

Innovative approaches to land securement

Ontario Land Trust Alliance – Nov 3, 2023

John Hirsch
President, South Shore Joint Initiative



Advocacy

- Prince Edward County advocates successfully defeated two industrial wind turbine projects in the South Shore
- Protecting fragile biodiversity from harmful development



Prince Edward County

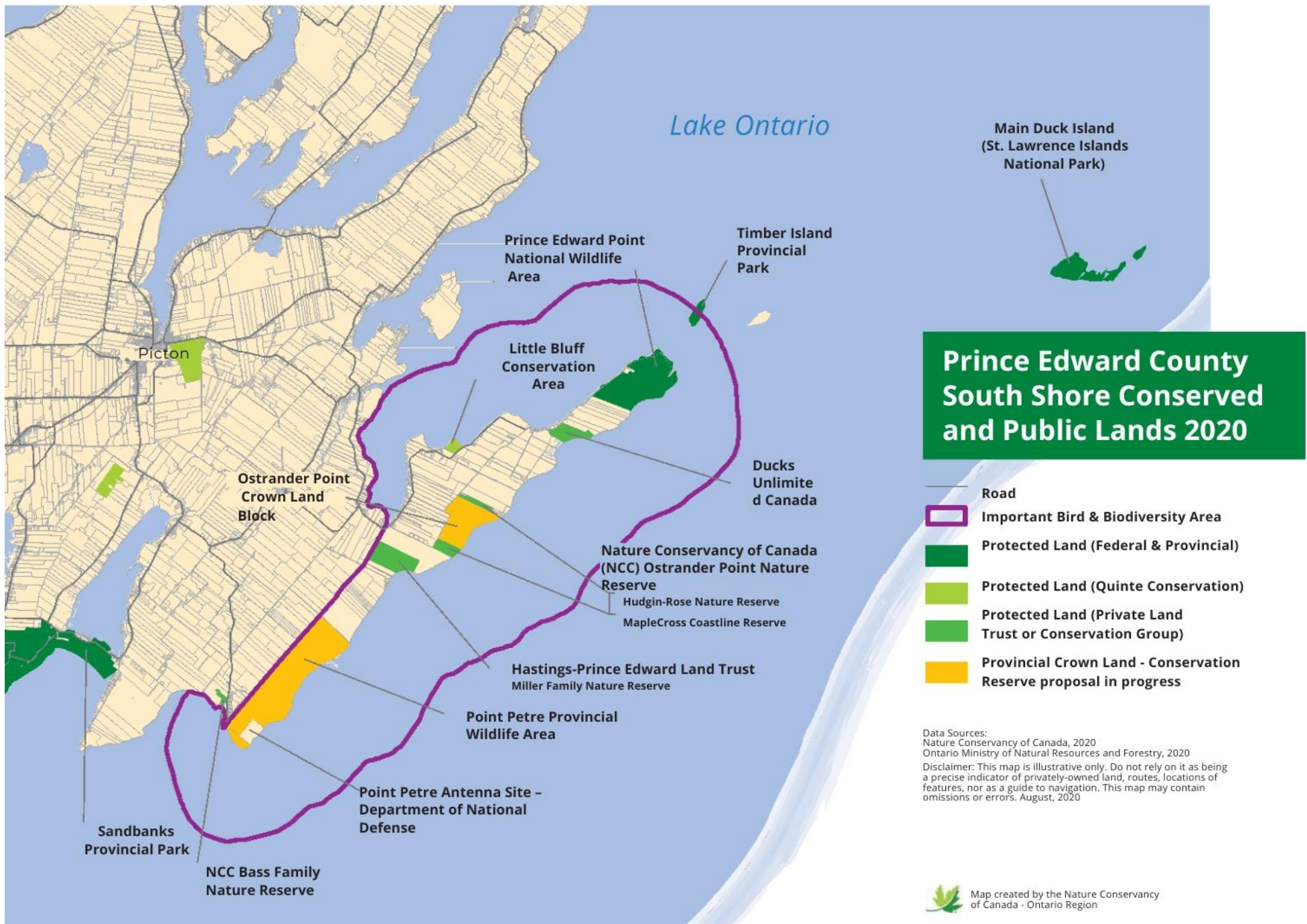
- South of Belleville, West of Kingston, 2-hour drive from Toronto
- South Shore lies on the traditional lands of the Wendake-Nionwentsio, Haudenosaunee and Mississauga Nations

A rare and fragile place

- In 1992 Prince Edward Point was designated as an International Monarch Butterfly Reserve
- Since the mid-1970's bird migrations at Prince Edward Point have been documented by the Kingston Field Naturalists
- In 2000, Prince Edward County's South Shore and surrounding waters were designated as an Important Bird and Biodiversity Area
- There is **no other location on the Canadian side of Lake Ontario** where birds are known to occur in such high densities during migration



2020



Blanding's Turtle slowly but surely wins the race

- Major migratory flyway
- At least 39 Species at Risk
- Rare and fragile Alvars
- Little Brown Bats
- \$2 million in legal fees raised by grassroots bake + yard sales, urgent pleas





ALLIANCE TO PROTECT
PRINCE EDWARD COUNTY
Protecting what we love



2018

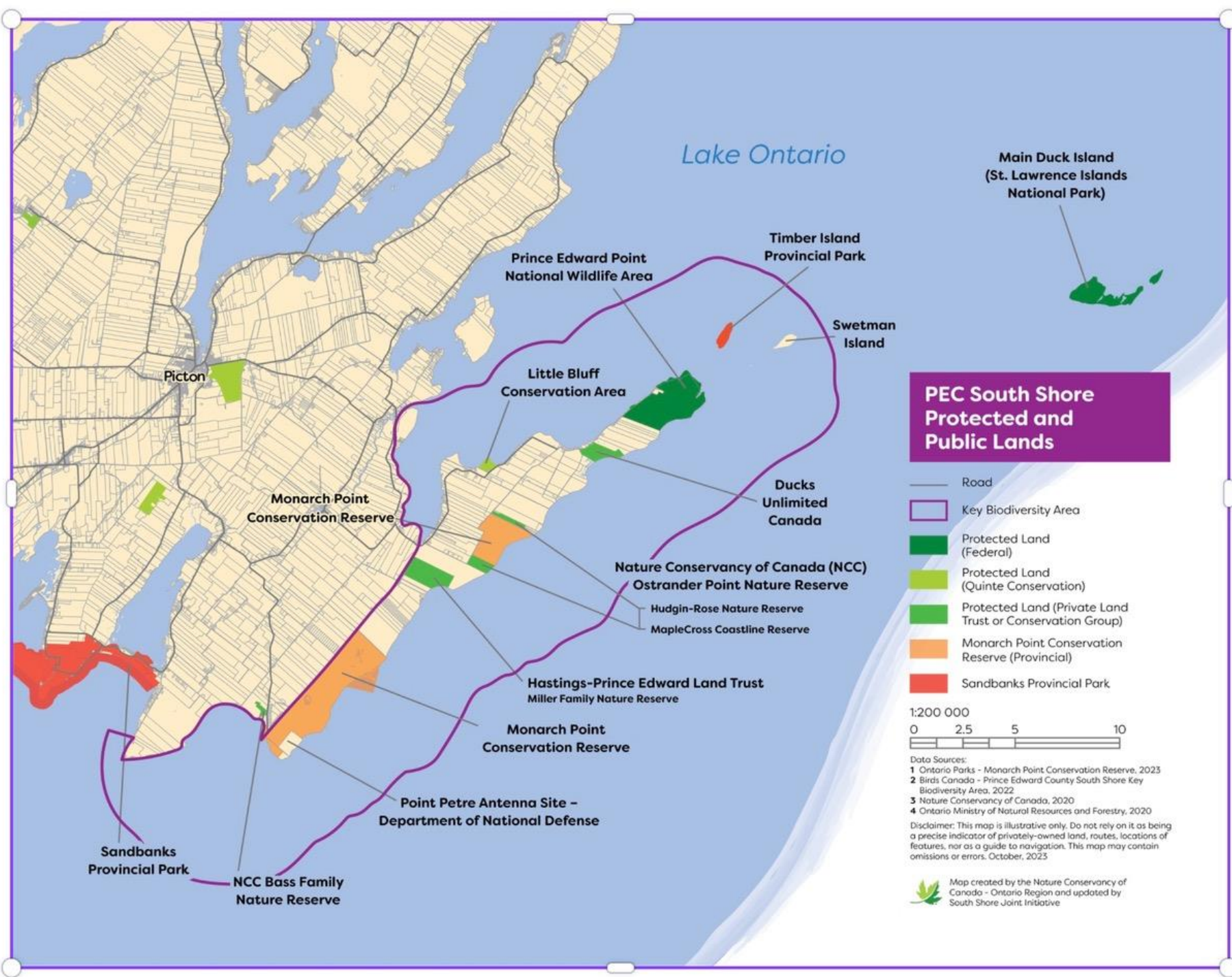




Vision: Our vision is a permanently protected Prince Edward County South Shore where together biodiversity and people thrive.

Mission: Together, our mission is to educate and advocate for the protection, preservation and restoration of South Shore lands and waters.

2023



Engaging hearts & minds

<https://www.youtube.com/watch?v=bN27sa-wiXE>





**SOUTH SHORE JOINT INITIATIVE
NEWS BRIEF**

WHAT'S ON SHORE

MAY 2023



AGM • EVENT UPDATES • DICK BIRD'S CANOE RAFFLE

EVENT UPDATES

South Shore Joint Initiative fulfils its mission through educational events. All the events are led by our volunteers and special guests who share their knowledge and passion about South Shore of Prince Edward County, its ecosystem, species, waters and sky. The events are informal, outdoors or virtual, depending on the topic. Our goal is to promote responsible ecotourism, where together we can enjoy and contribute to the preservation of our pristine south shore. Read more about what's coming up and don't forget to register, some events are free or we ask for small contribution to help us carry on with our mission.

AGM JUNE 7, 7 PM

REGISTER HERE

All SSJI members are invited to join us virtually for our 2023 Annual General Meeting! Immediately following AGM, we will have a presentation by John Brebner photographer and filmmaker specializing in nature, geology, architecture and historical imagery. John will describe his adventures photographing Prince Edward County from the window of a Cessna 172 flying at 1000 feet above the ground and share some techniques for making high-quality images.

DINNER & VARIETY SHOW
SAT OCT 14 @ 6 PM
NORTH MARYSBURG TOWN HALL
2479 COUNTY ROAD 8, WAUPOOS

NIGHT OF THE Monarch.

FEATURING LOCAL MUSICAL SENSATION JENICA HAMMETT

DELIGHTFUL 3 COURSE DINNER BY KALEIDOSCOPE CATERING
COUNTY WINE & BEER CASH BAR

RETRO MUSIC BY MARK DESPAULT, MICHELLE FOUNG & MARYKAY MORRIS

IMPROV BY COMEDY DUO LENNY EPSTEIN & GAVIN NORTH

CELEBRATING 5 years

OF PROTECTING THE COUNTY'S SOUTH SHORE AND THE NEW MONARCH POINT CONSERVATION RESERVE!

SPONSORED BY

ELIZABETH CROMBIE
Magpie
Prince Edward County Field Naturalists

TICKETS \$150 EA
INCLUDES HST, GRAT & \$50 TAX RECEIPT
GET YOURS AT SSJI.CA

REGISTERED CHARITY #1995 9081 0001








**South Shore Joint Initiative
COMMUNICATIONS PLAN 2020/2021**

Your Guide to


**Prince Edward
County South Shore
Important Bird and
Biodiversity Area**


SUZANNE PASTERNAK'S
35 year love affair with the South Shore
SCENES, SONGS & STORIES
AN ONLINE EVENING OF ENTERTAINMENT



MAR 16 @ 7 PM
BOOK \$20 TICKETS AT SSJI.CA



**SOUTH SHORE
JOINT
INITIATIVE
SPONSORSHIP
OPPORTUNITIES**

Help us protect Prince
Edward County's natural
landscape

WWW.SSJI.CA
MEGAN.MILLER@SSJI.CA

**SOUTH SHORE JOINT
INITIATIVE**



**WHERE HISTORY
AND NATURE MEET**
HUDGIN LOG HOUSE FIELD CENTRE

**HELP US RESTORE
SOUTH SHORE HERITAGE**

- Circa 1865, Moses Hudgin built a family home on Ostrander Point Road
- Hudgin Log House is one of the only buildings of its era to be constructed with local White Cedar logs
- Designated as an Ontario Heritage Building in 2011, the House and property were purchased by Nature Conservancy of Canada in 2018
- Hudgin Log House Field Centre will be a hub for South Shore cultural and natural heritage studies, biodiversity education and public events
- South Shore Joint Initiative volunteers are fundraising to restore the House
- All Sponsors and Patrons will be recognized within the restored House

DONATE NOW AT SSJI.CA



**MUSTANG
DRIVE-IN**



**Every Sunday
July 3 to August 28**

LinkedIn profile for South Shore Joint Initiative. The profile picture shows a coastal landscape with a rocky shore and blue water. The cover image shows a group of people standing in front of a large tree. The profile name is "South Shore Joint Initiative" and the description is "Protecting, preserving & restoring public lands & near shore waters in the Prince Edward County South Shore KBA". The profile has 87 followers and 2-10 employees. The location is "Non-profit Organizations · Bloomfield, Ontario". The profile is followed by John and 72 other connections. The profile has a "Following" button, a "Visit website" button, and a "More" button. The profile has tabs for Home, About, Posts, Jobs, and People. The profile has a "Sort by: Top" dropdown menu.

Facebook profile for South Shore Joint Initiative. The profile picture shows a coastal landscape with a rocky shore and blue water. The cover image shows a group of people standing in front of a large tree. The profile name is "South Shore Joint Initiative" and the description is "Protecting, preserving & restoring public lands & near shore waters in the Prince Edward County South Shore KBA". The profile has 596 likes and 696 followers. The profile is followed by John and 72 other connections. The profile has a "Following" button, a "Visit website" button, and a "More" button. The profile has tabs for Posts, About, Mentions, Reviews, Followers, Photos, and More. The profile has a "Sort by: Top" dropdown menu.

CountyLive website. The website has a green header with the "countylive" logo. The navigation bar includes "Home", "LOCAL", "FEATURED", "MARKETPLACE", "COMMUNITY", and "ABOUT US". The main content area features a large article titled "Proposed bylaw aims to protect County trees" by Sharon Harrison. The article discusses a proposed bylaw to protect County trees and mentions that the trees are a public asset. The article includes a photo of a group of people standing in front of a large tree. The website also features a "Featured Articles" section and a "HELP PROTECT COUNTY'S SOUTH SHORE" banner.

South Shore Joint Initiative logo and text. The logo features a stylized green tree and the text "ssji". Below the logo, the text reads "South Shore Joint Initiative" and "87 followers".

South Shore Joint Initiative announcement. The announcement features a blue background with a white butterfly and the text "NIGHT OF THE Monarch". Below the text, it says "DINNER & VARIETY SOLD OUT". The announcement also includes a photo of a group of people standing in front of a large tree.

Instagram profile for southshorejointinitiative. The profile picture shows a stylized green tree and the text "ssji". The bio reads "South Shore Joint Initiative Environmental Conservation Organization Prince Edward County's South Shore is the last natural landscape and shoreline along Lake Ontario - help us conserve more of it! linktr.ee/ssji". The profile has 501 posts, 668 followers, and 746 following. The profile has a "Following" button, a "Message" button, and a "More" button. The profile has tabs for Posts, Reels, and Tagged. The profile has a "Sort by: Top" dropdown menu.

YouTube channel for South Shore Joint Initiative. The channel has a green header with the "ssji" logo. The navigation bar includes "Home", "Videos", "Shorts", "Playlists", "Community", "Channels", and "About". The main content area features a video titled "John Brebner - Aerial Photography of Prince Edward County". The video has 37 views and was uploaded 4 months ago. The channel also features a "Videos" section and a "Shorts" section.

2023 Monarch Point Conservation Reserve announced



2020 Conservation Reserve designation process launches

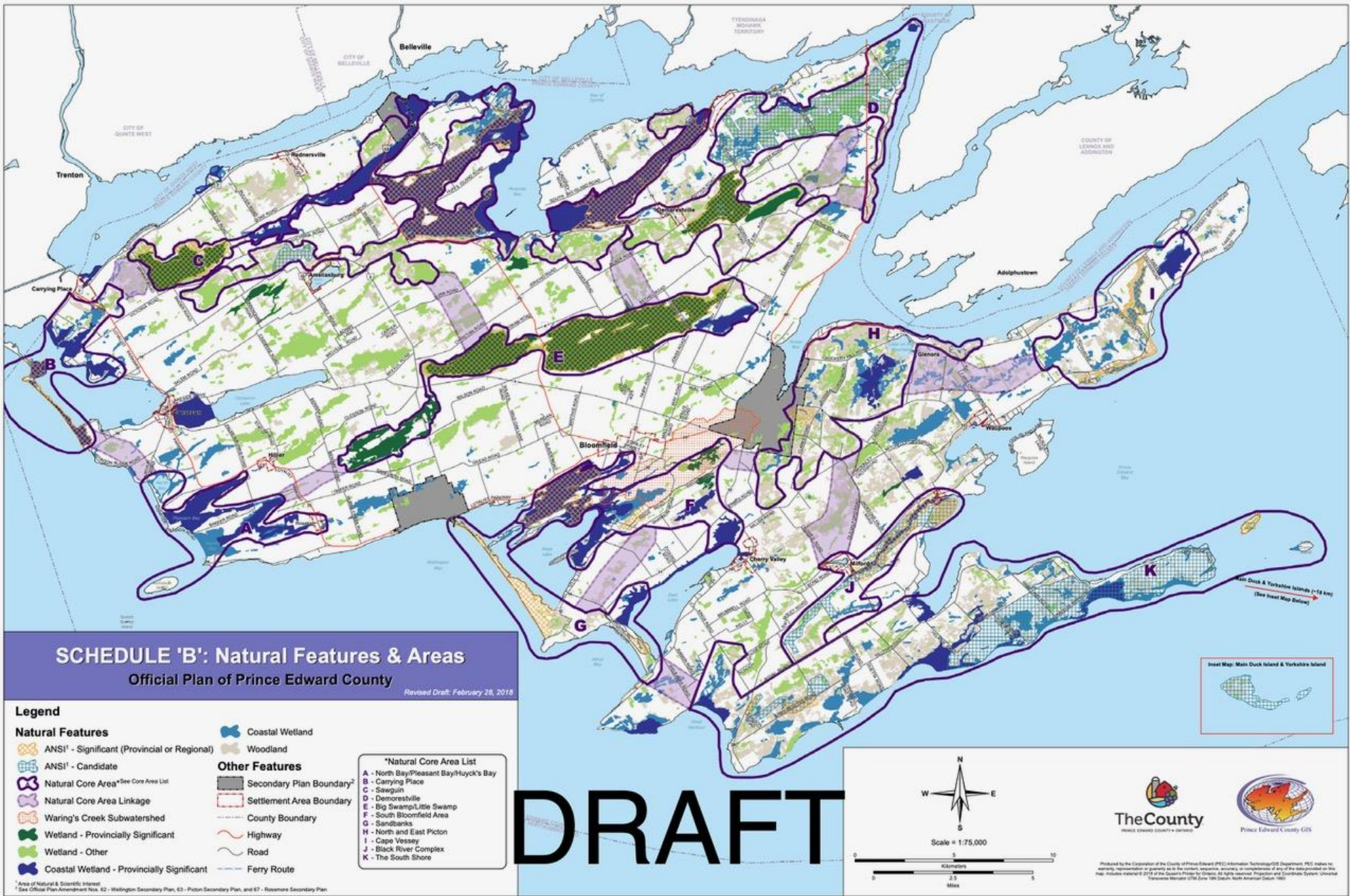




Awareness & Education

- Consistent, targeted communications and creative public events
- Partnering with local non-profits and supporters
- Fundraising to **Create the Future of our South Shore**

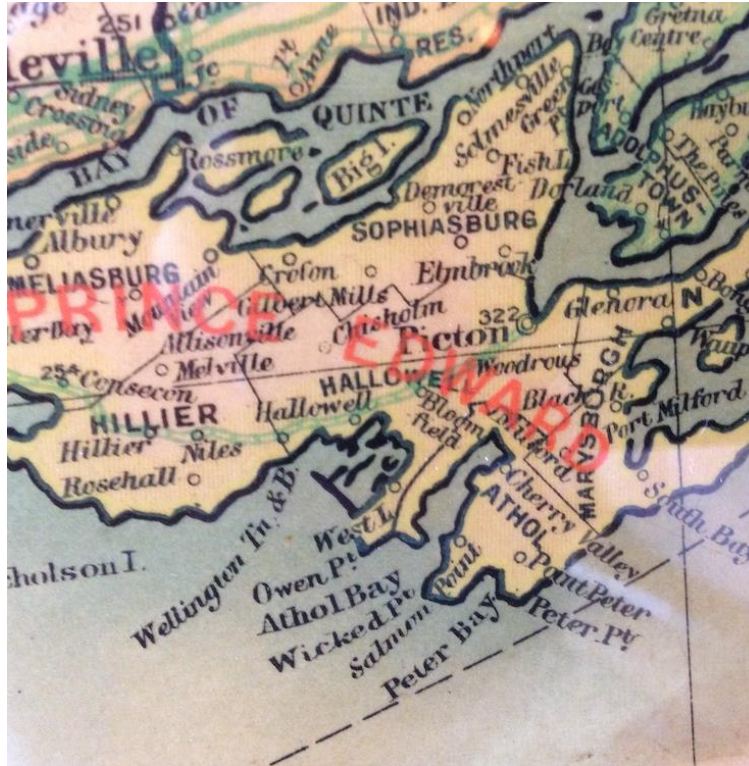
Natural Core Areas





...and we've just got started

- As a result of our **2022 conference**, a team of volunteers are now exploring opportunities to **build a footpath** from Point Petre to Point Traverse
- Our **Species at Risk Guide** – available at Books & Co and **ssji.ca** – is educating people about biodiversity and that's just the beginning
- Restoration work on Hudgin Log House is well underway to creating the County's 1st **Field Centre** for all
- Events like **Art Extravaganza** are engaging artists and photographers and helping us to fund **public events, education and key projects** such as an upcoming **history of the commercial fishery industry**



Questions & Answers

Contact me:
John Hirsch
President, South Shore Joint Initiative
john.hirsch@ssji.ca or (613) 846-0046