



## **Nottawasaga Valley** Conservation Authority

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April 4, 2025

Dear Mayors and Councils,

I am pleased to share an update from the Nottawasaga Valley Conservation Authority (NVCA). Following an extensive search and unanimous board decision, NVCA has appointed Jennifer Vincent as our new Chief Administrative Officer, effective May 5, 2025.

Jennifer brings nearly twenty-five years of senior leadership experience in environmental science, management and public service, most recently as Executive Director of Ontario Freshwater Management at the Canada Water Agency. She has worked extensively on national and binational water-protection strategies, including for the Great Lakes, and previously held leadership roles with Environment and Climate Change Canada, including Director of the Science Policy Division. She recently moved to the Georgian Bay area, and we are excited to welcome her to NVCA and look forward to introducing her to many of you in the weeks ahead.

Jennifer's deep expertise in environmental stewardship, science-based policy and government service will be a tremendous asset as we work to strengthen NVCA's role as a trusted, reliable partner in conservation and sustainable development. Under her leadership, our goal is to be recognized for our expertise, environmental protection and high-quality, efficient customer service. Jennifer knows how to bring people together to find common ground and to get things done while protecting the environment.

I also want to sincerely thank our Interim CAO and Director of Corporate Services, Sheryl Flannagan, for her outstanding leadership during this transition period. Under her direction, we made significant progress on the continuous improvement agenda we committed to at the start of 2025.

In just the past few months, we have:

- Cut our planning and permitting backlog in half, with a goal to cut it in half again by the end of April and eliminate it entirely by July.
- Introduced a new "risk triaging" system to fast-track low-risk applications such as septic and pool permits.
- Implemented peer review practices to help expedite engineering and planning review of older and more complex files.
- Launched e-permitting, which improves the customer experience and saves an average of forty-five minutes per file on the administrative side.
- Strengthened our customer-service protocols to ensure timely, respectful and solution-focused responses to applicants and municipal partners.

These changes are already having a measurable impact, and we are grateful for the support and feedback many of you have provided. We are committed to continuing this work so NVCA is a responsive, effective and efficient partner in supporting sustainable, safe development across the watershed.

We also want to reiterate our openness to hearing from you: NVCA's leadership is available to meet with any municipality to hear your concerns, share updates and work together to resolve any outstanding issues. Our goal is to be a trusted and practical partner to our member municipalities.

Thank you again for your continued collaboration. I look forward to updating you further as we move forward under Jennifer Vincent's leadership and continue this important work together.

Sincerely,



Jonathan Scott

Chair, Nottawasaga Valley Conservation Authority



## **MEDIA RELEASE**

FOR IMMEDIATE RELEASE

### **NVCA Appoints Jennifer Vincent as New Chief Administrative Officer**

UTOPIA, Ontario (April 4, 2025) – The Nottawasaga Valley Conservation Authority (NVCA) is pleased to announce the appointment of Jennifer Vincent as its new Chief Administrative Officer (CAO). With nearly twenty-five years of experience in senior roles with the federal public service, Ms. Vincent brings a wealth of expertise in environmental science, policy and management.

Ms. Vincent joins NVCA from her current role as Executive Director of Ontario Freshwater Management at the Canada Water Agency, where she was instrumental in shaping national and binational water-protection strategies. Previously, she held senior leadership positions with Environment and Climate Change Canada, including serving as Associate Regional Director General of Ontario and as Director of the Science Policy Division. Her well-regarded career has focused on protecting the Great Lakes, building consensus on environmental issues with governments and Indigenous communities, and managing remediation of contaminated sites.

She recently moved to the Georgian Bay area and holds a Master's degree in environmental sciences from the University of Guelph and a Bachelor of Science in biology from Wilfrid Laurier University. Her career began at the Toronto and Region Conservation Authority as a waterfront biologist, bringing her full circle to conservation authority leadership.

"We are thrilled to welcome Jennifer Vincent as our new CAO," said Jonathan Scott, Chair of NVCA. "Her deep expertise in environmental stewardship, science-based policy and government service will be a tremendous asset as we work to strengthen NVCA's role as a trusted, reliable partner in conservation and sustainable development. Under her leadership, our goal is to be recognized for our expertise, environmental protection and high-quality, efficient customer service. Jennifer knows how to bring people together to find common ground and to get things done while protecting the environment."

"I am honoured to take on this role and to contribute to the vital work of protecting and enhancing the Nottawasaga Watershed," said Jennifer Vincent, incoming CAO of NVCA. "I look forward to working with the board, municipalities, stakeholders, businesses and community members to build on NVCA's strong foundation, ensuring that we continue to deliver trusted expertise, environmental stewardship and reliable, responsive service for the communities we serve."

Vice-Chair Gail Little, who led the recruitment process, added, " NVCA was fortunate to have received strong interest in the position of CAO from many qualified applicants. After the Board reached a unanimous decision, we are incredibly pleased to have Jennifer Vincent accept our offer. With her experience in building positive working relationships between all levels of government, community and businesses while maintaining consideration for environmental issues and water quality, we are confident in her ability to create a sustainable conservation authority for our eighteen member municipalities."

Ms. Vincent will officially assume her role as CAO of NVCA on May 5th.

Chair Scott concluded by thanking Director of Corporate Services Sheryl Flannagan for her service as Interim CAO, saying, "Our board is incredibly grateful to Sheryl for her effective tenure as Interim CAO. In just a few months, Sheryl worked diligently to improve relationships with municipalities, enhance customer service, and create greater efficiencies in our planning and permitting department. We are very thankful for her leadership and dedication to our organization."

Photos:



*Jennifer Vincent, NVCA's new CAO*



*From left to right: Gail Little (NVCA Vice Chair), Jennifer Vincent (NVCA new CAO), Jonathan Scott (NVCA Chair)*

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**About NVCA:** The Nottawasaga Valley Conservation Authority is a public agency dedicated to the preservation of a healthy environment through specialized programs to protect, conserve and enhance our water, wetlands, forests and lands.

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