

Friends of the Porcupine River Watershed

Strategic Planning Session

July 26, 2018

The newly enacted executive board of directors for the Friends of the Porcupine River Watershed held a strategic planning session to determine their strategic priorities through to 2021.

Participants for the session:

Brian Cumming
Brenda Torresan
Angie Corson
Paula Hoggett
Jim Hoggett

Participants contributing to the plan but absent:

Sherrill Richards, Maija Hoggett, Meaghan Stringer, Rick Cecconi

The participants generated over 50 ideas from the following question:

WHAT IS YOUR VISION FOR PORCUPINE LAKE RIVER WATERSHED BY 2021?

The ideas were grouped into four pillars. Each pillar was prioritized along with the ideas within each pillar. The following is the outcome which sets forth the strategic plan for Friends of the Porcupine River Watershed:

1. Governance
 1. Hire an Executive Director
 2. Involve Community Partners
 3. Build Membership
 4. Establish functional working groups

2. Projects
 1. Create Brand – build website
 2. Increase Water flow from headwaters of Hollinger Pit
 3. Canoe Route Development
 4. Trail Development – Partnership with MRCA
 5. Restore Beach Area
 6. Fountain by Porcupine Bridge
 7. Dredge Porcupine River
 8. Improve fishery habitat
 9. **Have a Survey done on Porcupine Lake and Surface testing**
 10. Historical monument for the Bannerman Family
 11. Clean-up waterfront

3. Education

1. Visibility – Pamphlets, signage, t-shirts, information campaign, school boards
2. Social Media Campaign
3. Community Involvement
4. Awareness of historic value of Porcupine Lake
5. Education on clean water bodies
6. Public & City aware of presence and mandate

4. Lobby

1. New Water treatment plant
2. Advocate and lobby city council
3. Build community relationships
4. Finalized safe city plan
5. Establish new building codes for east end (sewage limitations)
6. Stricter penalty against the city by MOECC