, this important program continues under the Pigeon Lake Stewards banner. Each spring and fall people pick up the bits and pieces that come to rest on the lakes shorelines. Peggy collects the beach information and compiles it. We post this eye opening information on the PLWA website to let others see the shocking amount of garbage that has been collected.

PLWA 2011-12 Priorities & Deliverables Continued...

Restoration, Enhancement and Protection of Shorelines

Regulations can be an important part of the shifting practices around the lake.

Priority/Deliverable	Status/Progress	Going Forward – 2012/13
<p>Shoreline / Watershed Restorations*</p> <p>Goal: 1-3 restorations started</p>	<p>Secured 1 grant from TD</p> <p>Determined the roles that PLWA can offer to support municipalities to do restoration work.</p> <p>Creek restoration undertaken with Grandview Summer Village</p> <p>1 Pledge to work with Golden Days to explore/identify restoration opportunities</p>	<ul style="list-style-type: none"> • Work with the municipalities & the Province to identify potential restoration areas that would most benefit the lake. • Get 3-5 restoration projects going, partnering with those municipalities, and shoreline communities who are keen to do a restoration project. • Set-up and document a restoration demonstration site, before and after; native plants.
<p>Invasive Plant Control / Eradication</p>	<p>Don Davidson carried on the work he'd started when a Director of PLWA.</p> <p>PLWA posted the 3 part Pigeon Lake shoreline slide show on the new website for easy access.</p>	<p>Set up a special website resource/reference page to support Don's work and invasive plant awareness and stewardship.</p>

A review of the shoreline conducted in 2008, assessed 65% of the Pigeon Lake shoreline to be "highly impaired" and 6% moderately impaired. These riparian areas, when healthy: act as living filtration systems and improve the water quality; stabilize the shoreline and protect against erosion; acting as storage buffers absorbing and releasing run-off water over time and recharging groundwater. Wildlife and other living organisms depend on these areas for feeding, spawning and movement around the lake.

Regulatory Review Process

Regulations are a component in the shifting of practices around the lake.

Priority/Deliverable	Status/Progress	Going Forward – 2012/13
<p>Best Practice Sample By-Laws Drafted i.e. Land Use, Fertilizers</p> <p>Small Committee struck to start this work.</p>	<p>Crystal Springs asked for and has received from PLWA background information on fertilizers to assist them as they look at giving their Summer Village guidance through fertilizer best practices policies.</p> <p>PLWA has been asked by another SV for help with a review of their land use, development and environmental by-laws.</p> <p>Many SV's are currently working hard on implementation and enforcement of their private sewage and holding tank regulations.</p>	<ul style="list-style-type: none"> • Much of this work will be produced in conjunction with the WMP – but does not have to wait. • Delivery of support for the SV by-law review. • Sample Soil management Best Practices and regulatory recommendations, developed with stakeholders and municipalities. • Municipalities review and determine what fertilizer and soil management regulations they will put in place. • Education / support resources developed to assist municipalities.
<p>Funds to hire support as necessary to carry this work forward.</p>	<p>A fund of \$5000 has been raised through the Summer Villages to support this work.</p>	<ul style="list-style-type: none"> • Ensure the funds needed are secured.

The PLWA is not a regulator; however we can educate, advocate and be a conduit of expertise and resources to help municipalities to bring in best practice regulations. In the past we've commissioned two Environment Law Centre reports, to know and show the current state of land development and regulations related to living in a watershed. The reports showed that the regulations around the lake lag behind the science and knowledge and gave recommendations.

The last three years the PLWA has requested at different times, that a small committee be created and with the guidance of the reports' recommendations, start the work of determining what to up-to-date, including the development of example by-laws. Only a couple of municipal councillors expressed any interest. Over this year, we've come to a better appreciation of some of the considerations for this apparent reluctance:

- We've learned that, the many councillors are already very busy, especially those involved with interim private sewage by-laws, and preparations and planning of the sewage line.
- The different municipalities are at very different places in regards to what they have currently and what their attitudes about regulations and by-laws, and what is currently in place.
- There are social considerations and sensitivities for bringing in new or updated by-laws, implementing and enforcing them.

For this reason, the PLWA has determined that our approach be less prescriptive, and more supportive of municipalities; to start where they are at, respecting their role as regulators and their relationships with their communities.

Some municipalities will want to get going, and we wish to support them in any way possible to move ahead. Some municipalities will want to act in accordance with the work of the WMP. Considerations for the social and economic impacts will need to be part of this work, and so education and resources to support the work of the municipalities.

There will be a few different paths to move best practice regulations forward.

Water Monitoring

2011/12 Priority/Deliverable	Status/Progress	2012/13 Goals/ Deliverables
PLWA is recognized as the lead organization to ensure, coordinate and report out, on water monitoring at Pigeon Lake.	Most of the APLM representatives agreed to recognize the PLWA as lead agency for water monitoring on behalf of the lake.	<ul style="list-style-type: none"> • Fulfill role as ‘lead’ on water monitoring
Establish a water monitor fund of \$4800	A \$3600 Water Monitoring Fund was established.	<ul style="list-style-type: none"> • Top up the fund to ensure availability for water monitoring related activities.
Keep stakeholders informed on water quality	PLWA works with water monitoring agencies to gather and disseminate water quality information. <ul style="list-style-type: none"> - A Water Quality Update was issued March of 2012. - The PLWA commissioned ALMS to complete a LakeWatch Report for Pigeon Lake incorporating the data since the 2010 report (draft made available at the AGM). - AGM guest speaker from AHS. 	<ul style="list-style-type: none"> • Continue to work with agencies to gather, monitor and disseminate water quality information, coordinating with the related water related work of the WMP.

The PLWA asked the Association of Pigeon Lake Municipalities (APLM) to recognize and support the role that PLWA has played since 2007 in ensuring water monitoring is conducted at Pigeon Lake each year. To this end, PLWA also asked those Summer Villages who had not yet contributed funding, support to give the PLWA \$400 each to create a fund which could be available, should we need to pay for monitoring on the “off” years. (AE/SRD generally conducts monitoring on Pigeon Lake every two years and we’ve worked with the Alberta Lake Management Society every other year – but they do not always have the funds).

In the 'lead' role, the PLWA works with AE/SRD, ALMS and AHS to ensure water monitoring is done, supported, reported and available to members and interested parties, and key stakeholders such as the APLM.

The 2012 Pigeon Lake LakeWatch Report commissioned by PLWA, completed by ALMS, was made possible with relatively few dollars from the Water Monitoring Fund, generated by the monies from the Summer Villages.

Responses to Unplanned Watershed Situations

Most of the unanticipated situations were related to development in the watershed.

Priority/Deliverable	Status/Progress	Going Forward – 2012/13
Become a recognized party of interest to receive development applications from the municipalities to enable us to support smart development in the watershed.	Leduc now sends us copies of all the development applications for their portion of the watershed.	<ul style="list-style-type: none"> • Attain this status with other municipalities • Update the PLWA Development Principles. • Have developers guided by watershed development best practices, working with us before they spend money.
Watermere Resort Application <ul style="list-style-type: none"> - Site concerns - Design concerns - Concerns for the health of the lake. 	PLWA with member and Summer Village support, was key in bring about the decision, not to allow the application to proceed. PLWA Land Use and Communications Committees work included: <ul style="list-style-type: none"> - Initial submission to Leduc County Jan 2012 – Professional considerations + the voices of the PLWA members. - 'Go to' Webpage created - Article in the Pipestone Flyer outlining our: Wrong Place? Wrong Design? Wrong Time? - Second submission to Leduc County leading up to public hearing - Presentation at the public hearing 	<ul style="list-style-type: none"> • Expect to work on a second Watermere Resort application: <ul style="list-style-type: none"> ▪ Continued diligence to ensure concerns are met on behalf of our members.
Assist the County of Wetaskiwin Area Concept Plan (ACP) to reflect best watershed development practices. (opportunity)	A PLWA Director participated on the Wetaskiwin focus group. PLWA hired watershed development experts to conduct a review of the draft. PLWA submitted feedback on the ACP including commendations, recommendations and concerns.	<ul style="list-style-type: none"> • Learn and communicate the decisions of the County of Wetaskiwin's Councillor. • Post the ACP on the website. • Use the learnings from the commissioning of the review, to inform recommendations and resources to help guide other municipalities in the watershed when conducting related regulatory reviews.

<p>Cowles Landing development concerns addressed.</p>	<p>Sent in a Statement of Concern to AE/SRD outlining stormwater design concerns. Had a productive meeting with Mr. Cowles to review the stormwater and plan design concerns of PLWA. The plan has since been approved.</p>	<p>None anticipated.</p>
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Watermere Resort – There have been numerous communications about the application and PLWA’s response to it, on behalf of our members and the lake. Please go to the website and click on Watermere Resort, on the line just under the header, to learn about this application.

County of Wetaskiwin Area Concept Plan

The PLWA has greatly appreciated that the County of Westaskiwin invited the PLWA to sit on their ACP Focus Group, and with the expressions of two Councilors to “do the best job possible” on their ACP. The PLWA felt that there was the openness needed by the County for constructive input, and since municipalities tend to only undertake the review and update of Area Plans every few years, the PLWA contracted some Watershed Development experts to review the ACP, giving us expert advice so that we could commend the commendable, make any needed further recommendations and flag and concerns.

Communications

Overall goals for this last year have been to: extend the PLWA reach; support the coordination with and building of productive relationships; help people to learn what the PLWA has done and are doing; and to communicate more effectively with members and stakeholders.

<p>2011/12 Priority/Deliverable</p>	<p>Status/Progress</p>	<p>2012/13 Goals/ Deliverables</p>
<p>Website designed for a membership group. (Thanks volunteer webmaster Scott Fisher)</p>	<p>New website launched with a NewFlash announcement in July outlining the features, resources and capabilities for it to better facilitate bringing information and resources to members, watershed residents, municipalities and other important groups</p>	<ul style="list-style-type: none"> • To better support and communicate the efforts of everyone working on improving the health of the lake. • Continue to improve the website. • Become a known resource and “Go To” resource for Pigeon Lake.
<p>Regular Communications</p>	<p>Electronic Communications</p> <ul style="list-style-type: none"> - Bi-annual Newsletters - December 2011 - Spring – June 2012 	<ul style="list-style-type: none"> • Improve: Check in with membership and stakeholder holder groups to see how we are doing and what to improve re: communications.

<p>Regular Communications continued...</p>	<ul style="list-style-type: none"> - NewFlashes & Member Updates <ul style="list-style-type: none"> - Jan, March, May & June re: Watermere Resort - June Website launch - July RBC Blue Water Announcement - July Homesite Consultations & PLWA Education Sessions & AGM Notice - July Fish Die Off Update - Aug Bad News/Good News re: Algae & Fish Kill - Aug PLWA Membership, Financial Statements & AGM Reminder - Updates & Emails to Municipalities <ul style="list-style-type: none"> - Specific topic emails - March - Water Quality Update - 3 PLWA - Priority Progress Reports - Lake Options meeting <p>Summer Villages newsletters – most included a short PLWA blurb</p> <p>In-person Communications</p> <ul style="list-style-type: none"> - PLWA Directors attended all the AIM meetings possible & sent a letter which was read at the Sunset Harbour AIM. - Gave PLWA overview & WMP update to the 4 Band Elders - Gave a Pigeon Lake update at CARL (Central Alberta Recreation Lakes) - Four Directors met with all the Summer Village Councils in Jan/February. - President & Director visits with the Counties Reeve and Mayor and the Councillor for the lake area. - Attended and presented to the Pigeon Lake Regional Chamber of Commerce <p>Other</p> <ul style="list-style-type: none"> - Most Summer Village Mayors welcome 1 or 2 update calls from the PLWA President - Working with the APLM – one PLWA Director always attends their meetings. Regular communications with the APLM Officers. - APLM Chair and PLWA President meet with the Central Region AE/SRD Director together. 	<ul style="list-style-type: none"> • Improve: <ul style="list-style-type: none"> Check in with membership and stakeholder holder groups to see how we are doing and what to improve re: communications. • Develop “Big Tent” idea to include those who want to be engaged in the work for the health of the lake and watershed. • Enhance relationships with Counties – 2 fall council presentations. • Hold one or two more “Leader Meetings” and/or creation of a WMP Advisory Group • Start to inform & engage more of the watershed community as appropriate as the WMP progresses. • Create a network of volunteers willing to go twice during the summer to a few of their neighbours to help extend our reach. • Support the watershed’s capability to work in the same direction (perhaps in different ways) and with a more united voice (perhaps with different words but essentially the similar messages)
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<p>Marketing – positive marketing which attracts people to take advantage of our programs and services.</p>	<p>- Awareness Day, Education Sessions & AGM</p> <ul style="list-style-type: none"> - Laminated signs “Let’s Go to the Lake posted all around the lake. - Small cards (same as signs) given out at AIM’s - Advertisement of AGM in Pipestone Flyer - Posted on community calendars & on our website - Emailed notice to members 	<ul style="list-style-type: none"> • Implement an enhanced marketing strategy with more community connections.\
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The Association

Members & Memberships

Membership now has a new membership management system to support the management of membership data and the annual renewals. We are now looking for a new Membership Committee Chair and someone to provide consistent membership administration support. We exist on behalf of our members, so membership is very important to our work for the health of the lake. We greatly appreciate the volunteers who help with memberships at each AGM, and a new system

Now that this system is in place, we need to reach out to more people throughout the watershed to strengthen our advocacy voice, to keep more people informed, and to broaden the distribution range of our programs and services opportunities.

If everyone listed as a current member renews, the PLWA membership numbers will be up by about 50 from last year for a total of 450. However, this number should be much higher as two Summer Villages with about 120 lots on each, are including in their annual donation to the PLWA memberships for all their people. Due to privacy laws, the beaches cannot give us those members information so we will be working out this wrinkle.

The membership numbers were, at one time, much higher and dropped off for different reasons. Now there are lots of reasons to rejoin and we need to encourage people to do so.

The annual membership fee has been kept to a low annual fee of \$10 per individual and \$20 for a family (2 Adults and kids under 18). Listing all family members enables us to boost our numbers and we will send information to those in the family who wish to receive the PLWA emails.

Soon we will be able to report the numbers of membership from each beach.

Directors

The volunteers Directors of the PLWA continue to put in numerous hours to do all they can for the health of the lake and watershed.

PLWA recognized last year that it is now critical for PLWA's organizational sustainability to hire a part-time staff. We tried contracting a very part-time Project Coordinator this year over the course of a few months, to organize and run the Awareness Day, and to help on a few fronts such as grant writing. The cost-benefit ratio given the turn out at the Awareness Day was determined not to be the best use of funds. We are now working towards raising the money for a part-time administrator, to enable the best use of the Directors limited time, and to enhance the sustainability of the PLWA.

Openings for Directors and or Volunteers with skills to serve on the following committees include:

- Membership
- Fundraising
- Volunteer Engagement
- Stewardship – Education
- Government Relations

Board members are elected volunteers at the Annual General Meeting for a two year service term from the date of the AGM. Directors may be re-elected.

PLWA has worked to have representation from around the lake, with a good mix of capabilities. This year we dropped the restriction on elected persons serving on the board. All Directors must be fully supportive of the PLWA mandate and respectful of the decisions of the board.

Sincere appreciation to the Directors retiring this year for their contributions to PLWA and the lake. 2012 Retiring Directors are:

- Al Olson who has served with a sustained passion, drive and commitment since the founding of the PLWA, and who will continue to work to see progress on the in-lake options.
- Tom Cliff who served on the Technical Committee has contributed with his local knowledge and the possibilities for action.



2012 / 2013 Nominations of Continuing and New Directors:

Director	Elected / Term	Position / Committee	Sector / Beach
Emily Beaudry	2012 – 2014	Nomination & Vice President	Argentia
Susan Ellis	2012 – 2014	President, Chair of Fundraising, Communications & Membership	Itaska
Marilyn Kane	2012 – 2014	Vice President, Co-Chair Stewardship	Poplar Bay
Hugh Sanders	2012 – 2014	Stewardship – Shoreline Restorations, WMP Committee	Crystal Springs
Marcia Mielke *	2012 – 2014	Treasurer	Johnsonia
Leonard Standing On The Road *	2012 – 2014	4 Band & Central AB Watershed Community Relations	Montana 1 st Nations

* = New Board Directors

Directors Elected at the 2011 Annual General Meeting and Continuing Until 2013

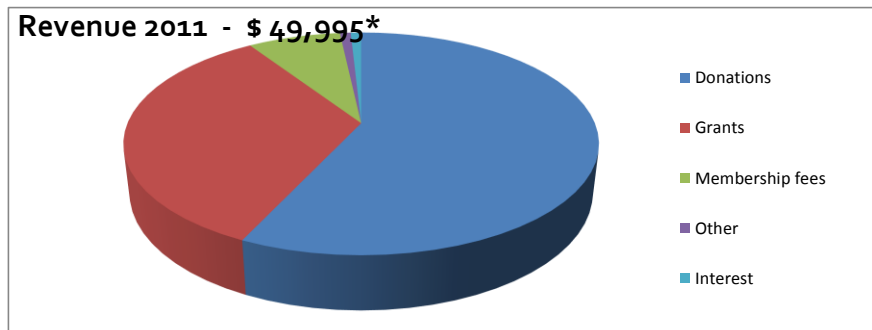
Director	Elected / Term	Position / Committee	Sector / Beach
Ryan Devlin	2011 – 2013	Communications, Stewardship – Education, Land Use & Nominations Committees	Mulhurst
Michael Gaian	2011 – 2013	Chair Technical & Research, WMP Committee	Mission Beach
Bob Gibbs	2011 – 2013	Chair Watershed Management Plan, Land Use Committee	Viola Beach
Jeff Lloyd	2011 – 2013	APLM Liaison / Government Relations Committee	Ma-Me-O Beach
Don Smallwood	2011 – 2013	Secretary	Viola

Please know that the names of new Directors starting their term as of the AGM will be listed on the website found under “About” then “Board of Directors”. This will be posted just after the September board meeting when we firm up the committees.

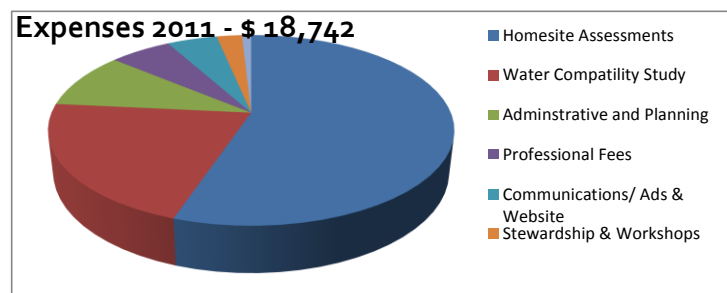
Financials

The year ending 2011 snapshot is below. For the full picture, please see the Pigeon Lake Watershed Association Financial Statements Year Ended December 31, 2011 which details both 2010 and 2011, and also the Auditors Report. These can be found on the PLWA website.

Members equity, beginning of the year = \$ 80,204. Equity at year end = \$ 90,698.



* Includes \$21,200 received from Summer Villages in support of 2012 programs.



Thank-you

