



SOUTH NATION
CONSERVATION
DE LA NATION SUD



38 rue Victoria Street, Finch, ON K0C 1K0 Tel: 613-984-2948 Fax: 613-984-2872 Toll Free: 1-877-984-2948 www.nation.on.ca

Communications Committee

Meeting Agenda

Date: Wednesday, September 28th, 2022

Time: 9:00 am

Location: South Nation Conservation Office
38 Victoria Street, Finch



Communications Committee

Meeting Agenda

Wednesday, September 28th, 2022 at 9:00 am

1. Chair's Remarks
2. Approval of Communications Committee Agenda (Supplemental Agenda)
3. Declaration of Conflict of Interest
4. SNC Project Update – PowerPoint Presentation: Staff
5. Approval of Communications Committee Meeting Minutes: 3-7
 - a. June 8th, 2022
6. New Business:
 - a. Update: Conservation Authority Act Updates and Progress Report #2: Angela - PowerPoint
 - b. Update: SNC Standing Committee Membership: John 8
 - c. Approval: 2022 Youth Fish Camp Program: Kelsey 9-10
 - d. Update: 2022 Stream of Dreams Program: John – verbal
 - e. Update: Humble Beginnings Brewery Partnership: John 11
 - f. Approval: Community Environmental Grants: Kelsey 12-15
7. Supplemental Agenda:
 - a. Approval: 2022 Friends of SNC Golf Tournament: Kelsey
8. Roundtable Discussion
 - a. Community Engagement Activities
 - b. Recommendations for 'Friends of SNC'
9. Correspondence
10. Date of Next Meeting: Wednesday, November 9th, 2022 at 9:00am
11. Adjournment

John Mesman,
Managing Director, Property, Conservation Lands, and Community Outreach



COMMUNICATIONS COMMITTEE MEETING

Wednesday, June 8, 2022 – 9:00 a.m.
Meeting 03/22

Present: Charles Armstrong, Public Citizen, Committee Chair
Gary Barton, Public Citizen
Gerry Boyce, Public Citizen
Murray Inch, Public Citizen
Tim Jackson, Public Citizen
Gerrie Kautz, Board of Directors
Cindy Saucier, Councillor, Russell
Bill Smirle, SNC Board Member
Karen Switzer-Howse, Public Citizen
Doug Thompson, Public Citizen
Tom Van Dusen, Public Citizen
Byron Vienneau, Public Citizen

Regrets: George Darouze, Board of Directors, Past Chair, ex-officio
Steve Densham, Board of Directors, Vice Chair, ex-officio
Pierre Leroux, Board of Directors, Chair, ex-officio

Staff: John Mesman, Team Lead, Community Lands and Outreach
Shannon Murray, Stewardship & Outreach Assistant
Kelsey Smith, Stewardship & Outreach Assistant



CHAIR'S REMARKS

John Mesman, Acting Committee Chair, called the June 8, 2022 Communications Committee meeting to order at 9:09 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-017/22 Moved by: Bill Smirle
Seconded by: Charles Armstrong

RESOLVED THAT: The Members approve the Communications Committee agenda and supplemental agenda of June 8th, 2022 as submitted.

CARRIED

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF:

COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF MARCH 3, 2022 AND APRIL 14, 2022

RESOLUTION NO. CMN-018/22 Moved by: Doug Thompson
Seconded by: Byron Vienneau

RESOLVED THAT: The Members approve the Communications Committee meeting minutes of March 3, 2022 and April 14, 2022.

CARRIED

NEW BUSINESS

REQUEST FOR APPROVAL: ELECTION OF COMMITTEE CHAIR

RESOLUTION NO. CMN-019/22 Moved by: Tom VanDusen
Seconded by: Gerry Boyce



RESOLVED THAT:

The Committee Members appoint John Mesman, Team Lead, Community Lands and Outreach as Election Committee Chair; and

FURTHER THAT:

SNC Administrative By-law 15.3: '*All elections shall be in accordance with the Procedures for Election of Officers*' be adhered to.

CARRIED

REQUEST FOR APPROVAL: COMMUNICATIONS COMMITTEE CHAIR

RESOLUTION NO. CMN-020/22

Moved by: Bill Smirle
Seconded by: Gerry Boyce

RESOLVED THAT:

That for the year 2022, and until the Joint Standing Committee Meeting of 2023, that Mr. Charles Armstrong be elected as Chair of the Communications Committee.

CARRIED

UPDATE: 2022 FREE TREE PICK UPS

RESOLUTION NO. CMN-021/22

Moved by: Byron Vienneau
Seconded by: Cindy Saucier

RESOLVED THAT:

That the Communications Committee receive and file the update the 2022 Municipal Tree Giveaway activities.

FURTHER THAT:

The Committee recommends that the SNC Board of Directors continue to provide annual support for community free tree campaigns.

CARRIED

UPDATE: SNC SOCIAL MEDIA PROTOCOL

RESOLUTION NO. CMN-022/22

Moved by: Gerrie Kautz
Seconded by: Doug Thompson



RESOLVED THAT: That the Communications Committee receive and file the Social Media Policy Update

FURTHER THAT: The Committee recommend that the Board of Directors approve the updated Social Media Protocols.

CARRIED

UPDATE: KAYAK RENTALS AT HIGH FALLS CONSERVATION AREA

RESOLUTION NO. CMN-023/22 Moved by: Byron Vienneau
Seconded by: Doug Thompson

RESOLVED THAT: That the Communications Committee receive and file the update on the Kayak Rental Pilot Project at the High Falls Conservation Area.

CARRIED

REQUEST FOR APPROVAL: DEVELOPMENT OF SNC SIGNS

RESOLUTION NO. CMN-024/22 Moved by: Gerry Boyce
Seconded By: Tim Jackson

RESOLVED THAT: The Communications Committee recommends that the Board of Directors approve the updated Sign Design Guide to support the replacement of Conservation Area signs.

CARRIED

REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-025/22 Moved by: Doug Thompson
Seconded by: Gerry Boyce

RESOLVED THAT: The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 each to:

- Trinity Bible Church of Ottawa
- The River Institute
- St. Albert Optimist Club
- St. Albert Primary School



FURTHER THAT:

The Communications Committee recommends the Board of Directors approval of two Community Environmental Grants of \$300 each to:

- The Township of North Dundas

CARRIED

ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

- Cindy Saucier shared details on two Earth Days Clean Ups in Casselman and Russell. She also let the Committee know that the Russell Historical Society will be hosting Jane Cooper on Monday, June 13th at the Russell Museum.
- Murray Inch said that Oak Valley Pioneer Park hosted the cleanup day on May 7th, had a great turn out and planted two dozen new seedlings.
- Gerry Boyce shared comments on motorized vehicle use on SNC land and asked questions on behalf of the Nation Valley ATV Club.

B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

Members of the Committee would like to nominate members of the Ottawa Flyfishers Society for Friends of SNC.

DATE OF NEXT MEETING:

Wednesday, September 7th, 2022 at 9:00am

ADJOURNMENT:

RESOLUTION NO. CMN-026/22

Moved by: Bill Smirle

Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee meeting of June 8th, 2022 be adjourned at 11:21 a.m.

CARRIED

Charles Armstrong,
Committee Chair.


John Mesman,
Team Lead, Community Lands and Outreach.

/ks



To: Communications Committee
From: John Mesman, SNC Managing Director of Conservation Lands and
Community Outreach
Date: September 21, 2022
Subject: Update: SNC Standing Committee Membership

RECOMMENDATION:

The Communications Committee receive and file the SNC Standing Committee Membership update.

DISCUSSION:

In February 2022, the Board of Directors approved extending 2021 South Nation Conservation (SNC) Standing Committee membership for 2022, with the intention to undertake membership recruitment this fall for the 2023-2024 term (BD-026/22).

Most Committee members have participated on a Standing Committees for over ten years and are familiar with SNC and its programs and services. Committee member connections to various stakeholder groups is key in building support for ongoing delivery of programs and services (e.g., private landowner stewardship) as SNC transitions to new requirements under the amended *Conservation Authorities Act*.

Staff are preparing a work plan for municipal engagement on SNC programs and services, which will be brought to the Committee at their November 2022 meeting, the support of Standing Committee members is especially important with the upcoming Municipal election, as new Councillors may not be familiar with SNC and its landowner stewardship initiatives.

As such, the SNC Board of Directors has approved maintaining current Standing Committee memberships into 2023. While a formal call for Committee membership would not occur until 2023, the Executive can address any individual requests that are submitted in the interim.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Standing Committees are included in the 2022 SNC Budget under Corporate and Community Services: Corporate Communications, pages 84 – 85.

SNC Policy Adherence: Standing Committees adhere to SNC Administrative By-laws, Part III, sections 20.1 to 21.0, pages 9 and 10.

John Mesman,
SNC Managing Director of Conservation Lands and Community Outreach.



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: September 14, 2022
Subject: Update: 2022 Youth Fish Camp Program

RECOMMENDATION:

That the Communications Committee receive and file the 2022 Youth Fish Camp report.

Further that, the Communications Committee recommend that the Board of Directors approve a fee of \$75 per participant for a 2-day Youth Fish Camp in 2023.

DISCUSSION:

In 2022, SNC hosted six separate Youth Fish Camps at four locations: High Falls in Casselman, Jessup’s Falls in Plantagenet, Cass Bridge in Winchester and new this year, the Legion Park in Cardinal. Each 2-day camp ran from 9:00 am to 3:00 pm and included 18-20 participants per camp.

The camps were instructed exclusively by SNC staff, with local Councillors assisting at the new camp in Cardinal. The Ottawa Flyfisher’s Society also attended this camp.

Participants were asked to bring their own lunches and SNC provided additional drinks and snacks throughout the day, resulting in cost-savings compared to previous years.

Youth were only provided with a fishing rod if they did not have their own or if it was their first-time fishing. This resulted in additional cost savings.

Youth Fish Camps Program Summary:

Number of Participants (6 Camps)	110 youth
Approximate SNC Staff Time for Camp Delivery (3-4 staff/12 camp days)	336 hours
Total Revenue Program sponsorship (\$500) and participant fees (\$40/youth)	\$3,735.52
Total Expenses (75 fishing rods, tackle, supplies, snacks)	\$2,122.63
Net Proceeds / Staff Time Recovery	\$1,609.89



The 2022 participant fee of \$40 helped to offset some of the costs of the camps and assists in deterring last-minute cancellations. Most camps were sold out within 2 days, with the last camp in Jessups Falls and Cardinal selling out within 2 weeks.

Considering the waitlists and demand for these camps, along with the requirement for education programs to be cost recovered, staff recommend increasing the participant fee to \$75 in 2023. Staff also recommend considering an application which would allow reduced rates for participants to address any financial barriers for low-income families.

Staff recommend hosting six summer camps in 2023 and recommend increasing camp capacity to 30 participants at each camp, with approximately 4 staff per camp.

The recommended increase in camp capacity is based on the following:

- 13 years of experience delivering the camps.
- Increased space made available on Conservation Area shorelines.
- Rotational schedule established in 2021 (two groups per camp).
- Ontario Camp Association guidelines of 1 staff per 10 campers ages six and over.

A report will be brought back to the Communications Committee in 2023 to set the location and schedule of the camps, pending approval of the 2023 SNC Budget.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Youth Fish Camps are included in the 2022 SNC Budget under Communications and Outreach – Education and Events on page 86 and 87.

Plans for the 2023 Youth Fish Camps will be included in the Draft 2023 Budget.

SNC Policy Adherence: All SNC expenses related to Youth Fish Camps adhered to SNC's Purchasing Policy for purchases of \$200 up to \$5,000.

Kelsey Smith

Kelsey Smith
Stewardship and Outreach Assistant.



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: September 14, 2022
Subject: Update: Humble Beginnings Brewery Partnership

RECOMMENDATION:

That the Communications Committee receive and file the update on the Humble Beginnings Brewery Partnership.

DISCUSSION:

South Nation Conservation (SNC) partnered with Humble Beginnings Brewing Co. to create a signature charity beverage for SNC's 75th Anniversary this year: the Green Side Up Lime and Ginger Radler was the perfect creation for hot summer days.

On Wednesday, August 24th, 2022 staff hosted a launch party at the brewery to celebrate the new radler. Tickets for the Radler Launch Party were \$7.50 at the door, which contributed to approximately \$400 which will be allocated to fundraising efforts. Humble Beginnings donated a 12 oz beverage for every ticket purchased.

A portion of proceeds from the signature charity radler (400 L) that Humble Beginnings created will go directly toward SNC's Forest Conservation Initiatives. \$0.50 per 16 oz glass and \$1.00 per 20 oz glass will be directly donated back to SNC, which may contribute between \$400-700, depending on the size of glasses sold. Humble Beginnings has also offered to donate tips made on orders that contain the radler to our Tree Planting Programs, which is estimated at an additional \$500.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Fundraising initiatives are included in the 2022 SNC budget under Communications and Outreach - Partnership Development on pages 88-89.

SNC Policy Adherence: All SNC expenses related to Partnership Development are adhered to SNC's Purchasing Policy for purchases of \$200 up to \$5,000.

Kelsey Smith

Kelsey Smith
Stewardship and Outreach Assistant.



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: September 21, 2022
Subject: Request for Approval: Community Environmental Grants

RECOMMENDATION:

The Communications Committee recommends the Board of Directors approval of the Community Environmental Grant in the amount of \$300 to:

- Eco East
-

DISCUSSION:

In March 2020, the Communications Committee approved amendments to SNC's Community Environmental Grants Program to allow applications for tree and shrub planting and community garden development in response COVID-19 related event cancellations (CMN-036/20).

The following applications for the amended Community Environmental Grants Program have been received:

Eco East

Eco East is a community environmental organization, the mission is leading the community towards a sustainable future for all through volunteer action, community partnerships and education by inspiring a love and respect of nature.

Eco East is working with the Township of Russell Public Library who built an 80 foot by 50 foot garden in the green space beside the Public Library. When completed, the garden will include: in-ground rows for annual crops, raised beds for senior volunteers, two children's experimental areas, a native perennial garden area with fruit trees and pollinator friendly plants, a composting area, a tool shed and a few benches to sit on and enjoy the garden. A three-foot wood and wire fence will enclose the garden and a small gate will welcome volunteers.

Funding from this grant, if awarded by SNC, will be used to assist in purchasing fruit trees for the garden.



Below is a summary of Community Environmental Grant Funding for 2022:

Community Environmental Grant Money Dispersed (2022)	Community Environmental Grant Money Under Review	Remaining Funds
\$4,600	\$300	\$5,400

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for Community Environmental Grants is included in the 2022 SNC Budget under Communications and Outreach: Partnership Development on pages 88-89.

SNC Policy Adherence: Disbursement of Community Environmental Grants is compliant with the Purchasing Policy – Purchasing Limits/Authorized Buyers – Team Lead’s approved limit of up to \$3,000.

Kelsey Smith

Kelsey Smith,
 Stewardship and Outreach Assistant.

Attachments: Community Environmental Grant - Application Letter

Community Environmental Grant Application – Tree Planting

Eco East Russell Library Community Garden Tree Planting 2022

Eco East is a community environmental organization. Our mission is leading the community towards a sustainable future for all through volunteer action, community partnerships and education by inspiring a love and respect of nature. We are a volunteer-run organization. In the spring of 2021, we planted over 700 tree seedlings on private properties in the Russell/Embrun area. We partnered with SNC and Russell Township to plant a tree at the Russell Dog Park last fall. We are also giving away trees on donation this spring at various community events.

This spring, the Township of Russell Public Library built an 80 foot by 50 foot garden in the green space beside the Public Library. When completed, the garden will include: in-ground rows for annual crops, raised beds for senior volunteers, two children's experimental areas, a native perennial garden area with fruit trees and pollinator friendly plants, a composting area, a tool shed and a few benches to sit on and enjoy the garden. A three-foot wood and wire fence will enclose the garden and a small gate will welcome volunteers.

As a community project, the garden welcomes volunteers of all ages and will serve as an educational tool for children and youth.

Through programming and partnerships, everyone who participates in this community project will benefit by gaining a better understanding of how to grow their own food, local sustainable practices, and the benefits of healthy eating. Participants will also establish positive relationships with other volunteers and a sense of belonging by contributing to this community project.

Funding provided by SNC will be used for the purchase of fruit trees for the garden.

Location: Russell Library, 1053 Concession St, Russell, ON K4R 1E1

Additional funding: Eco East and the Russell Library

Project Partners: Eco East, Pick, Plant and Prune, Russell Library

Timing: The garden has been established in spring 2022. Trees to be planted as soon as possible or fall 2022.

Tree species: A multi-fruit (plum/apricot) tree and two others to be determined. It was discussed at our working group meeting that a small fruit tree that is self-pollinating is the better option. As well, the food bank doesn't receive many small fruits and the rest will feed the birds.

Public health measures: All public health measures in place at the time of planting will be followed by all Eco East and Russell Library volunteers as well as contractors working on this

project. This includes social distancing of 2m, mask-wearing where social distancing is not possible, and limiting the number of volunteers present at any one time, if necessary.

Contact information: Eco East can be reached by email at ecoeastont@gmail.com. You can also reach out directly to the team lead for the Eco East habitat regeneration working group, Jennifer Glenn (jennifer@pickplantprune.com) or to Isabelle Camire at the Russell Library (isabelle.camire@russellbiblio.com / 613-445-5331).