



MUSKOKA TRAILS COUNCIL 2011 COMMITTEE INFORMATION

Who we are...

Members of the Muskoka Trails Council (MTC) are a diverse mix of individuals who represent many different stakeholder perspectives within our community. District Councillors, municipal staff, District Health Unit employees, local business owners, and local educators all come together with one similar passion - to support healthy active living across Muskoka while helping our community to become more sustainable through trail development.

President & Chair

John Challis

Vice Chair

Amy McLeish

Treasurer

Andy Moore

Secretary

TBD

Trustees

Scott Young

Margaret Casey

Alicia Tyson

Kevin Datema

Kyla Bruce

Scott Lucas

Colleen MacDonald

2010 Regional Trails Coordinator

Sandra Beausoleil

What we are about...

MTC's mandate is to enhance the ability and enjoyment of the trails in Muskoka, both for recreational use and for Active Transportation (AT) - a vital component of the Muskoka Trails Council. MTC encourages healthy lifestyles and appreciate of the natural benefits of our District through the usage of the trails. MTC seeks to develop and sustain the health, economical and environmental benefits associated with the trails for generations to come. We promote healthy, active and safe lifestyles.

MTC is a central voice representing the six local municipalities within the District Municipality of Muskoka. MTC is recognized locally, regionally and provincially for accomplishments and contributions related to trails and AT. MTC contributes to building sustainable rural and urban communities, and is a one-stop-shop for local trail information and support, and in creating awareness of the trails.



Why do we need you?

We have recently applied for and received funds from the Ontario Ministry of Health Promotion and Sport through the Healthy Communities Fund. Our grant proposal is based on our Sustainability Model for Rural Trails, Active Transportation and Healthy Active Living. Within this Sustainability Model, there are several projects identified that will further the mandate of MTC and contribute to a healthier, more vital sustainable community.



Your skills, experience, passion and interests are important to help with each of these projects. There is funding available to execute these projects, funding from the Ontario Ministry of Health Promotion and Sport that is to be poured back into your community! Here are brief descriptions of the committees and projects within each where your help is needed. If you have time to give towards any of the projects, please let us know! Thank you so much!



HEALTHY COMMUNITIES COMMITTEE

- Respond to various municipal, provincial and federal ministries / bills / proposals as required
- Support and encourage healthy eating practices during Muskoka Trails Council activities
- Develop information bites that identify the positive relation between trails, healthy eating, tobacco-free lifestyles, and injury prevention
- Wherever possible, whether in education, marketing, advertising, or any other format, develop an injury prevention strategy for our communities



PROMOTION COMMITTEE

- Maintain and further develop MTC website
- Create advertising strategy and deliverables for MTC and MTC events



- Create and execute a media relations strategy, including writing articles, connecting with media regularly and collecting pictures
- Maintain MTC's social media presence, including Facebook, Twitter, and possible other media sources
- Support municipalities with trail marking / signage on a regular basis; support additional work on consistency of trail signage throughout Muskoka; coordinate purchase, delivery and support installation of signage; and work with smaller trail groups

FUNDING COMMITTEE

- Develop a membership program for MTC
- Research and write grant proposals - both project specific and to support staff



EVENTS COMMITTEE

- Coordinate a 'Walking School Bus' in partnership with Trillium Lakelands District School Board
- Plan and host unique trail hikes
- Plan and host Amazing Race III (August 2011)



Sign up for any of the committees and/or projects outlined in this brochure by contacting us at:

Muskoka Trails Council

www.muskokatrailsCouncil.com

info@muskokatrailsCouncil.com

11B Taylor Road, Box 482

Bracebridge, On, P1L 1T8

Thank you so much! We look forward to working with you to create a supportive physical and social environment that not only enhances the health of both Muskoka residents and visitors, but will lead to economic and environmental sustainability.