

TLB Minutes – July 3rd 2012

CLFN Cultural Centre

Present: Mark, Larry, Tracey, Leora, council candidate Rob McGregor, & guest Michael Bainbridge of Ontario Highlands Tourism Organization.

Regrets: Council candidate Jamie Powell

We opened with a smudge....sage, tobacco, cedar....a beautiful bowl and feather.

1. Leora's Report/Updates:

- capacity building priority for TLB through Friends campaign for core operation funding
- redeveloping/revising communication materials- changes to remaining brochures should suffice for this and next year. New brochure to be developed thereafter. Changes to website to include Friends page, donations, and TLB store (featuring DVD, Book, species ID cards, and dedicated artisan works for TLB)
- cultural database being developed in partnership with CLFN to house ATK, and which will facilitate First Nation planning input. TLB will support and promote these products and services. Fees for service are applied for engagement with First Nations and to access data. Nominal sharing of fees may be applied if engagement is through TLB.
- TLB to work with Plenty Canada and Ont. Forestry Association on forestry initiative – may lead to funding- letter to Ivey Foundation.
- TLB focus on Hunting Heritage to make short DVD with interviews. Funding is being pursued.
- TLB to look at portfolio of shoreline, septic and fisheries management- large grant through Mott foundation being sought- will take time to organize and scope.

TLB documentary almost there – marketing invite to audience to be added at end of film - TLB Film documentary to be launched in Lakefield on July 26th; later in Haliburton & Bon Echo

- Website – homepage & event link is available and dedicated documentary website (to be included in TLB website pages on events)
- Need plotter & computers for data storage and mapping capacity (under current OTF grant). Difficulty in finding plotter.

- Council to assist in identifying more speaking and documentary event dates
- charitable # not yet registered- lawyer oversight- limits funding that can be sought through TLB- may partner with Couchiching and Plenty for grant access from foundations. Delay will be almost 8months.
- Tom's TLB book needs edits – Leora is taking it on- Fitzhenry and Whiteside publishers should have book ready for Christmas along with DVD launch.

2. Mark's Treasurer's Report/Update:

- independent set of books for TLB
- meeting with banker in July re signatures
- rudimentary budget framework to date
- new signing authorities in place
- need TLB visa for small items (ink, printing, venues)

3. Rob McGregor introduced himself

- lives locally – Buckhorn
- loves critters and plants
- biodiversity is nb
- retired from MNR & offering to help

Leora to provide a question page and orientation for candidate council members to make process easier and more respectful

4. Leora proposed that TLB could be the umbrella group for Stewardship and other planning and legislative mechanisms in the region- look at a 5-year strategy (under OTF grant) to begin next meeting....with deep budget cuts to Ontario Stewardship and municipalities as well as in ecology, there is a need for coordination and opportunities to fill gaps in the region: Lake trout becoming a species at risk, many lakes dying, continued de-forestation; watersheds/headwaters management needed (no Conservation Authorities in the region- no Wetland legislation applied); stewardship and cultural challenges while municipalities engaging in cultural planning.

TLB GOAL: 50% funding through joint ventures. 30% through gifts, donations, and friends as per OTF goal. Leora to develop flyer or new brochure to encompass messages about becoming a friend of TLB

5. Ecotourism/arts/trails & waterways/geology proposal;

- TLB partnership under geological tourism with Ontario Highlands Tourism Organization- 25 sites from documentary will be included in mobile app.
- Michael is coordinator of geological tourism.
- FN Consultations are mandated by Ontario for all initiatives.
- Michael Bainbridge spoke of his N-F-P geology proposal funded by ON Tourism near Gooderham/Tory Hill – a public access issue but not for mining or development per se....
- "Bear Lake protected site" – area of Anishanabee/Algonquin
- TLB recommends a wholistic approach, engaged with new opportunities for dialogue.
- For a different land use, protection may be through staking a claim (government protection)
- In this case, the site has "calcite in the veins" – possibilities for cultural relationship, interpretive centre.
- Sales of minerals are regulated by a provincial policy and regulation....could be a hobby – mineral trading....

******TLB Council Recommendation: that Michael meet with CLFN elders through Tracey***

LUNCH BREAK

6. TLB Branding

Leora recommending: "community of friends"....develop language with products aligned with the values and "governance of TLB" – eco values (eg skink) – friendly feel to encourage friends and sponsors

FRIENDS of TLB

Taglines

Research, education, conservation – shared stewardship responsibility
Governing together.....celebrating the land together....cultivating relationships

Leora to draft and Circle/Council to respond and suggest revisions/edits

7. Friend FEES

Skink .50 - \$1

Single - \$25

Family - \$40

Organizations <\$50K annual budget - \$150; >50K - \$300

Opportunities to support new friends and sponsors:

Corporations/Partnerships page and language featuring logos

Can choose projects to sponsor: eg. adopt a turtle sign; adopt a classroom etc.

Work with Ducks Unlimited/On Nature and Couchiching Conservancy on an annual festival in place of the Carden Festival

8. STRATEGY

Leora to outline SWOT towards strategy and priorities for next five years:

Circulate to members at the next meeting and begin discussions

Leora to identify streams of activities over the next 2 years:

research/network/education and conservation projects to pursue while launching strategy. Discussion too about becoming a biosphere.

8. Leora will send out docs to us: Articles, Terms of Reference, Process for inviting new members to the Circle

Closing of Circle/Council with feather in FN tradition at 12:55pm