



SOUTH NATION
CONSERVATION
DE LA NATION SUD

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Communications Committee

Meeting Agenda

Date: July 11th, 2018

Meeting Time: 9:00 a.m.

Location: Morrisburg Waterfront

***Note Meeting Location Change**

Address: 7 Canada Way, Morrisburg, ON



Communications Committee

Meeting Agenda

July 11th, 2018 – 9:00 a.m.

1. Chair's Remarks
2. Approval of Communications Committee Agenda (Supplemental Agenda)
3. Declaration of Conflict of Interest
4. Communications Project Update – Powerpoint Presentation: Staff
5. Approval of Communications Committee meeting minutes of April 25, 2018 3-7
6. New Business
 - a. Program Capacity for SNC's Youth Fish Camp: Samantha DeVries 8
 - b. Community Environmental Grants: Kelsey Smith 9-17
 - c. Social Media and Website Update: Taylor Campbell 18-19
 - d. Events: Cindy Saucier 20-21
 - e. SNC's Use of Videos Online: Meagan Casalino 22-22
 - f. Maple Education Program Grants Update: Karen Paquette 24
7. Supplemental Agenda (if any)
8. Roundtable Discussion
 - a. Community Engagement Activities
 - b. Recommendations for 'Friends of SNC'
9. Correspondence 25-35
10. Date of Next Meeting
 - August 25, 2018, 9:00 a.m., SNC
11. Adjournment



John Mesman,
Team Lead, Communications and Outreach.



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



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 geopassport 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.

/ks



To: Communications Committee
From: Samantha DeVries, Communications and Outreach Student
Date: July 4, 2018
Subject: Program Capacity for SNC Youth Fish Camp

RECOMMENDATION:

The Communications Committee receive and file the report on Program Capacity for SNC Youth Fish Camps.

DISCUSSION:

SNC's Youth Fishing Camps began a few years ago as a recommendation from SNC's Report on Recreational Fishing Programs. Over the years, SNC's Fish Camp formats have undergone a series of program changes, approved by SNC's Communications Committee. The original 3-day camp was adjusted to 2-days and funding was received in 2016 and 2017 to enhance the program with support from Ontario's Sport and Recreation Community Fund.

This program has quickly grown over the last three years, and is in demand. In 2017, two camps were held and in 2018, three camps are being offered at sites with newly created accessible docks, thanks to funds raised at the Friends of SNC Golf Tournament last year.

Similar to previous years, capacity was reached within just a couple of days of advertising. For the 2018 season, 20 youth were placed on a waiting list.

In 2018, a program fee of \$10 was instituted to assist with the purchase of fishing rods, fishing supplies and lunch.

Ontario Power Generation (OPG) and the Ontario Federation of Anglers and Hunters (OFAH) have been approached to assist in funding for the 2019 Fishing Camps and to help confirm registration.

Staff will bring back a report following the completion of this year's fish camps. SNC staff will be looking to increase the capacity and funding of the camps for the 2019 season as well as adding more camps throughout the summer.

A plan will be presented for committee review.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for Youth Fish Camps is included in the approved 2018 SNC Budget under Communications and Outreach – Education and Events on pages 108 and 109.

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

Samantha DeVries,
Communications and Outreach Student



To: Communications Committee
From: Kelsey Smith, Communications and Outreach Assistant
Date: July 3, 2018
Subject: Community Environmental Grants

RECOMMENDATION:

That the Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 each to: Cardinal Legion Poker Run, Dundas County 4-H, Moose Creek Recreational Association, Russell and District Historical Society, Russell Junior Gardeners, South Dundas Chamber of Commerce, St. Albert Optimist Club and the Wendover Western Festival.

DISCUSSION:

The following application for \$300 Community Environmental Grants have been received to date:

- **Cardinal Legion Poker Run:** The funds will be used to help cover advertising costs associated with this event. Monies raised will be used to support the Cardinal Legion and future community events. The SNC logo will appear on posters advertising the event and in the participant guide. SNC is able to attend the event with a display and banners.
- **Dundas County 4-H:** Dundas County 4-H is planning to spend Friday, July 20 at the Cass Bridge Conservation area. They will pick up any garbage around the playground and picnic shelter. The youth will clean-up along the river bank. Any grant funds received will be put towards the cost of any picnic table/bench kits, brushes, stain, gloves, bug spray, sunscreen, garbage bags, etc. for the clean up.
- **Moose Creek Recreational Association:** The Moose Creek Duck Race was held on May 12th. The funds from this grant will go towards the community centre, future events for children of the community, and maintenance of the creek shoreline.
- **Russell and District Historical Society:** The Heritage Festival in Russell will be held on September 22 at the Keith Boyd museum in Russell. Grant money received will be used for advertising, office supplies and hiring a horse and wagon.
- **Russell Junior Gardeners:** The Russell Junior Gardeners is a non-profit group under the umbrella of the Russell & District Horticultural Society. This year's project is called "Soil Your Undies." An SNC representative attended the program launch in June. The results of this project will be exhibited at the Russell Fair with an SNC banner. The \$300 would be put towards the undies, and any extra money would be for advertising and poster boards.

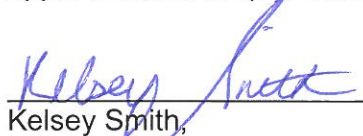


- **South Dundas Chamber of Commerce:** The South Dundas Chamber of Commerce will be hosting the 1st Annual It's All About the River Festival on July 21. The Renegade Bass Fishing Tournament will start off the day followed by free fishing, a BBQ, live music and local vendors. The grant money will be used to promote this event. The SNC banner will be displayed at the event and the SNC logo will be on all social media ads.
- **St. Albert Optimist Club:** The St. Albert Optimist Club organized a family fishing activity and BBQ on May 12, 2018. No sponsors were secured for this event, an SNC banner was displayed at the event which drew in 50 participants.
- **Wendover Western Festival:** The Wendover Western Festival will be having a dinner at Jessup's Falls. An SNC banner will be put up at the park for the dinner. SNC is able to attend the event with a display and banners.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for Community Environmental Grants is included in the 2018 SNC Budget under Communications and Outreach – Partnership Development on page 113.

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,
Communications and Outreach Assistant.

Attachments: Grant Application Letters



ROYAL CANADIAN LEGION
Branch 105, Cardinal
105 Legion Way, PO Box 40
Cardinal, Ontario K0E 1E0

May 22, 2018

by: Email

RE: Annual Non-Motorized Poker Run - 2018

South Nation River Conservation Authority

On behalf of the Cardinal Legion, Branch 105, I would like to invite you and your employees to take part in our second annual non-motorized Poker Run on August 25, 2018! Attached is a poster for the event which we would ask that you post in your work place.

Please also consider supporting our event by a donation. The funds will be used to help cover our costs associated with this event. Monies raised will be used to support our Branch and the Community we serve. Our members appreciate any contribution your business can offer.

Your name will appear on our posters advertising the event. As well, you are invited to set up a booth at the event to make participants aware of the services you provide our community.

Donations should be made payable to the Cardinal Legion Branch 105 and clearly designate on the "Re:" line "Poker Run".

In the event a donation cannot be provided, consider providing us with some small items for the "loot bags". These items could contain your business logo, or be simply an advertising pamphlet providing information about your business.

Yours in Comradeship

THE ROYAL CANADIAN LEGION
BRANCH 105, CARDINAL

DWANE CRAWFORD
President

000011

To: South Nation Conservation –
Communications & Outreach Department

June 4, 2018

Dundas County 4-H has been matched with a 4-H group from Vegreville AB for an exchange this summer. As part of the exchange the whole group is to work on a community service project which will help the community and leave a lasting legacy of this exchange. There will be 20 youth ages 12-17, two 20-year-old Youth Service Leaders, and four chaperones to help at this event.

We are planning to spend Fri. July 20, 2018 at the Cass Bridge Conservation area. We will pick up any garbage in the area, clean up around the playground and picnic shelter, and bring a couple of kayaks and take turns on the river to collect any garbage we can get along the river bank. We feel this will promote protection of our natural environment and the youth can enjoy some time paddling on the river which will encourage recreational use of the waterway and will count as the part of the project which will help our community.

We hope to purchase some picnic table/bench kits for the members to put together, stain if needed, and they can be placed at a SNC spot that could use a one – perhaps Oschmann forest. We will attach a plaque to these tables/benches which will be the lasting legacy portion as hopefully they will be around for a few years for people to take a break at while out enjoying nature.

Any grant funds received will be put towards the cost of the picnic table/bench kits, brushes, stain, gloves, bug spray, sunscreen, garbage bags, etc. and drinks, meals and snacks for the event. There is a grant of up to \$600 through our Youth Service Leader/Canada Youth Corp. to put towards this, and McDonalds is also a sponsor of the YSL program and will be approached to provide some of the food and drink required for the day.

If there is other work to do at the Cass Bridge area we would be glad to help with it too. We feel this project fits in the River Grant and the Community Environmental Outreach Grant categories and are applying for \$300 to put towards this project.

Dundas County chaperones are Heather McDiarmid – 613-445-3847 – hrm@bell.net
and Andrew Machan – 613-330-1495 – andrew.machan@bellnet.ca

000012

April 19, 2018

Dear South Nation Conservation:

Please allow this letter to serve as our grant application for the Community River Grant. The Moose Creek Recreational Association is situated in Moose Creek Ontario. We are a volunteer-run association made up of members of our community serving Moose Creek and area.

We are hosting our annual Moose Creek Duck Race on May 12th starting at 1:00pm. The race follows yellow rubber ducks down the Moose Creek in encouragement of getting the community out to enjoy the natural wonder and beauty that our creek has to offer. We have our community clean-up day the week prior so that the creek is free of any litter or garbage when the ducks are racing. The goal of our duck race is to promote recreational use of the Moose Creek and the park which the creek runs through. We boast two ball diamonds, a play structure and an outdoor skating rink. There is an open spot right in the middle of the Park that you can access the Moose Creek, however it is under enjoyed and our goal is to have more people enjoy the Moose Creek, the namesake for which our village is called. The funds from this grant will go towards the community centre, future events for children of the community, and maintenance of the creek shoreline. Our Association has discussed having Yoga in the park at the shoreline as well as a Teddy Bear Picnic on the shoreline of the Moose Creek. We have not applied for any other grants for this event, it has been an ongoing fundraising event for the Association.

We would proudly hand a South Nation Conservation banner at our event and add your logo to our social media advertising.

Thank you for your consideration for the grant, and we hope to further discuss as needed. You can contact me directly; Lorena Sollows (Marketing Director/Treasurer) either by email at MailboxLorena@aol.com or by telephone 613-558-4863.

Lorena Sollows

Marketing Director

Treasurer

Moose Creek Recreational Association

PO Box 35, Moose Creek, ON K0C 1W0

000013

Community Environmental Grants Program,
South Nation Conservation
Attn: Communications & Outreach Department
38 Victoria St., P.O. Box 29, Finch, ON, K0C 1K0

W. Diane Wade,
1392 MacDonald Rd.,
Russell, ON
K4R 1E5
May 18, 2018.

Hello South Nation Conservation Personnel,

As one of the Leaders of the Junior Gardening Group in Russell, I am applying for the \$300.00 grant associated with the Agri-Environmental Grant.

Russell Junior Gardeners is a non-profit group under the umbrella of the Russell & District Horticultural Society, also a non-profit group. We have 47 members in the group this year with ages ranging from 6 to 16 years. Divisions are Sprout, Junior and Senior.

While each division is slightly different, each year the children receive 3 flower plants of the same variety, plus flowers they grow from seeds plus 3 vegetable plants and a vegetable to be grown from seeds. They are expected to grow and care for a garden approximately two metres square. A Garden Judge visits the gardens in August. We also offer five interesting activities. The garden produce and the results of the activities are presented at the Russell Agricultural Fair in September.

This year's project is called, 'Soil Your Undies'. The information the children receive is on the attached sheet. We have requested and hope to have a SNC Representative present a short talk for us towards the end of June. *(The date has yet to be confirmed.)* The meeting will take place in Russell Museum at the corner of Concession & Church St. in Russell. We will invite the children and parents to the talk and also advertise to the general public through posters, Facebook and the Horticultural Society web site. The presenter is welcome to bring the SNC flag/roll-up with them to the event.

As an enticement and to avoid additional costs to the children, we would like to advertise a surprise gift for attendance. The surprise gift would be a new pair of 100% cotton undershorts for the children to use in their experiment. This will also provide consistency to the results when we establish a common start and end date.

The results of the project would be on display in the Junior Gardeners exhibits in the Russell Arena on September 7th, 8th, 9th at Russell Fair which is where we would display the South Nation Conservation flag or banner. We would also place posters to explain the project and the results. The press will be invited to this event.

The \$300 SNC grant would be spent on the undies, estimated at 50 pairs X \$6.00. If any moneys remain, they would be put towards poster board, advertising and or prizes for the children.

I realize that a cheque is not issued until after the event but as volunteers in a non-profit organization it is important for us to know if the money is available to us before we spend it. *(possible date to present undies June 18th)*

We look forward to a positive result to our application.

Regards, *Diane Wade*

Diane Wade wdwade@trytel.com 613 445 6690

000014



P.O. Box 288, 91 Main St. Morrisburg, ON K0C 1X0
613-543-3982; Geraldine@southdundaschamber.ca
www.southdundaschamber.ca

July 4, 2018

South Nation Conservation
38 Victoria St., P.O. Box 29, Finch, ON K0C 1K0

Attention: John Mesman, Team Lead, Communications and Outreach

RE: 2018 – 1st Annual “*It’s All About the River*” Festival – Saturday, July 21, 2018

Dear John:

On behalf of the South Dundas Chamber of Commerce and our entire Community, I would like to thank you for all your support and co-hosting the **1st Annual It’s All About the River Festival**. This event will bring awareness to the St. Lawrence River and how important it is to protect our valuable asset.

This event will focus on a fun filled day for the entire family. The day will start with the Renegade Bass Fishing tournament blasting off at 7:00 am and returning for weight in at 4:00 pm. During the day we will have a BBQ, free fishing, live music, local vendors and Watershed Adventure activities that will be opened to the public. We envisage there will be over 200 people that will attend this event.

At this time, we are requesting your financial support of \$300.00 that will be used to promote this event. The South Dundas Chamber of Commerce will require an “A” to advertise this event. As a sponsor, the Chamber will ensure that the South Nation Conservation banner will be prominently displayed along with your logo and Company name on all social media ads.

Thanking you in advance for your consideration.

Sincerely,
Geraldine Fitzsimmons,
General Manager, South Dundas Chamber of Commerce

000015

Pêche à la barbotte

Date de l'événement : Le 12 mai 2018

Location : 1472 route 900 ouest, Saint-Albert, Ontario

Le Club optimiste de St-Albert est un organisme à but non lucratif qui est voué à « inspirer le meilleur chez les jeunes » par le biais des programmes de services communautaires. Le 12 mai 2018, nous organisons l'activité de pêche à la barbotte. Celle-ci consiste à inviter les enfants à venir pêcher, de façon récréative, de la barbotte avec leur famille sur le bord de la rivière Nation. Cette activité répond donc au critère de la bourse "Community Environmental Outreach Grant" puisqu'elle met de l'avant l'usage récréatif de la rivière Nation qui est une ressource naturelle. La publicité s'est concrétisée à l'aide d'affiche, des réseaux sociaux, ainsi que la radio. Nous avons même été à l'école de St-Albert afin d'informer les élèves de la tenue de l'activité. Nous attendons au minimum 50 personnes (enfants, parents et bénévoles).

Tous les frais sont déboursés par le Club optimiste de St-Albert. Nous ne recevons donc aucune autre bourse afin de financer cette activité. Votre bourse servira donc à déboursier les frais pour la nourriture ainsi que les prix de présences qui seront remis aux participants. Voici un tableau de nos dépenses :

<u>Dépenses</u>	
<u>Nourriture</u> :	
- Pains hot-dog, Saucisse, Pains hamburger, Boulette hamburger, Condiment, Boisson (eau, jus de fruit, liqueur), Muffin	- 250\$ (50 personnes – enfants, parents et bénévoles)
- Location barbecue	- 100\$
<u>Prix de présence</u> :	
- 10\$ par participant	- 10\$ x 20 participants = 200\$

Je vous prie d'agréer l'expression de mes salutations distinguées.

Élyse Lalonde

lalonde1996@gmail.com

613-608-5566

000016



Festival Western Optimiste de Wendover

A/S Club Optimiste de Wendover
C.P. 40, Wendover (Ontario) KOA 3K0

Site web: www.festivalwesternwendover.ca
Courriel : info@festivalwesternwendover.ca
33e Festival Western Optimiste de Wendover
July 11 to/au 16 juillet 2017

Le 28 juin 2018 (modifié)

À qui de droit,

Le Festival Western Optimiste de Wendover est sous la tutelle du Club Optimiste de Wendover dans la municipalité d'Alfred-Plantagenet. Le village de Wendover est un petit village de l'est ontarien qui longe la rivière des Outaouais.

Nous avons pour mandat de développer l'Optimisme comme philosophie de vie en s'inspirant des principes du Credo de l'Optimiste, d'encourager la participation active à la chose publique, d'inspirer le respect de la loi, de promouvoir le patriotisme et de travailler à l'harmonie internationale et à l'amitié entre les peuples, d'aider la jeunesse et de favoriser son épanouissement, convaincu que de servir son prochain de façon désintéressée contribue au mieux-être de l'être humain, de sa collectivité, et du monde tout entier.

Cette année, le Festival Western célèbre ces 34 ans d'existence, et aura lieu du 10 au 15 juillet 2018 au Parc Denis St-Pierre, à Wendover. Depuis quelques années, le festival à ajouter à son programme une activité afin de faire connaître différents endroits de Prescott-Russell et des environs. Cette année, nous avons choisi d'aller visiter l'ancienne prison de l'Orignal. Cette activité aura lieu le jeudi 12 juillet 2018. Suite à cette activité, les festivaliers se rendront au **Parc Jessup's Falls à Plantagenet** afin de savourer un dîner tout en admirant la splendeur de la rivière et du parc. La visite au parc est une belle façon de faire valoir la Rivière des Outaouais à nos festivaliers venant d'un peu partout.

Sur ce, le Club Optimiste/Festival Western de Wendover aimerait appliquer pour votre demande de **Subventions communautaires liées à l'environnement**.

Nous vous offrons aussi la possibilité d'installer un kiosque sur le site principale pour la durée du Festival et aussi, nous pouvons installer votre bannière lors du dîner au parc. Vous trouverez en pièce jointe la programmation de cette année. Nous avons aussi ajouté votre carte d'affaire parmi nos commanditaire afin de vous faire de la publicité.

Merci de bien vouloir prendre notre demande en considération.

Liette Hotte, Présidente/President

M/H: (613) 673-4465 Cell: (613) 219-9730



000017



To: Communications Committee
From: Taylor Campbell, Communications Specialist
Date: July 11, 2018
Subject: Social Media and Website Update

RECOMMENDATION:

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

DISCUSSION:

SNC has actively worked to increase its social media presence over the last year.

Below are SNC's social media statistics to date:

Page	Total Followers	Increase Since Last Report
Facebook	1,863	89
Instagram	321	34
Twitter	1,305	342

SNC uses google analytics to track valuable metrics from nation.on.ca. This is a cost-free way to monitor user activity on the SNC website.

Period	Sessions	New & Returning Users	Page Views	Bounce Rate	Pages per Session	Average Session Duration
April 19, 2018 - April 30, 2018	1,768	2,378	5,429	50.79%	3.07	2:30 min
May 1, 2018 - May 31, 2018	4,389	5,418	14,925	47.69%	3.40	2:51 min
June 1 - June 30, 2018	4,006	5,209	12,767	51.37%	3.19	2:41 min

% New Session – Estimate of the percentage of first time visit

Bounce Rate – Single page visits - visits from which the user left from the entrance page without interacting with the page



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The top five most visited pages from April 19 2018 to June 30 2018 are:

- * Homepage: 5,220-page views
- * Staff Listing: 1,212-page views
- * Development (Permits and Forms): 975-page views
- * Events: 865-page views
- * Job Opportunities: 760-page views

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Expenses associated with SNC's website and social media are included in the 2018 SNC Budget on page 114, Communications and Outreach – Media and Communications Products.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy. For purchases of \$200 up to \$5,000 competitive quotes will be obtained where practical.


Taylor Campbell
Communications Specialist

000019



To: Communications Committee
From: Cindy Saucier, Education Steward
Date: July 4, 2018
Subject: 2018 Event Attendance Update

RECOMMENDATION:

That the Communications Committee receive and file the report on 2018 Event Attendance.

DISCUSSION:

Every year, SNC staff attend a variety of events throughout the jurisdiction.

The following list is a brief update on events that SNC attended and plans to attend in 2018.

Municipality	Event
City of Ottawa	Ottawa Valley Farm Show: March 13 th – 15 th Findlay Creek Tree Giveaway: April 28 Cache In-Trash Out – Findlay Creek: April 28 Mayor’s Rural Expo: June 1 Education Day - Metcalfe Fair: September 28
Russell Township	Living Locally Fair: January 20, Kin Club Pout Masters Fishing Derby: May 12-13 Stream of Dreams MTCS: June 13-15 Burr Oak Tree Planting: June 28 Watershed Adventure – Kindercare: July 5 Watershed Adventure – Kindercare : July 19 Watershed Adventure – Russell Library – July 19 W.E. Burton Clean Up - Russell 4H: July 20 Watershed Adventure – Embrun Library: July 31 Education Day Russell Fair: September 7
City of Clarence-Rockland	Watershed Adventure - St. Felicit Daycare: August 9 Riparian Tree Planting: May 12 SNCITO9: April 28
Township of Alfred and Plantagenet	Escarp Action – Jessup’s Falls: July 15 Watershed Adventure and River Clean Up – Jessup’s Falls: July 22 SNC Golf Tournament: August 9



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Township of Champlain	Champlain Tree Planting: May 16
The Nation Municipality	Wood and Forest Exhibition: September 9
Township of North Glengarry	Maxville Fair Education Day: June 22
Township of North Stormont	MacIntosh Family Day: May 27
Township of Edwardsburgh-Cardinal	Spencerville Mill Canoe Poker Run: May 26 Port of Johnstown Port Day: June 16 Iroquois Summer Camp: July 24 Cardinal Canoe & Kayak Poker Run: August 25
North Dundas	Watershed Adventure – Winchester Public School: May 16 Chesterville Kayak Poker Run: June 9 Alvin Runnals Forest Unveiling: June 10 Watershed Adventure – Chrysler Day Camp: July 3 Fish Camp: July 5-6 Fish Camp: July 18-19 Dundas 4H Clean Up: July 20 Community Lands Geopassport Launch: July 21
South Dundas	"It's All About the River": July 21
Casselman	Fish Camp - High Falls, July 4-5

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Expenses associated to SNC's fair and festival attendance are included in the 2018 SNC Budget under Communications and Outreach – Education and Events, pages 108 and 109.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy, for purchases of \$200 up to \$5,000, competitive quotes will be obtained where practical.

Cindy Saucier,
Education Steward

000021



To: Communications Committee
From: Meagan Casalino, Communications and Outreach Student
Date: Wednesday, July 11, 2018
Subject: SNC's Use of Videos Online

RECOMMENDATION:

That the Communications Committee receive and file the update on SNC's use of videos online. Further that the Communications Committee recommend continued usage of videos to promote SNC's programs and services.

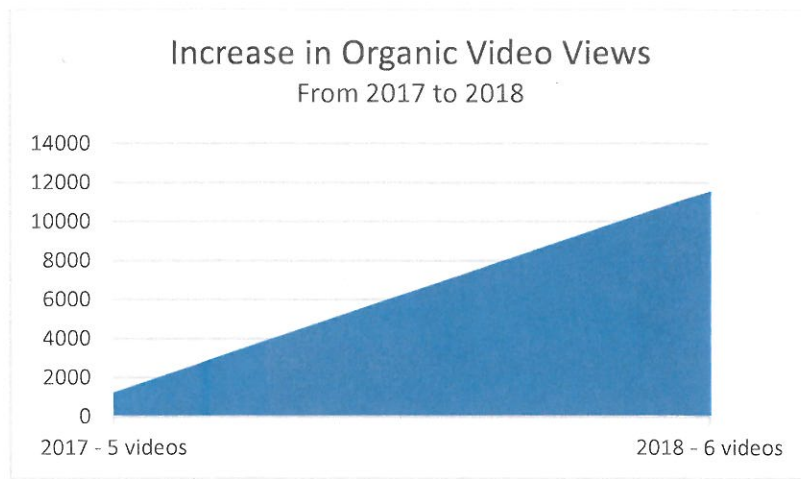
DISCUSSION:

In 2018, 6 videos have been produced by SNC and shared online. Facebook has been the most popular social media platform for sharing, providing 500 to 25,000 views on each video.

The SNC promotional video, uploaded in March, is the most popular video that reached nearly 30,000 Facebook users with 447 reactions, comments and shares. Paid advertising was used to promote this video through a Facebook campaign, with a cost of \$270 over 11 days. That's about \$0.010 per view, and \$0.55 per reaction – offering a high return on investment, compared to print advertising, making social media advertising “the best bang for the buck.”

Although production quality, content and paid campaigns remain important to the success of our videos, they're not the consistent driving force. According to our Facebook analytics, a 23-second-long clip of a millipede crawling around on a log brought in an organic 860 views, 4 shares and 21 reactions. Which provides great value for low-cost videos with easily accessible content. The video of the millipede was successful because it's short, interesting, and easily shareable with friends and family, and in turn this creates affordable SNC awareness.

Over the last few years, staff have committed to increasing video on social media platforms. In 2017, 5 videos produced a total of 1,245 combined organic views, while in 2018 6 videos produced a total of 42,870 combined views (not all organic). Without the cost-effective non-organic views in 2018, that's still a total of 11,570 video views that year, an increase of 829.32% from the year prior (see graph on next page).



Facebook analytics indicate that videos are more likely to be shared over photo posts or text posts. For example, the poster for the Spencerville Canoe Poker Run was shared on Facebook 10 times, reaching just under 2,000 people, while the video footage from the event performed twice as well: it was shared 21 times and reached over 4,000 people.

Video content remains to be an effective, powerful and affordable method of raising SNC online awareness and brand recognition. SNC produced videos continue to gain support on Facebook and staff plan to continue to take advantage of this trend.

The creation of online videos should remain a future budget and work plan commitment, as well as advertising plans to help share these messages and videos broadly. SNC plans to increase the use of shorter, low-cost videos online to help share SNC messages, events and programs more broadly.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Expenses associated with SNC's use of videos online are included in the 2018 SNC Budget on pages 114 & 115, Communications and Outreach – Media and Communications Products.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy. For purchases of \$200 up to \$5,000 competitive quotes will be obtained where practical.

Meagan Casalino
Communications and Outreach Student

nnRR0023



To: Communications Committee
From: Karen Paquette, Fisheries Technician
Date: July 11, 2018
Subject: Maple Education Program Grants Update

RECOMMENDATION:

The Communications Committee receives and file the Maple Education Program Grants Update.

DISCUSSION:

The Oschmann Forest (SNC 160) is SNC's newest donated property and has been confirmed as the new home for SNC's flagship education program. The Oschmann Forest Maple Education Plan was approved by the Board of Directors on May 8, 2018.

The following table provides the committee with a high-level review of grants and funding sources being pursued and their status.

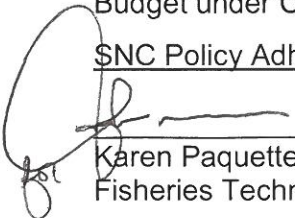
Funding Source	Amount Requested	Status
Heritage Organization Development Grant	\$1,545 (standardized amount based on reg. 879 under the Ontario Heritage Act)	Pending
TD Friends of the Environment	\$20,000	Due July 15
Ontario Trillium Foundation Capital Grants	\$75,000	Due August 15
Rural Economic Development Fund	\$100,000	Due September 28
Telus Community Grant	\$18,000	Due September 28
Shell Canada Funding	\$20,000	Due October 15
Eastern Ontario Development Fund	\$100,000	Ongoing
Honda Canada Foundation	\$40,000	Ongoing
TD Tree Days	\$3,000	Approved

Staff are moving along well with these grant applications and remain open to other program partnerships. We plan to be ready for students at Oschmann Forest for the 2019 Maple Education season.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: The Maple Education Program is included in the 2018 SNC Budget under Communications and Outreach: Education and Events, pages 108 and 109.

SNC Policy Adherence: All SNC approved Policies are adhered to.



Karen Paquette,
Fisheries Technician.

13500024

Responsables: Suzanne Bazinet (613) 987-2703

Andrée-Michèle Deslauriers (613) 296-4018



Pêche à la barbotte

Endroit : Chez Alain et Jacinthe Benoit à St-Albert

Heure : 10 h à 13 h

Pour qui : De la maternelle à la 8e année

Coût : Gratuit (R.S.V.P. d'ici le 5 mai 2017)

Apportez votre équipement, vos vers de terre, votre écran solaire et votre sourire.

Notez bien : Pour la sécurité des enfants, veuillez-vous assurer qu'un parent ou adulte les accompagne

Dîner hot dog et hambourgeois gratuits pour tous!

Tirage de
plusieurs prix

Samedi 13
mai 2017

000005

St. Albert Optimist Club



000026

Soil Your Undies Project!

Presented by Russell Junior Gardeners

Monday June 18, 2018 @ 7:00pm



Russell Museum

Corner of Concession & Church St.

Representative of **SNC** will explain and share information about how to judge the health of the soil in your garden and yard.

A surprise gift for attendance!



SOUTH NATION
CONSERVATION
DE LA NATION SUD

Check it out on You Tube videos by
printing 'soilyourundies 2018' in your
browser.

000027



May 27, 2018

South Nation Conservation
Attn.: Communications & Outreach Department
38 Victoria St., P.O. Box 29
Finch, ON K0C 1K0

Dear John,

Re: Community Environmental Grant – Event Summary

The following represents a summary of the Spencerville Mill Canoe Poker Run held on May 26, 2018.

The event was advertised extensively on social media in addition to newspapers. Posters were displayed in prominent locations. A photo is attached where you will see the South Nation Conservation logo.

Couples, families and singles registered and the Nation River was colourfully packed from O'Hagens Bridge to the Spencerville Mill with a record 169 participants.

Comments included the peaceful nature of the run, the ideal setting and route, and the scenery. Participants came from as far away as Elgin, Athens and Lombardy. There were also visiting participants from British Columbia.

Refreshments were provided in the Mill Garden area upon completion of the run.

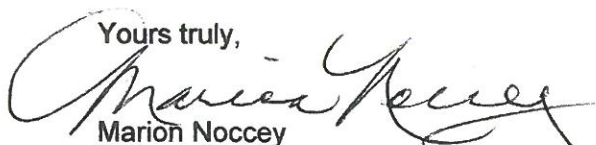
Lawrence Levere personally hung the South Nation Banner at the entrance to the Mill and can verify its position at the event. Recycle containers were available for use in the Mill and park area.

The Community Environmental Grant will serve to help with expenses such as renting kayaks and a truck to transport them. This gives more people the opportunity to participate and experience the environment along the Nation River. Refreshments is an additional expense.

Thank you for representation by your two staff members who were also set up in the park. It was most helpful to have use of the tent. Lawrence, with his gifted voice, did not require the microphone. In his absence, it most likely would have been necessary.

Thank you for supporting activities at the Mill. It is acknowledged and appreciated.

Yours truly,


Marion Noccey
Secretary, Spencerville Mill Foundation

000028

Moose Creek Duck Race



000029

SNC

MAY 22 2018

RECEIVED



KNIGHTS
OF COLUMBUS
IN SERVICE TO ONE. IN SERVICE TO ALL.



2018
South
Mountain
Knights of
Columbus
Duck Race
Report

00000030



SOUTH NATION
CONSERVATION
DE LA NATION SUD

1: Event Name; Mighty Knight Duck Race.

2: Date of Event: May 5th 2018

3: Location of Event: South Mountain, ON (Nation River)

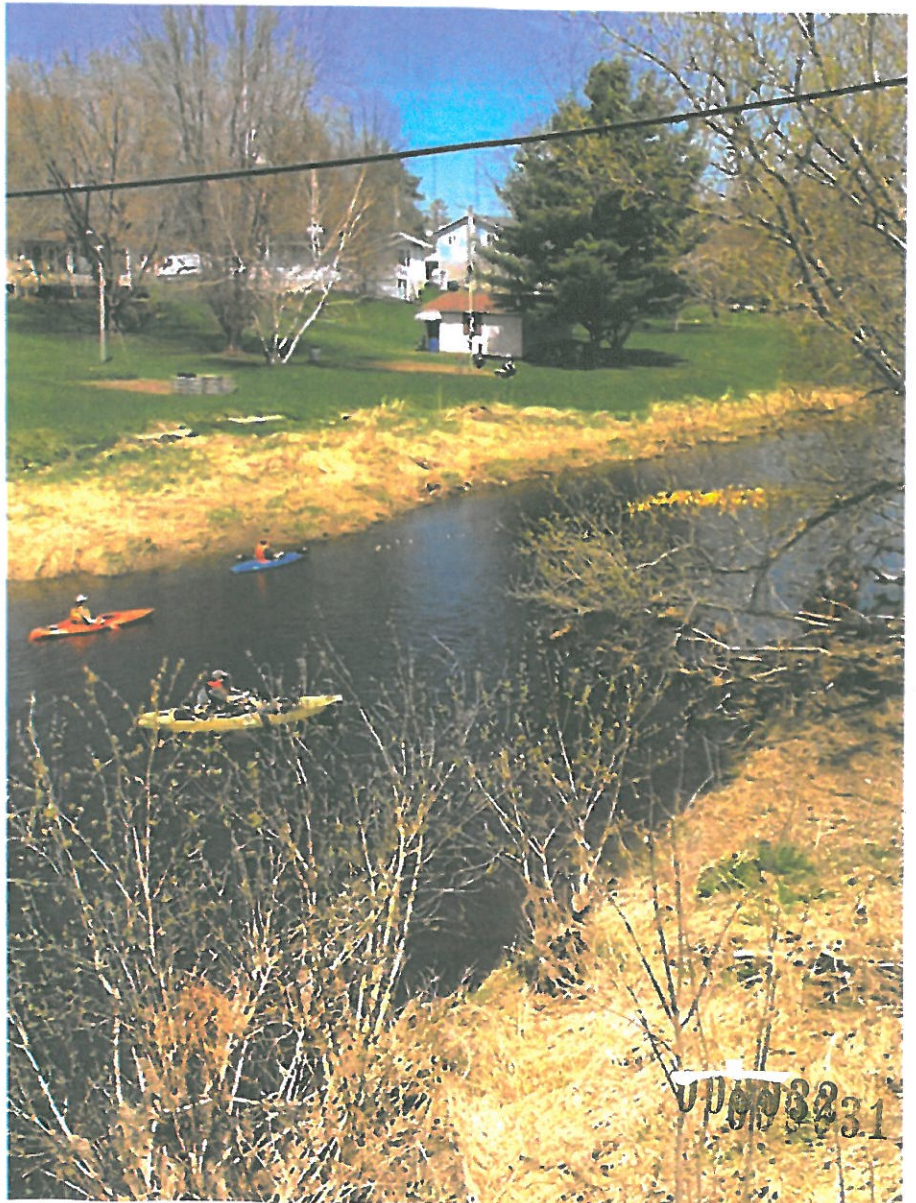
4: Description of Event or Activity:

This years 2018 MIGHTY Knight Duck Race was truly as it sounds. MIGHTY!!!

Ticket sales began April 1st, and finish a week early with a complete sell out.

I couldn't be more proud of this Council for making it another successful year. all 850 rubber duckies were sold and a Special Thank you to the North Dundas Community for all the support.

In the picture to the right, May 5th was a beautiful day for river activity, and enjoyed by 150 people.



5: Expense

Cost:

a: Lottery Lic.

\$10.00

Subtotal:

\$ 10.00

b: Cash Prizes

1st prize: Kelly Brown

\$500.00

2nd prize: Noah Lavine

\$150.00

3rd prize: Suzanne Rainsville

\$100.00

Subtotal:

\$ 750.00

Total:

a+b=\$ 760.00

6: Revenue

Funds:

a: 850 duck race tickets (and Donation)

\$ 3636.47

b: JED Donation

\$100.00

total:

a+b= \$ 3736.47

7: Disbursements

Total funds for disbursements \$3736.47(revenue)-\$760.00(expenses)
\$2976.47 , which should be disbursed as follows in acceptance with the
approved budget for council year 2017/18:

A: House of Lazarus

\$300.00

B: Winchester Hospital

\$300.00

C: St. Mary's Catholic Church

\$500.00

D: Dundas Hospice

\$200.00

E: S.M Library

\$200.00

F: Miriam Centre

\$200.00

G: Naomi Centre

\$200.00

H: Community Food Share (Food Bank)

\$336.47

I: University Hospital

\$300.00

J: St. Daniel's Church

\$240.00

000032

K: St. Daniel's Cemetery

\$200.00

Total:

\$2976.47

Members Participation & Hours:

Steve Dillabough	Michel Sabourin	Marlyn O'Connor
Steve Caza	Ed DiZazzo	Richard Berube
Wayne Moore	Rick Cormier	Andrew Guertin
Bruce Purcell	Mike Purcell	Herb Purcell
Bill Johnson	Albert Koekkoek	Richard Pickard
Alain Langlois	Cory VanDelst	Gord Guertin

Total: 18 members

Ticket Sales total hours:

Rick's Gas Bar, Scotia Bank (South Mountain), Rideau Auctions, Loughlin's General Store, Winchester Foodland.

Total 170 hours

Event Hours: Duck Race

Total 8 hours

Total Hours:

178 hours



000033



The duck race sees a lot of support from the community; many people came to the bridge at the beginning of the race to watch the ducks go down the stream. Front row: Bowen Carson (left), Callen Purcell and Sophie Purcell. Middle row: Ed Dizazzo (left), Benjamin Vreman, Emily Vreman and Herb Purcell. Back row: Wayne Moore (left), Cory Van Delst, Marilyn O'Connor, David Vreman and Albert Koekkoek.
Press Photos -Glover

Betting on the mighty ducks

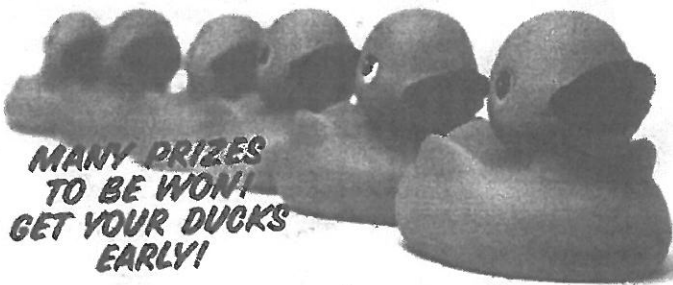
SOUTH MOUNTAIN – The 22nd annual South Mountain Knights of Columbus duck race hit the South Nation River on Sat., May 5.

A total of 850 rubber

ducks were dumped from the County Road 1 bridge. The winning ducks netted purchasers a variety of prizes, including cash and gift certificates. After all the prizes were paid out,

the race garnered a total of \$2,800 to be split between the Winchester District Memorial Hospital, House of Lazarus, Community Food Share and other organizations.

Super Saturday!



**MANY PRIZES
TO BE WON!
GET YOUR DUCKS
EARLY!**

**in
SOUTH
MOUNTAIN**

22nd Annual Knights' Duck Race

AND

Yard Sale & Barbecue

Set up in St. Daniel's Church Parking Lot, Main Street, South Mountain

SATURDAY, MAY 5

YARD SALE: 8:30 AM-2 PM • BARBECUE: 11 AM-2 PM

DUCK RACE STARTS 1 PM SHARP, NATION RIVER

All proceeds from the duck race go to local charitable organizations

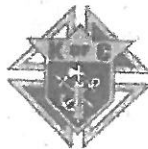
1st Prize: \$500 • 2nd Prize: \$150 • 3rd Prize: \$100 + MORE

Licence # M788654

www.southmountainduckrace.weebly.com



**SOUTH NATION
CONSERVATION
DE LA NATION SUD**



Sponsored by St. Daniel's
Knight of Columbus Council
#11725

To donate items for the yard sale, please
contact Michel Sabourin, 613-258-3501 or
Bruce Purcell at bpurcell621@gmail.com
or 613-258-6459.

Thank you for supporting
the Knights of Columbus and
our local charitable organizations.

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