



PRESS RELEASE

For immediate release
2-06-2017

MASSAWIPPI REGIONAL PARK DELEGATES THE MANAGEMENT OF ITS BEACH AND GIVES ITSELF TIME

In answer to a call for tender on a 3-year concession program, the local nautical expert, Alex Marcotte, entered into a partnership agreement with Everblue Massawippi. According to Alec van Zuiden, president of the RIPRM, it is the meeting of the best of both worlds.

Challenge

The newly established Marina Massawippi and Everblue Massawippi have a noteworthy challenge to overcome. It is their job to ensure the transition of Massawippi Beach, formerly known as Servite Beach, to its new role as a regional park on the lake. For Alex Marcotte of Marina Massawippi, it is a carefully calculated business risk with significant investments. For Everblue Massawippi, the challenge is environmental and social: to provide a quality access to the greatest number of citizens and visitors while ensuring that it restores the natural beauty known in years gone by.

Best of both worlds

In signing this agreement on April 24, President Van Zuiden did not conceal his utter satisfaction: "The acquisition of this land is a dream that has been hovering at least 20 years for Ayer's Cliff. It is a tour-de-force to have arrived, after 2 years of demanding negotiations and a formidable collaborative work of the four partner municipalities (Sainte-Catherine-de-Hatley, Canton-de-Hatley, Hatley and Ayer's Cliff). We must now carefully and meticulously plan for the future; we need time. The conclusion of this agreement with Marina Massawippi, working hand-in-hand with Everblue Massawippi, is the best one that we could hope for in the interim. Picture it if you would, the extraordinary reconciliation of two levels of expertise from extreme ends of the spectrum: the ability to merge, in a synergetic fashion, the very real and pressing commercial needs as well as the environmental and collective wishes of those who love our nature. We could not have ever imagined that it could be done. I am very proud of this far reaching agreement, the best of both worlds for our one region."

Tons of debris

Although the beach is located at the busiest strategic location of the lake, its lakeview remained spectacular and unmarred for its opening, only 4 days after signing the contract. The land, however, was in a state of disorder and truly incompatible with its vocation. Alex Marcotte has strong nerves, no doubt about it. For over a month now, he has reclaimed tonnes of debris – and it's not over yet: "Pretty well everything had to be

done, and we knew that going in. Concerning the debris and junk: it is 10 times more than one could have imagined; several dozens of tires, rotten wharfs, damaged pontoons, fridges, hazardous installations, and the list goes on – it's simply incredible. "

Patience

The beach is open since April 28 and is changing day by day under the watchful eye of Everblue Massawippi. Its executive director, Michèle Gérin, plays a pivotal role, trying to meet the immediate needs on a daily basis. For her, it is important to be armed with patience: "By engaging in this adventure, Everblue Massawippi plays a fundamental and social role; with the necessary concessions being made by all parties involved. Even at a more general level, the reorganization of the beach is a work of colossal proportions in all points of view. Much of the land is in 0-to-20 years flood zone; close to 6 of the 11 acres in fact. A good cleaning is a significant first step. Meaningful improvements will be made step by step, all summer, even though there is a limited budget. Marina Massawippi, in consultation with the Régie du Parc and Everblue Massawippi, will take stock in the fall and review its accomplishments. Little by little and in a controlled manner, the Régie will be able to plan the future of this wonderful park with the hope of a continued close collaboration with Marina Massawippi and he with Everblue Massawippi. In the meantime our goal is to continue offering the utmost to the citizens; after all, this beach belongs to them."

Access

Marina Massawippi offers rental of light boats and pontoons, a limited number of dock-slips and a boat launch. Access to the beach for swimming, leisure, nature watching and picnicing is free. However, parking spaces are limited and priced by the Régie at \$5.

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