



BAY AREA RESTORATION COUNCIL

ECOLOGY · INDUSTRY · RECREATION

Abbreviated Annual Report

Year Ending March 31, 2003

Directors

Linda Axford

David Butler

Scott Koblyk

Dr. Brian McCarry, Treasurer

Dr. Joseph Minor

Jo-Anne Rzadki

Andrew Sebestyen

Dr. Mark Sproule-Jones

Jim Thoms, President

Dr. Roland Weiler, Vice President

Elections took place at the Annual General Meeting on June 11, 2002

Staff

Marilyn Baxter, Manager

Wendy de Blauw, Intern

Ann Balasubramanaim, Summer Student

Marc Peverini, Summer Student

Implementation Award Recipient

Royal Botanical Gardens

Recognition Award Recipients

Janette Brenner

John MacLennan

Eric McGuinness

Barbara McKean

Communication Activities

The BayLinks Communications Strategy was a highly successful project was completed and celebrated on June 11, 2003. Products included a new web site, www.hamiltonharbour.ca, new logo and brochure.

Media relations have greatly increased during the second year of the Ontario Trillium Foundation to develop an effective communication strategy was completed in July. The consultants *Quorum Communications* through direction by the Board and the Manager recommended overall positioning, strategy and tactics, which is now being implemented.

The most important media coverage of Hamilton Harbour to date occurred from November 23 to 30, 2002. The Hamilton Spectator published a seven-day series on the harbour - over 30 full pages of coverage – phenomenal testament to the importance of the harbour to this community.

Two successful Media Tours were conducted. The first, through the Trillium Grant, was a bus tour of the Harbour and launch of the Toward Safe Harbours Report Card. Approximately 18 media hits were recorded including the local TV station, and the CBC! BARC managed the RAP Stage 2 Update for the RAP office in September by conducting a boat tour of the Harbour. Again there was substantial local coverage. Two media events were held, June 11 and September 19, resulting in extensive coverage of Hamilton Harbour issues.

Four issues of the Bringing Back the Bay newsletter were produced and distributed

Communicate and Co-ordinate with Community Stakeholders

- letters were written to the City of Hamilton in support of increased water and sewer rates and the GRIDS process.
- The letter of support from the IJC was communicated to the municipalities, and was covered extensively by The Hamilton Spectator.
- met with politicians of all levels of government in the Spring, and with the CEO's in March.
- Official Plan process.
- BAIT
- About 40 presentations were done throughout the year,
- two highly successful media tours. For details, see 'Additional' below.

Public Meetings

- BARC hosted three membership meetings, as recorded in the newsletters
- and two additional RAP Report Up-date Open Houses in September
- BARC's Annual Community Workshop "A Healthy Harbour: What's in it for us?" was held March 8, 2003 at The Royal Botanical Gardens headquarters. Participants expressed what they saw in the future for Hamilton Harbour, which provided BARC with the citizen input it needs to represent the community

Programs

- Earth Day Tree Planting at Bayfront Park The citizens were pleased with for the opportunity to contribute, and their efforts were commendable.
- The Marsh Volunteer Program consisted of several planting at Cootes Paradise marsh area in cooperation with Royal Botanical Gardens.
- The Classroom Mini Marsh Program was offered to local schools at no cost in cooperation with Royal Botanical Gardens (RBG) and a grant from TD Friends of the Environment. The students nurtured their miniature marsh while learning about the ecology of Cootes Paradise marsh.
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- BARC's Committees guide the above programs and the staff administers them with the assistance of volunteers.

Monitoring Activities

The Toward Safe Harbours 2002 Report Card is BARC's primary vehicle for monitoring and accessing the implementation of the Hamilton Harbour RAP. This document represented a change from the previous ones, and was created to communicate this information to the general public. Overall, the Bay Area Restoration Council noted that the report card " illustrates the significant progress achieved to date in restoring Hamilton Harbour and its watershed. At the half-way point, the goal of restoring Hamilton Harbour is now, more than ever, within the community's reach."

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