



COMMUNICATIONS COMMITTEE MEETING

Wednesday, February 3rd, 2016 - Meeting No. 01/16

The Communications Committee meeting was held on Wednesday, February 3rd, 2016 at the South Nation Conservation Administration Office, beginning at 10:30 a.m.

Members Present: Doug Thompson, SNC Chair
Bill Smirle, SNC Past Chair
Lawrence Levere
Murray Inch
Tom VanDusen
Floyd Dingwall
Karen Switzer-Howse
Tammy McRae

Regrets: Ian Mitchell, Committee Chair
Cindy Saucier
Fran Patenaude

Staff Present: Dennis O'Grady, General Manager/Secretary-Treasurer
Ronda Boutz, Team Lead, Communications & Outreach
Natasha Machado, Communications Specialist
John Mesman, Communications Specialist

CHAIRMAN'S REMARKS

RESOLUTION NO. CMN-01/16 Moved by: Bill Smirle
Seconded by: Tammy McRae

RESOLVED THAT: Doug Thompson act as Chair for the meeting.

Doug Thompson welcomed everyone to the meeting and extended regrets from Ian Mitchell. The chair provided remarks regarding Alvin Runnalls funeral services on Saturday, February 6th, 2016. Alvin was a current member of the communications committee and a past member of SNC's Board of Directors.

APPROVAL OF AGENDA AND SUPPLEMENTAL AGENDA

RESOLUTION NO. CMN-02/16 Moved by: Bill Smirle
Seconded by: Lawrence Levere

RESOLVED THAT: The Agenda and Supplemental Agenda be approved as presented.



CARRIED

DECLARATION OF CONFLICT OF INTEREST

There were no declarations of conflict of interest.

**APPROVAL OF COMMUNICATIONS COMMITTEE MEETING MINUTES OF
NOVEMBER 4th, 2015**

RESOLUTION NO. CMN-03/16

Moved by: Tom VanDusen

Seconded by: Floyd Dingwall

RESOLVED THAT:

The Communications Committee meeting minutes of
November 4th, 2016 be approved as presented.

CARRIED

BUSINESS ARISING FROM MINUTES

None.

COMMUNICATIONS PROJECT UPDATE

Staff provided a PowerPoint slideshow on project updates since the last Communications Committee meeting.

Murray Inch arrived at the meeting at 10:43 a.m.

NEW BUSINESS

2016 COMMUNICATIONS AND OUTREACH WORK PLAN

Ronda Boutz, Team Lead, Communications & Outreach, provided the Communications Committee with a report on the 2016 Communications and Outreach Work Plan.

RESOLUTION NO. CMN-04/16

Moved by: Bill Smirle

Seconded by: Tammy McRae

RESOLVED THAT:

The Communications Committee recommends to the
Board of Directors to approve the 2016
Communications and Outreach Work Plan.

CARRIED

A copy of the 2016 Communications & Outreach Work Plan is attached to the Meeting Minutes for further information.

COMMUNITY ENVIRONMENTAL GRANTS

Ronda Boutz, Team Lead, Communications & Outreach, provided a report to the Communications Committee on the Community Environmental Grants.



RESOLUTION NO. CMN-05/16

Moved by: Tom VanDusen
Seconded by: Tammy McRae

RESOLVED THAT:

The Communications Committee recommends Board approval of Community Environmental Grants in the amount of \$300 each to the Kin Club of Russell – fishing derbies and Wendover Knights of Columbus – ice fishing derby.

CARRIED

SOCIAL MEDIA AND WEBSITE UPDATE

Natasha Machado, Communications Specialist, presented an updated report on Social Media and Website.

RESOLUTION NO. CMN-06/16

Moved by: Lawrence Levere
Seconded by: Karen Switzer-Howse

RESOLVED THAT:

The Communications Committee receives and files the Social Media and Website Update.

CARRIED

The Communications Committee recessed at 11:15 a.m.

Karen Switzer-Howse left the meeting.

The Chairman reconvened the Communications Committee meeting at 11:25 a.m.

2016 CANADIAN PLOWING CHAMPIONSHIPS

Natasha Machado, Communications Specialist, presented a report on the 2016 Canadian Plowing Championships.

RESOLUTION NO. CMN-07/16

Moved By: Lawrence Levere
Seconded by: Tom VanDusen

RESOLVED THAT:

The Communications Committee recommends that the Board of Directors approve SNC's participation in the 2016 Canadian Plowing Championships – Ottawa Carleton Plowing Match and support "Friends of Plowing" sponsorship at \$200.

CARRIED

Floyd Dingwall left the meeting.

SNC FAMILY FUN DERBY AND YOUTH FISH CAMP

Natasha Machado, Communications Specialist, presented a report on the SNC Family Fun Derby and Youth Fish Camp.



RESOLUTION NO. CMN-08/16

Moved by: Tammy McRae
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee recommends that the Board of Directors approve SNC's delivery of 2016 Family Fun Derby and Youth Fish Camp.

CARRIED

SUPPLEMENTAL AGENDA

SNC INSERT FOR MUNICIPAL TAX BILLS

John Mesman, Communications Specialist, provided the Committee with a report on SNC insert for Municipal Tax Bills.

RESOLUTION NO. CMN-09/16

Moved by: Lawrence Levere
Seconded by: Bill Smirle

RESOLVED THAT:

That the Communications Committee approves the creation and design of a bilingual information sheet that Municipalities could insert in their tax bills, with a focus on services provided for the average household contribution to the municipal levy amount for Conservation Authorities.

CARRIED

SNC 70TH ANNIVERSARY CELEBRATION PLANNING

Ronda Boutz, Team Lead, Communications & Outreach, provided a report on SNC 70th Anniversary Celebration Planning. Monthly events are planned in 2017 to celebrate the anniversary. Staff will continue to bring the draft work plan to the Committee throughout 2016 to refine event details.

HISTORICAL PLAQUES IN THE SNC JURISDICTION

Natasha Machado, Communications Specialist, provided the Committee with a report on the installation of historical plaques in the SNC jurisdiction.

RESOLUTION NO. CMN-010/16

Moved by: Bill Smirle
Seconded by: Tammy McRae

RESOLVED THAT:

That the Communications Committee approves to provide support for the installation of historical



plaques through the Community Environmental Grants Program.

And further that SNC will support local historical societies in the installation of historical plaques throughout the SNC jurisdiction.

CARRIED

SNC AND COMMITTEE CHAIRS MEETING

Doug Thompson provided the Committee with a verbal update of the meeting held with the Standing Committee Chairs and SNC Board of Directors Executive.

CONFIRM COMMITTEE REPRESENTATION AT FEBRUARY 18th, BOARD MEETING

Ian Mitchell confirmed attendance at the February 18th, Board of Directors meeting prior to the Communications Committee meeting.

DATE AND TIME OF NEXT MEETINGS:

The next Communications Committee meetings:

- a) Tuesday, March 1, 2016: SNC Joint Standing Committee Meeting at SNC Office at 1:00pm (lunch provided at 12:00 pm).
- b) Tuesday, March 1, 2016: Communications Committee Meeting at SNC Office at 3:00 pm.

ADJOURNMENT

The meeting adjourned at 12:40 p.m.

RESOLUTION NO. CMN-011/16

Moved by: Lawrence Levere

Seconded by: Murray Inch

RESOLVED THAT:

The Communications Committee meeting of Wednesday, February 3rd, 2016 be adjourned.

CARRIED

Doug Thompson
Acting Committee Chair.

Ronda Boutz,
Team Lead, Communications and Outreach.

SNC Review by:



COMMUNICATIONS COMMITTEE MEETING

Tuesday March 1st, 2016: 3 – 5 p.m.
Heritage Room, SNC

Members Present:

Ian Mitchell, Committee Chair
Doug Thompson, SNC Chair
Bill Smirle, Past Chair
Lawrence Levere
Murray Inch
Karen Switzer-Howse
Fran Patenaude
Tom VanDusen
Tammy McRae

Regrets:

Cindy Saucier
Floyd Dingwall

Staff Present:

Dennis O'Grady, General Manager/Secretary-Treasurer
Dianne MacMillan, Administrative Assistant II
Ronda Boutz, Team Lead, Communications and Outreach
Natasha Machado, Communications Specialist
John Mesman, Communications Specialist
Linda Hutchinson, Director, Organization Effectiveness
Philip Duncan, Property and Approvals Assistant II

CHAIRMAN'S REMARKS

Ian Mitchell, Committee Chair, welcomed everyone, and called the Communications Committee meeting of Tuesday March 1st, 2016 to order at 2:56 p.m.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA AND SUPPLEMENTAL AGENDA

RESOLUTION NO. CMN-012/16

Moved by: Doug Thompson
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee approve the March 1st, 2016 Communications Committee agenda and supplemental agenda as submitted.

CARRIED



DECLARATION OF CONFLICT OF INTEREST

There were no declarations of conflict of interest.

APPROVAL OF:

RESOLUTION NO. CMN-0/16

Moved by: Lawrence Levere
Seconded by: Tom VanDusen

RESOLVED THAT:

The Committee Members approved the Communications Committee meeting minutes of February 3rd, 2016 as submitted.

CARRIED

COMMUNICATIONS PROJECT UPDATE POWERPOINT PRESENTATION

Staff presented project and program updates.

NEW BUSINESS

ELECTION OF COMMITTEE CHAIR

Ronda Boutz, Team Lead requested a mover and seconder to be nominated as Election Chair.

RESOLUTION NO. CMN-0/16

Moved by: Doug Thompson
Seconded by: Ian Mitchell

RESOLVED THAT:

The Committee approve Ronda Boutz, Team Lead, as Election Chair.

CARRIED

Lawrence Levere nominated Ian Mitchell for the position of Chair, Communications Committee.

Second call for nominations.

Third call for nominations.

Ian Mitchell was declared 2016 Chair, Communications Committee.



UPDATE ON 2015 CONSERVATION AREAS MONITORING PROGRAM

The Committee requested staff develop an information package and presentation to be delivered to each member Municipal recreation committee to promote SNC Conservation Areas.

RESOLUTION NO. BD-015/16

Moved by: Doug Thompson
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee recommends to the Board of Directors to approve the 2015 Conservation Areas Monitoring Program Report; and

FURTHER THAT:

Staff meet with Municipal Recreation Committees to update them

CARRIED

2016 COMMUNICATIONS COMMITTEE MEMBERSHIP

The Committee discussed options for Committee meeting times and members. Staff requested any new member names be confirmed by May Communications meeting. An advertisement will be placed for new members. A geographical map will be emailed to the Committee.

RESOLUTION NO. CMN-016/16

Moved by: Doug Thompson
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee recommends the following Communications Committee membership to the Board of Directors for 2016:

- Ian Mitchell, Committee Chair
- Floyd Dingwall
- Tom Van Dusen
- Karen Switzer-Howse
- Murray Inch
- Lawrence Levere
- Tammy McRae
- Fran Patenaude
- Cindy Saucier



- Bill Smirle, SNC Past Chair (ex-officio)
- Francois St. Amour, SNC Vice-Chair (ex-officio)
- Doug Thompson, SNC Chair (ex-officio)

CARRIED

SOUTH NATION CACHE IN TRASH OUT (SNCIT07) EVENT

RESOLUTION NO. CMN-017/16

Moved by: Karen Switzer-Howse
Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee receive and file the update for the South Nation Cache in Trash Out (SNCIT07) event for 2016; and

FURTHER THAT:

The Committee approve the location for the event in the village of Spencerville.

CARRIED

GREAT LAKES GUARDIAN COMMUNITY FUND GEOCACHING PROJECT FINAL REPORT: HISTORICAL GEOPASSPORT TOUR

RESOLUTION NO. CMN-018/16

Moved by: Doug Thompson
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee receive and file the Great Lakes Guardian Community Fund Geocaching Project Final Report: Historical GeoPassport Tour.

CARRIED

SOCIAL MEDIA AND WEBSITE UPDATE

Natasha Machado, and John Mesman updated the Committee on the SNC website and social media statistics.

RESOLUTION NO. CMN-019/16

Moved by: Fran Patenaude
Seconded by: Bill Smirle



RESOLVED THAT:

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

CARRIED

UPDATE: SNC LEVY ON MUNICIPAL TAX BILLS

The Committee discussed the options for presenting and design of, the Municipal tax bill insert from SNC Staff will take Member comments into consideration, and bring a report to the next meeting with two options enable the Committee to make a final decision.

RESOLUTION NO. CMN-020/16

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

RESOLVED THAT:

The Communications Committee direct staff
to bring a follow up report to the next
Committee meeting for a final decision.

CARRIED

LOGOS ON SNC LETTERHEAD

The Committee discussed the request received from a United Counties of Prescott Russell staff for the insertion of the Counties logo into the SNC letterhead.

RESOLUTION NO. CMN-021/16

Moved by: Lawrence Levere
Seconded by: Murray Inch

RESOLVED THAT:

The Communications Committee directs
staff to discuss with the UCPR Board of
Directors Members and report back to the
Committee.

CARRIED

EDUCATION DAY – PARTNERSHIP WITH FRIENDS OF THE BIRD SANCTUARY

RESOLUTION NO. CMN-022/16

Moved by: Tammy MacRae
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee receive
and file the Education Day – Partnership
with Friends of the Bird Sanctuary report.

CARRIED



BIODIVERSITY PROJECT COMMUNICATIONS PLAN UPDATE

RESOLUTION NO. CMN-023/16

Moved by: Bill Smirle
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee receive and file the Biodiversity Project Communications Plan Update.

CARRIED

SUPPLEMENTAL AGENDA

NEW BUSINESS

HISTORICAL PLAQUE IN THE SNC JURISDICTION REPORT

Natasha Machado updated the Committee Members on the status of the Historical Plaque offers. Letters have been sent to the Historical groups in the watershed.

RESOLUTION NO. CMN-/16

Moved by: Tammy MacRae
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee receives and files the Historical Plaques in the SNC jurisdiction Report.

CARRIED

COMMUNITY ENGAGEMENT – COMMITTEE (VERBAL)

Committee Members updated the following Community Engagement:

Lawrence Levere: The Board of Directors have been approached regarding the installation of a plaque at Jessup's Falls. The Spencerville Heritage group has expressed interest in becoming involved.

Bill Smirle: North and South Dundas Townships are interested in establishing an archive society.



Murray Inch:

- Regarding the Jessup's Fall plaque: Township of Prescott may be interested
- Oak Valley Pioneer Park year end reports have been circulated to Council and interested persons.

CORRESPONDENCE

The Committee requested

- Congratulatory email regarding the Historical Geo-Passport event on Saturday, February 13, at the Sand Road Maple Sugar House
- Committee Members requested a 'Testimonial' page be developed in order to post feedback correspondence.

CONFIRM COMMITTEE REPRESENTATION AT MARCH 17TH, 2016 BOARD MEETING

- The meetings will continue to start at 9:00 am – Committee Members will be advised if there are changes

DATE OF NEXT MEETING

- May 4th, 2016, 9:00 a.m., SNC Office, Watershed Room

ADJOURNMENT

RESOLUTION NO. CMN-0/16

Moved by: Tammy MacRae
Seconded by: Bill Smirle

RESOLVED THAT:

The Communications Committee meeting of March 1st, 2016 be adjourned at 4:55 p.m.

CARRIED

Ian Mitchell,
Chairman.

John Mesman,
Acting Team Lead, Communications and Outreach.

/dm



COMMUNICATIONS COMMITTEE MEETING

Tuesday May 4th, 2016: 9 a.m.
Watershed Room, SNC

Members Present:

Doug Thompson, SNC Chair
Bill Smirle, Past Chair
Lawrence Levere
Murray Inch
Karen Switzer-Howse
Fran Patenaude
Tom VanDusen
Cindy Saucier

Regrets:

Floyd Dingwall
Ian Mitchell, Committee Chair

Absent:

Tammy McRae

Staff Present:

Dennis O'Grady, General Manager/Secretary-Treasurer
Dianne MacMillan, Administrative Assistant II
Natasha Machado, Communications Specialist, Acting Team Lead
John Mesman, Communications Specialist, Acting Team Lead
Linda Hutchinson, Director, Organization Effectiveness
Holly Nyenkamp, Communications and Outreach Student

CHAIRMAN'S REMARKS

Bill Smirle, Acting Committee Chair, welcomed everyone, and called the Communications Committee meeting of Tuesday May 4th, 2016 to order at 9:00 a.m.

Cindy Saucier arrived at the meeting at 9:35 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA AND SUPPLEMENTAL AGENDA

RESOLUTION NO. CMN-026/16

Moved by: Lawrence Levere
Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee approve the May 4th, 2016 Communications Committee agenda and supplemental agenda as submitted.

CARRIED



DECLARATION OF CONFLICT OF INTEREST

There were no declarations of conflict of interest.

APPROVAL OF:

RESOLUTION NO. CMN-027/16

Moved by: Fran Patenaude
Seconded by: Karen Switzer Howse

RESOLVED THAT:

The Committee Members approved the Communications Committee meeting minutes of March 1st, 2016 as submitted.

CARRIED

COMMUNICATIONS PROJECT UPDATE POWERPOINT PRESENTATION

Staff presented project and program updates.

NEW BUSINESS

ONTARIO NATURE'S 2016 YOUTH SUMMIT PARTNERSHIP OPPORTUNITY

RESOLUTION NO. CMN-028/16

Moved by: Cindy Saucier
Seconded by: Tom Van Dusen

RESOLVED THAT:

The Communications Committee approve the sponsorship of a young leader to attend the Ontario Nature's 2016 Youth Summit for Biodiversity and Environmental Leadership; and

FURTHER THAT:

As a condition of acceptance, the participant provide an update of their experience at the 2016 Youth Summit to their local Municipal Council and the Communications Committee.

CARRIED

Doug Thompson arrived at the meeting at 9:45 a.m.



SNC PARTNERSHIP: DELEGATION VISIT FROM FRANCE AND QUEBEC

RESOLUTION NO. CMN-029/16

Moved by: Fran Patenaude
Seconded by: Karen Switzer Howse

RESOLVED THAT:

The Communications Committee receive and file the SNC Partnership: Delegation visit from France and Quebec report.

CARRIED

Murray Inch arrived at the meeting at 9:50 a.m.

SNC ANNUAL TOUR

RESOLUTION NO. CMN-030/16

Moved by: Fran Patenaude
Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee recommends to the Board of Directors the approval of the SNC Annual Tour to an upset limit of \$1,500; as allocated in the 2016 Budget; and

FURTHER THAT:

The participants pay a fee of \$10/person to help offset the cost of the tour lunch.

CARRIED

EDUCATION DAY – PARTNERSHIP WITH FRIENDS OF THE BIRD SANCTUARY UPDATE

RESOLUTION NO. CMN-031/16

Moved by: Doug Thompson
Seconded by: Murray Inch

RESOLVED THAT:

The Communications Committee receive and file the Education Day – Partnership with Friends of the Bird Sanctuary Update report.

CARRIED

SNC EDUCATION PROGRAMS UPDATE



RESOLUTION NO. CMN-032/16

Moved by: Murray Inch
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee receive and file the update for SNC's Educational Programs; and

FURTHER THAT:

The Committee approve the current fee of \$3.00 per participant which staff may charge to school groups and other parties at their discretion for the program-delivery of education-related activities facilitated by SNC. This fee can be implemented in lieu of SNC's staff rates as per the SNC Fee Schedule, where applicable.

Program fees for educational programs will be brought to the Committee for approval annually.

CARRIED

SNC/LIVE AND LEARN GOLF TOURNAMENT

RESOLUTION NO. CMN-033/16

Moved by: Doug Thompson
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee recommends to the Board of Directors to approve SNC co-sponsoring the SNC/Live and Learn Golf Tournament at the Metcalfe Golf and Country Club, on the condition that all proceeds are split 50/50 between both parties; and

FURTHER THAT:

SNC proceeds from the golf tournament be directed to accessibility upgrades at SNC Conservation Areas and an accessible youth fishing camp.

CARRIED

COMMUNITY ENVIRONMENTAL GRANT APPLICATIONS



RESOLUTION NO. CMN-034/16

Moved by: Fran Patenaude
Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee recommend Board of Directors approval of a Community Environmental Grant in the amount of \$300 each for the Friends of the Nation River Arts Inc. for their event 'Art on the Waterfront' and to the St. Daniel's Council 11725 of the Knights of Columbus for their event 'Knights Duck Race' and to the Spencerville Mill Foundation for their event 'Canoe Poker Run'.

CARRIED

SNC 70TH ANNIVERSARY CELEBRATION PLANNING

RESOLUTION NO. CMN-035/16

Moved by: Tom Van Dusen
Seconded by: Karen Switzer Howse

RESOLVED THAT:

The Communications Committee approve option #3 as a design concept for the 70th anniversary celebration, as presented. Staff will work with designers to further develop the logo concept; and

FURTHER THAT:

Staff circulate the final logo design to the Communications Committee.

CARRIED



SUPPLEMENTAL AGENDA

NEW BUSINESS

HEALTHY KIDS COMMUNITY CHALLENGE - PARTNERSHIP

RESOLUTION NO. CMN-036/16

Moved by: Cindy Saucier
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee receive and file the Healthy Kids Community Challenge – Partnership report.

CARRIED

LOGOS ON SNC LETTERHEAD

RESOLUTION NO. CMN-037/16

Moved by: Bill Smirle
Seconded by: Murray Inch

RESOLVED THAT:

The Communications Committee table the discussion of additional upper-tier County logo inclusion on the SNC letterhead indefinitely.

CARRIED

SOCIAL MEDIA AND WEBSITE UPDATE

RESOLUTION NO. CMN-038/16

Moved by: Doug Thompson
Seconded by: Lawrence Levere

RESOLVED THAT:

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

CARRIED



SNC CHARITABLE FOUNDATION REVIEW

RESOLUTION NO. CMN-039/16

Moved by: Tom Van Dusen
Seconded by: Karen Switzer Howse

RESOLVED THAT:

The Communications Committee receive and file the update for the review of an SNC charitable foundation; and

FURTHER THAT:

The Communications Committee recommend to the Board of Directors against the establishment of a charitable foundation, indicating that SNC's current corporate organizational structure is fitting of the organization's mandate, direction and fundraising goals.

The Committee recommends against a review of SNC's Fundraising Plan at this time.

CARRIED

UPDATE: SNC LEVY ON MUNICIPAL TAX BILLS

RESOLUTION NO. CMN-040/16

Moved by: Cindy Saucier
Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee receive and file the update to the implementation plan for the SNC Levy on Municipal Tax Bill initiative; and

FURTHER THAT:

The Committee approve Option 3 as the direction for the implementation plan.

CARRIED



SNC MASCOT

RESOLUTION NO. CMN-041/16

Moved by: Doug Thompson
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee approve developing Kirby the Bass as a promotional brand for events and educational purposes related to promoting fisheries and recreational opportunities as part of the Recreational Fishing Project.

CARRIED

COMMUNITY ENVIRONMENTAL GRANT APPLICATIONS

RESOLUTION NO. CMN-042/16

Moved by: Doug Thompson
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee recommend to the Board of Directors approval of a Community Environmental Grant in the amount of \$300 to the Chesterville Kayak Club for their event Poker Run event on May 28th, 2016 and for the Dundas Federation of Agriculture in support of their educational workshops and project partnership with local high schools.

CARRIED

CONFIRM COMMITTEE REPRESENTATION AT MAY 19TH, 2016 BOARD MEETING

Bill Smirle will present the Communications Committee minutes to the Board of Directors.

DATE OF NEXT MEETING

- July 13th, 2016, 9:00 a.m., location to be determined



ADJOURNMENT

RESOLUTION NO. CMN-043/16

Moved by: Tom Van Dusen
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee meeting of
May 4th, 2016 be adjourned at 12:06 p.m.

CARRIED

Bill Smirle,
Acting Chairman.

John Mesman,
Acting Team Lead, Communications and Outreach.

/nm



Communications Committee Meeting Electronic Vote

Email Date: June 16, 2016

COMMUNITY ENVIRONMENTAL GRANTS

The Communications Committee members were emailed a report in order to vote on the following Community Environmental Grant Applications, (\$300 each), in the heritage grant category for:

1. Friends of the Crysler's Farm Battlefield – Crysler's Farm Battle Re-enactment; and
2. Russell and District Historical Society – Heritage Festival.

The following chart indicates votes by Committee Members received electronically:

Name	Yea	Nay	No Response
Inch, Murray	X		
Levere, Lawrence			X
McRae, Tammy			X
Mitchell, Ian	X		
Patenaude, Fran	X		
Saucier, Cindy			X
Smirle, Bill			X
Switzer – Howse, Karen	X		
Thompson, Doug	X		
Van Dusen, Tom	X		
Dingwall, Floyd	X		
Francois St. Amour	X		



SOUTH NATION
CONSERVATION
DE LA NATION SUD

RESOLUTION NO. CMN 044/16 By Vote: Consensus

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

1. Friends of the Crysler's Farm Battlefield – Crysler's Farm Battle Re-enactment; and
2. Russell and District Historical Society – Heritage Festival.

Ian Mitchell,
Committee Chair.

Natasha Machado,
Acting Team Lead, Communications
and Outreach.

/nm



COMMUNICATIONS COMMITTEE MEETING

Wednesday June 29th, 2016: 9 a.m.
Camp Sheldrick
12489 Nesbitt Road, Winchester, ON K0C 2K0

Members Present:

Ian Mitchell, Committee Chair
Bill Smirle, Past Chair
Lawrence Levere
Murray Inch
Tom VanDusen
Cindy Saucier
Floyd Dingwall

Regrets:

Doug Thompson, SNC Chair
Karen Switzer-Howse
Fran Patenaude

Absent:

Tammy McRae

Staff Present:

Linda Hutchinson, Director, Organization Effectiveness
Natasha Machado, Communications Specialist, Acting Team Lead
John Mesman, Communications Specialist, Acting Team Lead
Holly Nyenkamp, Communications and Outreach Student

CHAIRMAN'S REMARKS

Ian Mitchell welcomed everyone, thanked everyone for the best wishes, and called the Communications Committee meeting of Wednesday, June 29th, 2016 to order at 9:15 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA

RESOLUTION NO. CMN-045/16

Moved by: Bill Smirle
Seconded by: François St. Amour

RESOLVED THAT:

The Communications Committee approve the June 29th, 2016 Communications Committee agenda with the following addition: item #7 g), Spencerville Mill Booklet (verbal).

CARRIED

DECLARATION OF CONFLICT OF INTEREST

There were no declarations of conflict of interest.



APPROVAL OF The May 2016 Communications Committee Minutes:

RESOLUTION NO. CMN-046/16

Moved by: Tom VanDusen
Seconded by: François St. Amour

RESOLVED THAT:

The Committee Members approved the Communications Committee meeting minutes of May 4th, 2016 as submitted.

CARRIED

BUSINESS ARISING FROM MINUTES

COMMUNICATIONS PROJECT UPDATE POWERPOINT PRESENTATION

Staff presented project and program updates.

Cindy Saucier arrived at the meeting at 9:50 a.m.

NEW BUSINESS

SNC EVENT PARTICIPATION 2015/2016

RESOLUTION NO. CMN-047/16

Moved by: Lawrence Levere
Seconded by: Floyd Dingwall

RESOLVED THAT:

The Communications Committee receive and file the update for SNC's event participation throughout the jurisdiction and use this information to discuss SNC's event coverage, by municipality.

FURHTER THAT:

The Communications Committee recommend for staff to develop an information kiosk which would replace the need for staff support at events when SNC is promoting its program and services. The kiosk could be developed for SNC 70th anniversary and could be dropped off at more fairs, expos and related



events. This expenditure would be a budgeted expense for 2017 and would cost approximately \$3,000.

FURTHER THAT:

The Communications Committee recommend that staff adopt a targeted approach of buying advertisement space with one fair/expo per member municipality or dropping off an informational kiosk as an alternative to attending public events, when possible.

FURTHER THAT:

Staff investigate use of local volunteers to assist in staffing SNC booths at events.

CARRIED

SNC 70th ANNIVERSARY CELEBRATION LOGO DESIGN

RESOLUTION NO. CMN-048/16

Moved by: Cindy Saucier
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee approve the three formats of the final SNC logo design for the 70th anniversary celebration, as presented.

CARRIED

SNC 70TH ANNIVERSARY CELEBRATION PLANNING

RESOLUTION NO. CMN-049/16

Moved by: Tom VanDusen
Seconded by: Lawrence Levere

RESOLVED THAT:

None at this time, report is for discussion purposes only.

CARRIED



BOATER AWARENESS CAMPAIGN

RESOLUTION NO. CMN-050/16

Moved by: Cindy Saucier
Seconded by: Floyd Dingwall

RESOLVED THAT:

The Communications Committee receive and file the update on the re-launched Boater Awareness Campaign.

CARRIED

SOCIAL MEDIA AND WEBSITE UPDATE

RESOLUTION NO. CMN-051/16

Moved by: Lawrence Levere
Seconded by: Bill Smirle

RESOLVED THAT:

The Communications Committee receives and files the Social Media and Website Update.

CARRIED

SNC MEMBERSHIP ON THE SHARING EXPERTISE COMMITTEE

RESOLUTION NO. CMN-052/16

Moved by: Tom VanDusen
Seconded by: Murray Inch

RESOLVED THAT:

The Communications Committee receive and file the report on SNC's membership in the newly formed Sharing Expertise Committee.

CARRIED

SPENCERVILLE MILL BOOKLET (LAWRENCE VERBAL UPDATE)

RESOLUTION NO. CMN-053/16

Moved by: Cindy Saucier
Seconded by: Murray Inch

RESOLVED THAT:

The Communications Committee approve SNC staff compile and print the Spencerville Mill historical booklet.



CONFIRM COMMITTEE REPRESENTATION AT AUGUST 18TH, 2016 BOARD MEETING

Bill Smirle will present the Communications Committee minutes to the Board of Directors.

DATE OF NEXT MEETING

- September 13th, 2016, 9:00 a.m., SNC Office, Watershed Room

ADJOURNMENT

RESOLUTION NO. CMN-054/16

Moved by: Lawrence Levere
Seconded by: Tom VanDusen

RESOLVED THAT:

The Communications Committee meeting of June 29th, 2016 be adjourned at 11:45 a.m.

CARRIED

Ian Mitchell,
Chairman.

Natasha Machado,
Acting Team Lead, Communications and Outreach.

/jm



**Communications Committee Meeting
Electronic Vote**

Email Date: July 15, 2016

COMMUNITY ENVIRONMENTAL GRANTS

The Communications Committee members were emailed a report in order to vote on the Community Environmental Grant Applications (\$300 each), in the river category grants for:

- South Dundas Chamber of Commerce – 46th Annual Tubie Race
- Local Bassholes – 3rd Annual Bass Derby

The following chart indicates the votes by Member received electronically:

Name	Yea	Nay	No Response
Inch, Murray	X		
Levere, Lawrence	X		
Mitchell, Ian	X		
Patenaude, Fran	X		
Saucier, Cindy	X		
Smirle, Bill	X		
Switzer – Howse, Karen			X
Thompson, Doug	X		
Van Dusen, Tom	X		
Dingwall, Floyd			X
Francois St. Amour	X		



SOUTH NATION
CONSERVATION
DE LA NATION SUD

RESOLUTION NO. CMN 055/16 By Vote: Consensus

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

1. South Dundas Chamber of Commerce – 46th Annual Tubie Race; and
2. Local Bassholes – 3rd Annual Bass Derby.

CARRIED

Ian Mitchell,
Committee Chair.

John Mesman,
Acting Team Lead, Communications and
Outreach.

/nm

SNC Review by: _____



COMMUNICATIONS COMMITTEE MEETING

Wednesday September 14th, 2016: 9 a.m.
Heritage Room, SNC

Members Present:	Bill Smirle, Past Chair Lawrence Levere Murray Inch Cindy Saucier Floyd Dingwall Doug Thompson, SNC Chair Fran Patenaude Karen Switzer-Howse
Regrets:	Tom VanDusen
Absent:	None.
Staff Present:	Linda Hutchinson, Director, Organization Effectiveness John Mesman, Communications Specialist, Acting Team Lead Lisa Van De Ligt, Communications Specialist Kelsey Smith, Communications and Outreach Assistant Justine Spero, Communications and Outreach Assistant Holly Stemberger, Community Lands Assistant Saxon Ireland, Property and Approvals Assistant
Non-Members Present:	Bill Sloan, Past Mayor, Township of Edwardsburgh/Cardinal

CHAIRMAN'S REMARKS

Bill Smirle welcomed everyone, asked for a moment of silence for Ian Mitchell, and called the Communications Committee meeting of Wednesday, September 14th, 2016 to order at 9:04 a.m. The committee is looking at adding new members, as well as looking for a new chairman.

Doug arrived at 9:09 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA

RESOLUTION NO. CMN-055/16

Moved by: Lawrence Levere
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee approve the September 14th, 2016 Communications Committee agenda as submitted.

CARRIED



DECLARATION OF CONFLICT OF INTEREST

There were no declarations of conflict of interest.

APPROVAL OF The June 2016 Communications Committee Minutes:

RESOLUTION NO. CMN-056/16

Moved by: Doug Thompson
Seconded by: Floyd Dingwall

RESOLVED THAT:

The Committee Members approved the Communications Committee meeting minutes of June 29th, 2016 as submitted.

CARRIED

BUSINESS ARISING FROM MINUTES

COMMUNICATIONS PROJECT UPDATE POWERPOINT PRESENTATION

Staff presented project and program updates.

Cindy Saucier arrived at the meeting at 9:50 a.m.

NEW BUSINESS

IAN MITCHELL MEMORIAL FUND

RESOLUTION NO. CMN-057/16

Moved by: Lawrence Levere
Seconded by: Cindy Saucier

RESOLVED THAT:

That the Communications Committee recommend to the Board of Directors for the creation of the Ian Mitchell Memorial Fund.

FURHTER THAT:

The Communications Committee approve dispersing the funds towards the installation of memorial benches in Ian's name and investing in SNC's Tree Planting and Forested Land Acquisition programs.

CARRIED



SNC HISTORICAL ARCHIVES SOFTWARE UPDATE

RESOLUTION NO. CMN-058/16

Moved by: Lawrence Levere
Seconded by: Dough Thompson

RESOLVED THAT:

The Communications Committee receive and file the SNC Historical Archives Software Update for discussion.

CARRIED

2016 SNC/LIVE AND LEARN GOLF TOURNAMENT FINAL REPORT

RESOLUTION NO. CMN-059/16

Moved by: Cindy Saucier
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee receive and file the final report for the 2016 SNC/Live and Learn Golf Tournament.

FURTHER THAT:

The Communications Committee recommend to the Board of Directors that SNC host an annual "Friends of South Nation" golf tournament to be circulated throughout the jurisdiction each year, instead of co-hosting with the Metcalfe Live and Learn Resource Centre.

CARRIED

SNC 70TH ANNIVERSARY CELEBRATION PLANNING- UPDATE

RESOLUTION NO. CMN-060/16

Moved by: Lawrence Levere
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee approves including \$5,500 in the Draft 2017 SNC Budget- Special Events for SNC's 70th Anniversary.



FURTHER THAT:

The Communications Committee approve including \$4,000 in the Draft 2017 SNC Budget for the creation of a promotional video.

CARRIED

NEW SNC COMMUNITY LANDS FRAMEWORK

RESOLUTION NO. CMN-061/16

Moved by: Murray Inch
Seconded by: Karen Switzer-Howse

RESOLVED THAT:

The Communications Committee recommend to the Board of Directors that SNC adopt a new framework, "SNC Community Lands", as a tool for guiding program decisions for the Authority.

FURTHER THAT:

The Communications recommend for staff to present this report to the Forestry and Fish & Wildlife Committees for consultation and bring this report to the subsequent meeting of the Board of Directors for approval.

CARRIED

CONFIRM COMMITTEE REPRESENTATION AT THE SEPTEMBER 22nd, 2016 BOARD MEETING

Bill Smirle will present the Communications Committee minutes to the Board of Directors.

DATE OF NEXT MEETING

- November 2nd, 2016, 9:00 a.m., SNC Office, Watershed Room



SOUTH NATION
CONSERVATION
DE LA NATION SUD

ADJOURNMENT

RESOLUTION NO. CMN-064/16

Moved by: Karen Switzer-Howse

RESOLVED THAT:

The Communications Committee meeting of
September 14th, 2016 be adjourned at
11:55 a.m.

CARRIED

Bill Smirle,
Chairman, Acting

John Mesman,
Acting Team Lead, Communications and Outreach.

/ks



COMMUNICATIONS COMMITTEE MEETING

Wednesday November 2nd, 2016: 9 a.m.
Heritage Room, SNC

Members Present:

Bill Smirle, Past Chair
Lawrence Levere
Murray Inch
Cindy Saucier
Floyd Dingwall
Doug Thompson, SNC Chair
Tom VanDusen

Regrets:

Karen Switzer-Howse
Fran Patenaude

Staff Present:

Dennis O'Grady, General Manager
Linda Hutchinson, Director, Organization Effectiveness
John Mesman, Acting Team Lead, Communications
Lisa Van De Ligt, Communications Specialist
Ronda Boutz, Acting Team Lead, Stewardship
Kelsey Smith, Communications and Outreach Assistant
Justine Spero, Communications and Outreach Assistant
Holly Stemberger, Community Lands Assistant

Guests:

Gary Barton, Mayor of Champlain
Glen Runions, Forestry Committee





CHAIRMAN'S REMARKS

Bill Smirle welcomed everyone and called the Communications Committee meeting of Wednesday, November 2nd, 2016 to order at 9:07 a.m. The Committee is looking at adding new Members, as well as looking for a new Chairman. Bill welcomed two new possible Committee Members, Mayor Gary Barton and Glen Runions.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA

RESOLUTION NO. CMN-065/16

Moved by: Lawrence Levere
Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee approve the November 2nd, 2016 Communications Committee agenda as submitted.

CARRIED

DECLARATION OF CONFLICT OF INTEREST

There were no declarations of conflict of interest.

APPROVAL OF THE SEPTEMBER 2016 COMMUNICATIONS COMMITTEE MINUTES:

RESOLUTION NO. CMN-066/16

Moved by: Doug Thompson
Seconded by: Floyd Dingwall

RESOLVED THAT:

The Committee Members approved the Communications Committee meeting minutes of September 14th, 2016 as submitted.

CARRIED

COMMUNICATIONS PROJECT UPDATE POWERPOINT PRESENTATION

Staff presented project and program updates.

NEW BUSINESS

ELECTION OF COMMITTEE CHAIR

RESOLUTION NO. CMN-067/16



RESOLVED THAT:

With a vote of confidence, Bill Smirle was voted as Acting Communications Committee Chair until March 2016.

CONSENSUS

2016 MUNICIPAL PRESENTATION SUMMARY

RESOLUTION NO. CMN-068/16

Moved by: Cindy Saucier
Seconded by: Tom VanDusen

RESOLVED THAT:

The Communications Committee receive and file the 2016 Municipal Presentation Summary.

CARRIED

Cindy Saucier arrived at 9:32 a.m.

FOREST COVER REPORT UPDATE

RESOLUTION NO. CMN-069/16

Moved by: Floyd Dingwall
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee receive and file the update on the Forest Cover Report Communication Plan.

CARRIED

SOCIAL MEDIA AND WEBSITE UPDATE

RESOLUTION NO. CMN-070/16

Moved by: Murray Inch
Seconded by: Cindy Saucier

RESOLVED THAT:

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

CARRIED



2017 MAPLE SYRUP EDUCATION PROGRAM

RESOLUTION NO. CMN-071/16

Moved by: Tom VanDusen
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee approve delivering the 2017 Maple Syrup Education Program, subject to approval of the 2017 SNC budget; and

FURTHER THAT:

User fees in 2017 be increased from \$6 to \$7 per student; and

FURTHER THAT:

\$3,266 be provided to Sand Road Maple Farm (SRMF) for the 2016 program, based on the partnership agreement; and

FURTHER THAT:

Bussing subsidies of up to \$150 per school be allocated on a first-come, first-served basis to an upset limit of \$1,200 total, subject to approval of the draft 2017 SNC Budget.

CARRIED

Murray Inch arrived at 9:44 a.m.

STREAM OF DREAMS EDUCATIONAL PROGRAM

RESOLUTION NO. CMN-072/16

Moved by: Doug Thompson
Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee receive and file this update on the new SNC Stream of Dreams education program; and

FURTHER THAT:

The Communications Committee approve delivering the 2017 Stream of Dreams program, subject to approval of the draft 2017 SNC Budget; and

FURTHER THAT:

A user fee of \$5 to \$10 per person be



charged for Stream of Dreams participants,
pending on available grant and subsidy
programs.

CARRIED

COMMUNITY LANDS SIGNAGE STANDARDS

RESOLUTION NO. CMN-073/16

Moved by: Lawrence Levere
Seconded by: Tom VanDusen

RESOLVED THAT:

The Communications Committee approve
the Community Lands Signage Standards.

CARRIED

OLD GROWTH FOREST FRAMEWORK AND DEFINITION

RESOLUTION NO. CMN-074/16

Moved by: Doug Thompson
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee
recommend to the Board of Directors to
establish a framework to identify existing
and potential Old-growth Forests within the
SNC jurisdiction; and

FURTHER THAT:

This framework be used to help guide forest
management decisions; and

FURTHER THAT:

The definition of Old-growth Forest be
included in future SNC Forest Management
Plans; and

FURTHER THAT:

The report be presented to the SNC Forestry
Committee for comments.

CARRIED

COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-075/16

Moved by: Doug Thompson



Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee receive and file the update of the 2016 Community Environmental Grant Recipients.

CARRIED

COMMUNITY ENVIRONMENTAL GRANT APPLICATIONS

RESOLUTION NO. CMN-076/16

Moved by: Cindy Saucier

Seconded by: Tom VanDusen

RESOLVED THAT:

The Communications Committee recommend Board of Directors approval of a Community Environmental Grant in the amount of \$300 to the Marchons pour Jonathan Pitre Butterfly Mile Committee's Fundraiser Walk.

CARRIED

SNC 70TH ANNIVERSARY CELEBRATION LOGO DESIGN

RESOLUTION NO. CMN-077/16

Moved by: Tom VanDusen

Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee approve the three formats of the final SNC logo design for the 70th anniversary celebration, as presented.

CARRIED

SNC ADMINISTRATION BUILDING OUTDOOR ELECTRIC SIGN – DISPLAY PANEL UPGRADE

RESOLUTION NO. CMN-078/16

Moved by: Doug Thompson

Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee remove the previously approved \$10,000 allocation



for upgrading the SNC Administration
Building outdoor electric sign.

CARRIED

2017 COMMUNICATIONS COMMITTEE MEETING SCHEDULE

RESOLUTION NO. CMN-079/16

Moved by: Doug Thompson
Seconded by: Lawrence Levere

RESOLVED THAT:

The Communications Committee change the September 13th, 2017 meeting to September 6th, 2017 in the 2017 Committee meeting schedule; and

FURTHER THAT:

The Communications Committee include one additional meeting in March 2017.

CARRIED

ELECTION OF NEW MEMBERS

RESOLUTION NO. CMN-080/16

RESOLVED THAT:

The Communications Committee accept Gary Barton and Glen Runions as new Members through a vote of confidence.

CONSENSUS

SUPPLEMENTAL AGENDA

COMMUNICATIONS PRIORITIES WORK PLAN 2017

RESOLUTION NO. CMN-081/16

Moved by: Lawrence Levere
Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee receive and file the 2017 Communications Priorities Work Plan.

CARRIED



CONFIRM COMMITTEE REPRESENTATION AT NOVEMBER 17th, 2016 BOARD MEETING

Bill Smirle, Acting Committee Chair, will present the Communications Committee minutes for approval at the November 17th, 2016 Board of Directors meeting.

DATE OF NEXT MEETING

- February 8th, 2017, 9:00 a.m., SNC Office, Watershed Room

ADJOURNMENT

RESOLUTION NO. CMN-082/16

Moved by: Cindy Saucier

RESOLVED THAT:

The Communications Committee meeting of November 2nd, 2016 be adjourned at 12:00.

CARRIED

Bill Smirle,
Chairman, Acting

John Mesman,
Acting Team Lead,
Communications and Outreach.

/ks