



# Staff Report

## Community Services

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**Report To:** COW- Admin, Corp and Finance, SI, Comm. Services  
**Meeting Date:** April 28, 2025  
**Report Number:** CS.25.007  
**Title:** Georgian Bay Forever 2024 Annual Report  
**Prepared by:** Ryan Gibbons, Director of Community Services

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### A. Recommendations

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THAT Council receive Staff Report CS.25.007, entitled "Georgian Bay Forever 2024 Annual Report".

### B. Overview

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This report is in response to direction from Council and provides the status of each of the items requested by Georgian Bay Forever.

### C. Background

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The following direction was provided at the February 20, 2024 Council meeting:

Moved By: Shawn McKinlay

Seconded by: Alex Maxwell

THAT Council of the Town of The Blue Mountains receive for information the deputation of Ashley Morrison, Georgian Bay Forever Re: Update to Council on Georgian Bay Clean-up and Request for Council Support;

AND THAT in response to the deputation of Georgian Bay Forever, Council directs staff to:

1. work with Georgian Bay Forever to ensure volunteers are permitted to park while assisting with the shoreline cleanups, without the requirement to pay for parking
2. directs staff to advertise the shoreline cleanups in The Blue Mountains, on the Town's website, and
3. directs staff to add monofilament fishing line and cigarette butt recycling stations to the Town's Waste Wizard sorting guide

AND THAT Council direct staff to provide a follow-up report to Council on all three action items.

## **D. Analysis**

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Below are the items that were identified by Council and addressed by staff in collaboration with Georgian Bay Forever.

1. work with Georgian Bay Forever to ensure volunteers are permitted to park while assisting with the shoreline cleanups, without the requirement to pay for parking
2. directs staff to advertise the shoreline cleanups in The Blue Mountains, on the Town's website, and
3. directs staff to add monofilament fishing line and cigarette butt recycling stations to the Town's Waste Wizard sorting guide

All volunteers were provided with free parking, all clean-up events were promoted by the Town and fishing line and cigarette butt information was added to the Waste Wizard sorting guide.

## **E. Strategic Priorities**

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### **1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

### **2. Organizational Excellence**

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

### **3. Community**

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

### **4. Quality of Life**

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

## **F. Environmental Impacts**

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Identified in Attachment 1. 2024 Year in Review – Georgian Bay Forever.

## **G. Financial Impacts**

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No financial expenses were made by the Town to support this project.

## **H. In Consultation With**

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Sean Mullin, Georgian Bay Forever

## **I. Public Engagement**

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The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Ryan Gibbons, Director of Community Services [directorcs@thebluemountains.ca](mailto:directorcs@thebluemountains.ca).

## **J. Attached**

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1. 2024 Year in Review – Georgian Bay Forever

Respectfully submitted,

Ryan Gibbons  
Director of Community Services

For more information, please contact:  
Ryan Gibbons, Director of Community Services  
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### Report Approval Details

Document Title:	CS.25.007 Georgian Bay Forever 2024 Annual Report.docx
Attachments:	- Attachment-1-2024-Year-in-Review-Georgian-Bay-Forever.pdf
Final Approval Date:	Apr 17, 2025

This report and all of its attachments were approved and signed as outlined below:

**Ryan Gibbons - Apr 17, 2025 - 1:57 PM**