



# Strategic Plan

2024 to 2029

**Educate Advocate Engage**

## Vision

We envision a clean and healthy lake environment which supports abundant wildlife and fisheries, is treated with respect by all who enjoy it and is sustainable for generations to come.

## Mission

Through education, advocacy and engagement, our mission is to foster a healthy natural environment, responsible waterfront development, a thriving community, and a Lake of Bays shared respectfully and safely by all.

## Members

The Lake of Bays Association is a not-for-profit, volunteer-based organization that represents the common interests of Lake of Bays residents. Membership is open to all who share the Association's Vision and Mission. Our members are those who affect the lake and are affected by the lake.

*It's all about the lake!*



# Our Strategic Priorities

## 2024 to 2029

With input from our members, the surrounding community and our partners, the Lake of Bays Association (LOBA) Board of Directors identified the following core priorities that will be the focus of our work over the next five years.

- ▶ Environment
- ▶ Development and Land Use Planning
- ▶ Government Relations
- ▶ Community Engagement
- ▶ Association Sustainability and Effectiveness

LOBA's volunteer and financial resources will focus on achieving the goals outlined for each core strategic priority. We collaborate and advocate with key partners including Muskoka Watershed Council, Lake of Bays Heritage Foundation, Safe Quiet Lakes, Muskoka Lakes Association, and the Federation of Ontario Cottagers' Associations. Engaging our members, and communicating broadly, are ongoing operational activities which support the achievement of these core strategic priorities.

## Environment

**Goal:** Healthy and sustainable water, shorelands, forests, and air.

**Strategy:** Monitor, educate, communicate, and advocate for a clean, natural, and sustainable environment in Lake of Bays and throughout the Muskoka Watershed.

### **ACTIONS:**

- ▶ Manage the annual water quality testing program and analyze data for trends and issues, communicating the importance and results with stakeholders.
- ▶ Partner with academia, peer organizations, municipal governments, and others to proactively advance climate change issues and initiatives.
- ▶ Engage with the Muskoka Watershed Council and monitor for updates to the Muskoka Integrated Watershed Management Plan.
- ▶ Educate and communicate with members and the community at large on the issues and impact of environmental concerns.
- ▶ Create and support opportunities for active community engagement to promote environmental sustainability and best practices.



# Development and Land Use Planning

**Goal:** Appropriate and sustainable property development that protects water quality, shoreland health and the natural, scenic character of the lake.

**Strategy:** Monitor, educate and advocate for responsible, balanced development and land use. Promote awareness and understanding of development regulations, decisions, and best practices within our community.

## **ACTIONS:**

- ▶ Dialogue with municipal and district governments and staff about land use planning.
- ▶ Monitor and respond when appropriate to development applications with precedent-setting implications for lake health, shorelands, air, forests, and property values.
- ▶ Monitor, participate and advocate regarding the Official Plan, municipal policy and by-law requirements to ensure LOBA's goals are reflected, and the long-term environmental and economic health of the community are protected.
- ▶ Educate and inform members on key development and planning processes, issues, and decisions.
- ▶ Collaborate with other organizations to promote shared concerns, knowledge, and advocacy.

# Government Relations

**Goal:** A balanced, accountable, and responsive government.

**Strategy:** Monitor, educate and advocate for fiscal responsibility, reasonable taxation and a well-served, inclusive community that provides quality public services to all.

## **ACTIONS:**

- ▶ Dialogue with municipal and district governments and staff about municipal services, budgets, and spending.
- ▶ Monitor and advocate for fiscal responsibility and a well-served inclusive community.
- ▶ Advocate on the following priority issues: health services, internet service, electricity pricing and property taxation.
- ▶ Inform members of major issues, decisions, and activities of municipal and district governments.
- ▶ Inform members of upcoming municipal elections, voting procedures, and candidates, and provide opportunities for members to become informed about and assess candidates on key issues of importance to LOBA.



# Community Engagement

**Goal:** A vibrant, safe, peaceful, and inclusive community that respects all those who live, work, and visit Lake of Bays.

**Strategy:** Engage with the community to communicate LOBA's Vision and Mission, promote safe and courteous practices, and provide support within our community.

## **ACTIONS:**

- ▶ Promote LOBA's Vision and Mission.
- ▶ Engage a younger demographic.
- ▶ Work with educational institutions, municipal governments, and partners to educate, communicate and promote safety and best practices.
- ▶ Educate and communicate the role of the various levels of government and the regulations specific to boating regulations and direct members to the appropriate governing body.
- ▶ Engage with local community organizations and municipal governments to identify, support and promote local activities, community groups and specific fundraising initiatives that will benefit and enhance the community.

# Association Sustainability and Effectiveness

**Goal:** Increased operational capacity, effectiveness, efficiency, and long-term sustainability.

**Strategy:** Build and increase membership and the operational capacity of LOBA.

## **ACTIONS:**

- ▶ Increase membership in LOBA to represent a greater proportion of people who live on or near the lake.
- ▶ Articulate and formalize a message that clearly communicates the value of a LOBA membership.
- ▶ Develop a plan, policy and process regarding the recruitment, training, retention, and succession planning for directors, volunteers, and administrative support.
- ▶ Evaluate the effectiveness and efficiency of LOBA's database and website and identify the resources needed to support these on an ongoing basis.
- ▶ Promote LOBA's priorities and goals through public outreach utilizing a variety of platforms and social media.
- ▶ Maintain and strengthen partnerships with Muskoka Watershed Council, Lake of Bays Heritage Foundation, Safe Quiet Lakes, Muskoka Lakes Association, other lake and road associations, and maintain membership and an active role with the Federation of Ontario Cottagers' Associations.

