



2021-2022 Annual Report

The Wabamun Watershed Management Council (WWMC) is pleased to present its 2022 Annual Report for the 2021-2022 fiscal year. We remain focused on our mission:

To guide the development, management, and stewardship of Wabamun Lake through collaborative watershed planning, research, and public education.

To that end, this annual report provides a review of the WWMC's many activities and milestones of the past year. The comprehensive communications, fundraising and financial reports of the 2021-2022 fiscal year are included in the appendices.

THANK YOU!

First, we wish to acknowledge and appreciate the people and places that have brought us to this point in time.

Indigenous Land Acknowledgement The Journey of Truth and Reconciliation

At the WWMC, we believe we are all Treaty People. We feel deeply that the traditional territory of Indigenous Peoples and the legacy of colonialism must be acknowledged and reconciled, and furthermore that thoughtful and meaningful relationships with our Indigenous neighbors must be built. We humbly state we are only at the very beginning of our journey to reconciliation and the building of mutually beneficial relationships with the Indigenous Peoples of the Wabamun Lake and Watershed area.

At the September 2022 WWMC Board of Directors meeting, the Board approved a motion to develop an Indigenous Land Acknowledgement Statement and to work mindfully to enhance our Indigenous relationships. We know there is much work to do and that the journey will take time.

Thank you to our Indigenous neighbors and our stakeholders for your patience and understanding, as WWMC embarks on its Truth and Reconciliation journey to walk together with all Peoples to protect Wabamun Lake and watershed. As only a small step in our journey, we are confident we will have a proper Indigenous Land Acknowledgement statement at our next gathering.

Our Appreciation

The WWMC relies on the commitment, cooperation, and contributions of all stakeholders to protect the health of Wabamun Lake and its watershed. The WWMC is grateful to all our collaborative partners, corporate sponsors and individual donors for your support of WWMC.

Partners

Alberta Government
 Alberta Lake Management Society
 Land Stewardship Centre
 North Saskatchewan Watershed
 Alliance
 Parkland County
 Seba Beach Seniors Club

Gold Corporate Members

TransAlta
 Summer Village of Seba Beach
 Degner Construction
 Ultra Seat Corporation

Silver Corporate Members

MacTaggart Veterinary Clinic
 Sunshine Bay Yacht Club
 Wabamun Sailing Club
 Stony Plain Fish & Game
 Association

Bronze Corporate Members

Shoreside Inn & Suites
 Derby's Lakeview General Store
 Pineridge Golf Resort
 Parkland County
 Land Stewardship Centre
 Edmonton Yacht Club
 Seba Beach Heritage Society
 Wabamun ATB Financial
 Wabamun Hotel

Individual Donors

Kelly and Mary Aldridge
 Margaret Bakker
 Todd Baldwin
 Rob Cowley
 Sandy Drummond
 Carol and Keith Epton
 Neil Fleming
 Colleen and David Judge
 Kobylko Family
 Doris Kent and John McIvor
 Don Meredith
 Julia and Tony Nelson
 Cliff Richard
 Robarts Family
 Bill and Kate Russell
 Denise and Bernie Wade.

2021-2022 WWMC Board of Directors

The 2021-2022 WWMC Board is composed of members from a range of stakeholder sectors in the watershed including Summer Villages, Business, Watershed Residents, NGOs i.e., Children's Camps, Sailing Clubs, and the Government of Alberta, Municipal Governments and Indigenous Governments.

Executive Committee

Sue Styles—Chair
 Neil Fleming—Past Chair
 David Ball—Treasurer
 Stan Franklin—Secretary
 Don Meredith—Communications

Directors

*Stan Kobylko
 *Kelly Aldridge
 Randy Heil
 Michelle Foster
 Denny Thomas
 Doug Thomas

Government Representatives

Arin McFarlane-Dyer—Alberta
 Environment and Parks
 Megan Thompson—Lac Ste. Anne
 Métis Community Association

***Kelly Aldridge** and **Stan Kobylko**, both founding members of the WWMC, have decided to step back from their board roles as of the 2022 AGM.

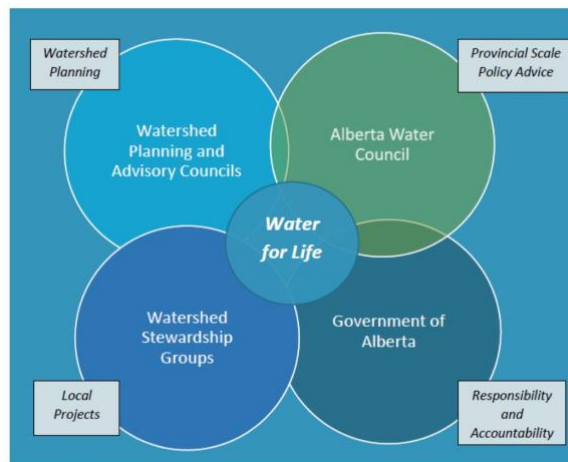
Kelly Aldridge has provided respected leadership, knowledge and important ideas on lake issues from the beginning. He served as WWMC Chair from 2010 to 2014. It is with heartfelt gratitude we recognize and honor Kelly's many significant contributions to the WWMC.

Stan Kobylko represented lakeside camps on the Board of Directors, having a long-time association with Camp Oselia. Stan was in regular attendance at WWMC meetings and widely promoted the use of native plants for restoration of disrupted lands and shorelines of the lake and watershed. In this way Stan's work will live on. The WWMC thanks Stan for his long-time interest in Wabamun Lake and watershed.

The WWMC and the Water for Life Strategy

The Water for Life Strategy outlines the Government of Alberta's commitment to manage and safeguard Alberta's water resources. The strategy has been the vehicle for managing Alberta's water resources since its release in 2003.

The WWMC, as a Watershed Stewardship Group (WSG), fits as one of the important loops within the Alberta Water for Life Strategy—along with the Government of Alberta, Alberta Water Council and Watershed Planning and Advisory Councils (e.g., the North Saskatchewan Watershed Alliance).



WSGs like the WWMC exist to **take community-level action to safeguard our water sources.**

They are community-based, multi-sector, volunteer partnerships actively engaged in environmental stewardship of their watersheds. (They include individuals, organizations, agriculture, industry, municipalities, and other forms of local government and set common goals to achieve shared outcomes) ([Alberta Water Council](#)).

WWMC Mission, Vision and Values

Vision

- The Wabamun Lake Watershed is a healthy ecosystem with a community that shares its collective responsibility to be the best stewards of that environment.
 - Be the best stewards of Wabamun Lake and Watershed
 - Keep Wabamun Lake Clean and Clear

Mission

- To guide the development, management, and stewardship of Wabamun Lake through collaborative watershed planning, research, and public education.

Core Values

- Relationship with the watershed
- Stakeholder engagement
- Knowledge sharing
- Collaboration
- Fairness and integrity

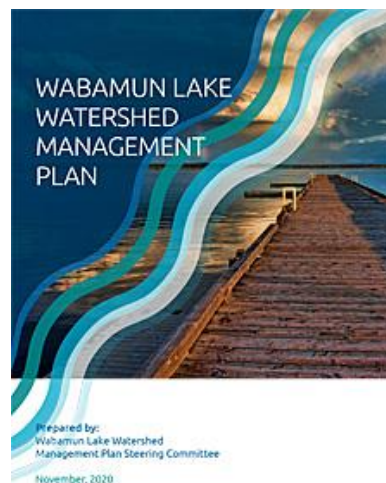
WWMC—A Brief History

Over the last 16 years, the Boards of Directors have worked tirelessly to advance the mission and vision of the WWMC.

- Formed in 2006; incorporated as a Society in 2010
- Small group > big impact
 - Education and stewardship initiatives
 - Addressed unfolding watershed issues
 - Built foundational collaborative partnerships
 - Established communication processes
 - Studies and Reports:
 - *Wabamun Lake State of the Watershed Report*
 - *Parkland County's Wabamun Lake Sub- Watershed Land Use Plan*
 - *Riparian Health Assessment of Wabamun Lake*
 - **Wabamun Lake Watershed Management Plan (2020)**
([Click here](#) for more on WWMC history.)

Wabamun Lake Watershed Management Plan

While undertaking the many initiatives to protect and restore the lake and watershed, past Boards also achieved completion of the Wabamun Lake Watershed Management Plan (WMP) in November of 2020. This was a significant milestone in the history of the WWMC. The WMP is the roadmap to “Keep Wabamun Lake Clean and Clear.” The plan is realistic and achievable! Today, the WWMC is onto the next important step to **Plan Implementation**.



Priority WMP Focus Areas



Maintaining a collaborative WMP implementation governance structure via a representative Steering Committee



Continuing to build on educational activities with an initial focus on invasive species, riparian health and agricultural beneficial practices



Setting up a robust water quality monitoring program that discerns trends and informs decision-makers



Restoring shoreline riparian function



Continuing to align municipal policies, plans and processes (e.g., fertilizer and pesticide bylaws, septic bylaws, building and development requirements) that promote watershed health

2022-2025 WWMC Strategic Plan

In 2022, the WWMC developed a Strategic Plan to guide WMP implementation through to 2025. We are employing the following **Key Strategies**:

1. Maintain a functioning sustainable organization
2. Collaboration and advocacy
3. Maintain, improve, and monitor the health of Wabamun Lake and watershed
4. Maintain communication role and provision of information regarding watershed health

The activities the WWMC undertook in 2021-2022 fit into the Key Strategies as follows.

Key Strategy 1. Maintain a functioning sustainable organization

Board Governance

- WWMC approved its [2022-2025 Strategic Plan \(PDF\)](#)
- Revised the WWMC Bylaws
- Submitted a CRA application for registered charity status
- Approved WWMC policies
 - Fundraising policy
 - Communication strategy
 - WWMC Guiding Principles
- Ran a Fundraising campaign

We acknowledge the dedicated work of the Governance Committee members—Stan Franklin and Doug Thomas, and the Fundraising Committee members—Denny Thomas, Neil Fleming and Michelle Foster in achieving completion of these important Board Governance initiatives.

We need a sustainable organization to implement the WMP and we intend to build on the current momentum to further strengthen WWMC board governance.

Key Strategy 2. Collaboration and Advocacy

Collaboration is important in the development and the implementation of the WMP plan. The WWMC further strengthened collaboration with key stakeholders and collaborative partners through the creation of the Wabamun Watershed Management Plan Steering Committee.

- The Wabamun Watershed Management Plan Implementation Steering Committee held 3 meetings in the 2021-2022 fiscal year. Committee members represented the following stakeholders:
 - North Saskatchewan Watershed Alliance (NSWA)
 - Alberta Environment and Protected Areas
 - Parkland County
 - Summer Villages (Betula Beach, Lakeview, Kapasiwin, Seba Beach, Point Alison)
 - Alberta Lake Management Society
 - TransAlta
 - WWMC

This multistakeholder commitment is the epitome of collaboration. We thank the Steering Committee co-chairs: Kelsie Norton—NSWA and Doug Thomas—WWMC.

Additional collaborative partnerships

- Academia—Dr. David Chanasyk
- Lac Ste. Anne Metis Community Association—Megan Thompson
- Environment Canada

All WWMC collaborative partnerships are critical to making progress in protecting and restoring our lake and watershed.



Left: Lake tour with Parkland County Councilors Phyllis Kobasiuk (l) and Kristina Kowalski (r); and Stan Franklin of the WWMC.

Right: Watershed Management Plan Steering Committee Field Trip—(l to r) Krista Quesnel, Parkland County; Sue Styles, WWMC; Arin MacFarlane-Dyer, AEP; Brad Peter, ALMS; Kelsie Norton, NSWA; Kristina Kowalski, Parkland County.

Key Strategy 3. Maintain, improve, and monitor the health of Wabamun Lake and watershed

Initiatives related to this key strategy directly address the WMP main goals:

- Good Water Quality
- Healthy Aquatic Ecosystems and Biodiversity
- Wise Land Use
- Engaged Stewardship

In the 2021-2022 fiscal year the following projects were completed:

Water sampling - Alberta Lake Management Society (ALMS)

- Four Summer LakeWatch sampling events
- Four Winter Lake Keepers sampling events
- Physical, chemical and biological data (Cyanobacteria/chlorophyll-A/ aquatic invasive species) collected at each event (see reports at wwmc.ca)



Kurstin Cappis (ALMS) sampling lake fauna in September

Education and Outreach

- Aquatic invasive species boat inspection (with K-9 unit) was held at the Wabamun Boat Launch.



- WWMC Information booths were set up at:
 - Seba Beach Farmer's Market
 - Wabamun Lake Provincial Park
 - Seba Beach Seniors Centre 'Living Well in Your Community' event



Stewardship participation

- Riparian Restoration
 - supported Parkland County riparian restoration soil bioengineering project at Whitewood Sands



- Aquatic Invasive Species monitoring
 - Helped Alberta Environment and Protected Areas eradicate Purple Loosestrife detected near Seba Beach

Monitoring of watershed development/initiatives

- Reviewed and commented on the Wabamun Area Vision Project
- Undertook to have a hydrology review of Highvale Mine Reclamation Plan
- Reviewed land development proposals for alignment with WMP

Key Strategy 4. Maintain communication role and provision of information regarding watershed health

- Produced 2 videos to highlight the Wabamun Watershed Management Plan
 - [A Watershed for All](#)
 - [Wabamun Watershed Management Plan: A Plan for all](#)
- Supported [2022-NSWA Report-Riparian Health of Wabamun Lake](#)
- Published [3 Newsletters](#)
- Actively monitoring and updating the [WWMC website](#), [Facebook](#) and [Twitter](#)



Nicole Kimmel (AEP) digging out purple loosestrife

Huge thanks to Don Meredith and Neil Fleming for managing WWMC communications!
(Note: a comprehensive WWMC communications report is found in Appendix 1)

The Future – 2023 and beyond

- Continue to develop and action robust watershed stewardship initiatives and programs
- Continue to build a sustainable WWMC organization
 - Building capacity > human resources, funding resources
- Strengthen and expand collaborative partnerships; Indigenous engagement

Appendices

The following appendices are attached:

Appendix 1—Communications Annual Report—10

Appendix 2—Fundraising Annual Report—12

Appendix 3—Financial Annual Report—13

Appendix 1
Communications Annual Report
Wabamun Watershed Management Council
October 2022 AGM
Don Meredith
Communications Chair

The four major avenues the WWMC use to communicate with the public in the last 12 months have been our Website, Facebook Page, Newsletters and MailChimp email messages. As well, various board members did participate in outreach activities at various events around the lake, engaging many people on a face-to-face basis—always the best communication.

Website

As you can see from the attached Annual Website Report, our website continues to be a source of information for many Wabamun stakeholders. The Wabamun Fishery and Lake Water Level pages still hold top spots for pages most visited, reflecting stakeholder concerns in those areas. The Studies & Reports page is also quite popular as a source of quality information, including our Watershed Management Plan.

Facebook

Mainly through the efforts of former chair, Neil Fleming, our Facebook group has become a key conduit to get information into stakeholders' hands. As of this writing, there are 733 members of our Facebook group. Of those members, 60% are female and 40% are male. Most members are from Edmonton, Stony Plain, Spruce Grove, Seba Beach and St. Albert. A few are from outside Alberta, including some from outside Canada. Many visits to our website are the direct result of Facebook posts, with 894 website visits attributed to Facebook in the last 12 months (see attached website report).

Newsletters

As a result of the number of issues we faced this year and a perceived increase in engagement by stakeholders, the Executive Committee decided that we should return to quarterly newsletters to keep members informed about what's happening on the lake and watershed, and within the WWMC. I wish to thank Sue Styles, Neil Fleming, Stan Franklin and other board members for providing the bulk of content for the newsletters. As confirmed by both MailChimp and Squarespace statistics, the newsletters are well received.

MailChimp

From October 1, 2021 to September 30, 2022, the number of WWMC members (who by definition are on the MailChimp mailing list) varied from 222 to 240. During that time, the WWMC sent out 17 messages to its members. Of those recipients, 57 to 72% opened the messages, and 2 to 37% clicked on a link in the message. According to MailChimp, these statistics are very high in comparison to other non-profit organizations. The highest click links were associated with those messages announcing the publication of a newsletter.

Website Annual Report attached.

Website Annual Report

Wabamun Watershed Management Council

October 2022 AGM
Don Meredith
Communications Chair

Website Stats

(Squarespace Statistics)
October 1, 2021 to September 30, 2022

- 6,042 unique visitors in 7,735 visits
- 12,337 total page views
- **Top Ten Pages** visited
 1. Home—2,603 visits
 2. Wabamun Fishery—2,474
 3. Lake Water Level—1,163
 4. What's New—812
 5. Studies & Reports—698
 6. Unauthorized Development—672
 7. Blue-green Algae (Cyanobacteria)—457
 8. Get Involved—360
 9. Watershed Management Plan—336
 10. Newsletters—327

Other Trivia

- **Top Traffic Sources**
 1. Search—3,860 visits
 - Google—3,604
 - Bing—149
 - DuckDuckGo—51
 - Yahoo—49
 - Others—7
 2. Direct—2,893
 3. Social Media—929
 - Facebook—894
 - Twitter—32
 - Instagram—3
 4. Referrals—43
 5. Email—9
- **Top Operating Systems**
 1. iOS—2,912 visits
 2. Windows—1,632
 3. MacOS—1,440
 4. Android—1,193
 5. Others—557
- **Devices**
 1. Mobile—3,915 visits
 2. Desk/Laptop—3,589
 3. Tablet—231
- **Top Browsers**
 1. Chrome—2,091
 2. Mobile Safari—1,850
 3. Safari—1,089
 4. Chrome Mobile —1,016
 5. Others—1,089

Appendix 2
Fundraising Annual Report
Sue Styles

The WWMC Fundraising Committee for 2021-2022 consisted of Sue Styles, Neil Fleming, Michelle Foster and Denny Thomas. The efforts of the committee through its fundraising campaigns accomplished the following for 2021-2022:

- Funds collected—
 - Corporate Sponsorship \$3500
 - Individual Donation \$2592
 - **TOTAL** **\$6092**
- Submitted an application to the Canada Revenue Agency for registered charity status.

Thank you for your generous funding support of the WWMC!

Appendix 3
Financial Report
David Ball, Treasurer

Wabamun Watershed Management Council
Financial Statements for the Year Ended June 30, 2022

Cash Basis, except for grants that are included in revenue only when eligible expenses are incurred.

Statement of Operations

Revenues	2022	2021
Donations	\$2,592	\$375
Corporate Sponsorships	3,500	2,049
Grant (note 1)	3,950	-
	<u>\$10,042</u>	<u>\$2,424</u>
Expenses		
Outreach to Residents	\$5,321	\$188
Financial Service Charges	62	57
Administration	912	-
Conferences and Workshops	-	105
Honorariums	-	450
Insurance	\$1,723	1,716
	<u>\$8,018</u>	<u>\$2,516</u>
Excess of Revenues over Expenses	<u>\$2,025</u>	<u>(\$92)</u>

Notes:

1. Land Stewardship Centre grant to promote the rollout of the Wabamun Watershed Management Plan. Funds received prior to FY2022. All eligible expenditures incurred in FY2022.

Wabamun Watershed Management Council
Financial Statements for the Year Ended June 30, 2022

Statement of Financial Position

	2022	2021
Assets		
Cash	\$8,947	\$10,872
	<u>\$8,947</u>	<u>\$10,872</u>
Liabilities and Net Assets		
Liabilities		
Deferred Revenue (LSC Grant—note 1)	\$0	\$3,950
Net Assets		
Unrestricted	\$8,947	\$6,922
Total Liabilities & Net Assets	<u>\$8,947</u>	<u>\$10,872</u>

Notes:

1. Land Stewardship Centre grant to promote the rollout of the Wabamun Watershed Management Plan. Funds received prior to FY2022. All eligible expenditures incurred in FY2022.