



Communications Committee Meeting

Wednesday April 25th, 2018, 9:00 a.m.
Board Room, SNC



Present:

Lawrence Levere, Committee Chair
Murray Inch, Public Citizen
Tim Jackson, Public Citizen
Fran Patenaude, Public Citizen
Cindy Saucier, Councillor, Russell
Bill Smirle, Board of Directors
Karen Switzer-Howse, Public Citizen
Peggy Taylor, Deputy Mayor, Edwardsburgh-Cardinal
Tom Van Dusen, Van Dusen Communications
Byron Vienneau, Public Citizen
Doug Thompson, SNC Past Chair, ex-officio
Floyd Dingwall, Past Board Member

Regrets:

Fernand Dicaire, SNC Vice Chair, ex-officio
Gary Barton, Mayor, Champlain
Gerry Boyce, Deputy Mayor, North Dundas

Absent:

François St. Amour, SNC Chair, ex-officio

Staff:

John Mesman, Team Lead, Communications and Outreach
Linda Hutchinson, Director, Organization Effectiveness
Kelsey Smith, Communications and Outreach Assistant
Phil Duncan, Property and Approvals Assistant



Lawrence Levere, Committee Chair, convened the meeting at 9:07 a.m., and welcomed Members to the meeting and wished Holly Nyenkamp well at her new position.

RESOLUTION NO. CMN-021/18 Moved by: Doug Thompson
Seconded by: Peggy Taylor

CARRIED

APPROVAL OF COMMUNICATIONS COMMITTEE MEETING MINUTES OF MARCH 1, 2018.

RESOLUTION NO. CMN-022/18 Moved by: Peggy Taylor
Seconded by: Cindy Saucier

CARRIED

APPROVAL OF JOINT STEERING COMMITTEE MEETING MINUTES OF MARCH 1, 2018

RESOLUTION NO. CMN-023/18 Moved by: Peggy Taylor
Seconded by: Cindy Saucier

CARRIED



COMMUNICATIONS PROJECT UPDATE POWERPOINT

Staff presented project and program updates.

NEW BUSINESS

SOCIAL MEDIA AND WEBSITE UPDATE

RESOLUTION NO. CMN-024/18

Moved by:

Cindy Saucier

Seconded by:

Karen Switzer-Howse

RESOLVED THAT:

The Communications Committee receive and file the Social Media and Website Update.

CARRIED

Peggy left the table at 9:59 a.m.

COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-025/18

Moved by:

Byron Vienneau

Seconded by: Tim Jackson

RESOLVED THAT:

The Communications recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 each to: The Chesterville Kayak Club, EscarpAction Jessup's Falls, The Kin Club of Russell, The Knights of Columbus St. Daniels Council, Boises Est, The Township of Edwardsburgh Cardinal and the Spencerville Mill and Museum for their events.

FURTHER THAT:

The Communications Committee approve the Upper Canada Migratory Bird Sanctuary receive funding for this year, but they would not be able to receive future funding, subject to availability, due to their location.

CARRIED

Break at 10:30 a.m.

Meeting back at 10:40 a.m.



MAPLE PROGRAM REDEVELOPMENT – OSCHMANN FOREST

RESOLUTION NO. CMN-026/18

Moved by: Fran Patenaude
Seconded by: Karen Switzer-Howse

RESOLVED THAT:

The Communications Committee approve the proposal to redevelop the Oschmann Forest as a new venue for SNC's Maple Education program, pending funding approvals.

FURTHER THAT:

The Communications Committee support a report to the Board of Directors for approvals to grant applications and launch of an online fundraising campaign.

CARRIED

SUPPLEMENTAL AGENDA

FRIENDS OF SOUTH NATION GOLF TOURNAMENT – 2018 VENUE DISCUSSION

RESOLUTION NO. CMN-027/18

Moved by: Byron Vienneau
Seconded by: Floyd Dingwall

RESOLVED THAT:

The Communications receive and file the 2018 SNC Golf Tournament Report. Information presented for discussion.

CARRIED

COMMUNITY ENGAGEMENT: COMMITTEE MEMBERS

- Peggy mentioned a meeting with the Friends of the Windmill and the Cardinal Legion that is happening on May 3rd. There is a new Community Living magazine in Leeds and Grenville.
- Cindy said that the Russell Environmental Committee is having Boises Est to speak at their next meeting and will be showcasing the new SNC videos.
- Byron mentioned providing event support to La Binerie.
- Tim talked about the new SNC geopassport, the SNCITO, as well as the next GEO meeting coming up. North Grenville would like to create their own geopasport series. He also mentioned scheduling the Ian Mitchell bench dedication in June.
- Fran said that she would like to see more promotion of the SNC videos.



- Tom attended the 15th Anniversary of South Grenville, Lawrence was also in attendance. He also mentioned how RVCA was not in attendance at the Rural Summit in Kemptville.
- Murray invited everyone to attend the Oak Valley Spring Clean-Up and AGM on May 12th. He also recommended Irene Wolford Broad as the next Friend of SNC.
- Karen talked about her appeal to MPACT.
- Floyd thanked everyone at SNC for sending along the card and the flowers. Mac Park day will be on May 27th this year.
- Doug invited everyone to the Live and Learn/Greely Lions Club Golf Tournament happening on June 18th at the Metcalfe Golf Club.
- Lawrence mentioned that the Spencerville Mill will be opening up for summer tours soon and that they are working on fixing the structure of the building with the grants and donations that they have received.
- Bill gave a Forest Cover Working Group update.

NEXT MEETING:

- Wednesday, July 11th, 2018 at 9:00 a.m.

ADJOURNMENT

RESOLUTION NO. CMN-028/18

Moved by: Bill Smirle

RESOLVED THAT:

The Communications Committee meeting of April 25th, 2018 be adjourned at 11:40 a.m.

CARRIED

Lawrence Levere,
Chair.

John Mesman,
Team Lead,
Communications and Outreach.

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