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Communications Committee

Meeting Agenda

Date: January 30th, 2019

Meeting Time: 9:00 a.m.

Location: Watershed Room, SNC

Address: 38 Victoria Street, Finch, ON K0C 1K0

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Communications Committee

Meeting Agenda

January 30, 2019 – 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 Oct. 31, 2019: 3-7
6. New Business
   a. Municipal Councillor Orientation Packages: Taylor 8
   b. Stream of Dreams Program Update: Lisa 9-10
   c. Geocaching Update: Kelsey & Tim 11-13
   d. Maple Funding Update: Karen 14-15
   e. Maple Program Update: Karen 16-17
   f. 2018 Grant Disbursement: Kelsey 18-21
   g. 2019 Event Attendance: Cindy 22-23
   h. Community Environmental Grants: Kelsey 24-27
7. Supplemental Agenda (if any)
8. Roundtable Discussion
   a. Community Engagement Activities
   b. Recommendations for 'Friends of SNC'
9. Correspondence
10. Date of Next Meeting: March 7th, 2019
11. Adjournment

Kelsey Smith

for John Mesman,
Team Lead, Communications and Outreach.

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Communications Committee Meeting

Wednesday, October 31st, 2018 - 9:00 a.m.
Watershed Room, SNC - Finch

Present:	Lawrence Levere, Committee Chair Gary Barton, Mayor, Champlain Gerry Boyce, Deputy Mayor, North Dundas Fernand Dicaire, SNC Chair, ex-officio Floyd Dingwall, Past Board Member Murray Inch, Public Citizen Tim Jackson, Public Citizen Cindy Saucier, Councillor, Russell Bill Smirle, SNC Vice-Chair, ex-officio Peggy Taylor, Deputy Mayor, Edwardsburgh-Cardinal Doug Thompson, SNC Past Chair, ex-officio Tom Van Dusen, Van Dusen Communications Byron Vienneau, Public Citizen
Regrets:	Fran Patenaude, Public Citizen Karen Switzer-Howse, Public Citizen
Staff:	John Mesman, Team Lead, Communications and Outreach Ronda Boutz, Team Lead, Special Projects Taylor Campbell, Communications Specialist Karen Paquette, Fisheries Technician Lisa Van De Ligt, Communications Specialist Kelsey Smith, Communications and Outreach Assistant Jason Symington, Environmental Technologist

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CHAIR'S REMARKS

Lawrence Levere, Committee Chair, called the October 31st, 2018 Communications Committee meeting to order at 9:05 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-051/18	Moved by:	Floyd Dingwall
	Seconded by:	Tim Jackson
RESOLVED THAT:	The Members approve the Communications Committee Main and Supplemental Agendas of October 31st, 2018 with the following amendment: a. Supplemental Agenda Item #1, *Community Environmental Grants* be incorporated with Main Agenda Item #6 d., *Community Environmental Grants.*	

CARRIED

Gary Barton, Mayor, Champlain joined the meeting at 9:10 a.m.

DECLARATION OF CONFLICT OF INTEREST

There were no Declarations of Conflict of Interest.

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF COMMUNICATIONS COMMITTEE MEETING MINUTES OF AUGUST 29TH, 2018

RESOLUTION NO. CMN-052/18	Moved by:	Byron Vienneau
	Seconded by:	Peggy Taylor
RESOLVED THAT:	The Members approve the Communications Committee meeting minutes of August 29th, 2018 as submitted.	

CARRIED

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NEW BUSINESS

MAPLE EDUCATION PROGRAM UPDATE

RESOLUTION NO. CMN-053/18	Moved by:	Murray Inch
	Seconded by:	Fernand Dicaire
RESOLVED THAT:	The Communications Committee receives and files the Maple Education Program Grants Update.	

CARRIED

ARCHIVING PROJECT UPDATE

RESOLUTION NO. CMN-054/18	Moved by:	Doug Thompson
	Seconded by:	Tim Jackson
RESOLVED THAT:	The Communications Committee approves portable and permanent displays showcasing the top "watershed moments" in SNC's history.	

CARRIED

ECOACTION BUFFER DEMONSTRATION PROJECT

RESOLUTION NO. CMN-055/18	Moved by:	Tim Jackson
	Seconded by:	Gerry Boyce
RESOLVED THAT:	The Communications Committee receive and file the EcoAction Buffer Demonstration Project report.	

CARRIED

The Communications Committee meeting recessed at 10:25 a.m.
The Communications Committee meeting resumed at 10:40 a.m.

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COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-056/18 Moved by: Fernand Dicaire
Seconded by: Peggy Taylor

RESOLVED THAT: The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of $300 each to: The Chesterville Green Gang and the Lanark County Stewardship Council.

CARRIED

SOCIAL MEDIA AND WEBSITE UPDATE

RESOLUTION NO. CMN-057/18 Moved by: Consensus

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

CARRIED

ROUNDTABLE DISCUSSION

a. COMMUNITY ENGAGEMENT ACTIVITIES

- Fernand Dicaire, SNC Chair and Doug Thompson, Past Chair are looking forward to the Beyond 2020 visioning exercise.
- Floyd mentioned that there was a group that approached him regarding the forest of new trees across from McIntosh Park; they are looking to do some maintenance on the property.
- Tom began a discussion on a presentation to Council for the Town of Prescott.
- Murray reported that they just recently had the Oak Valley Pioneer Park Clean-up Day. He has met with Carleton University professors to engage students on research projects at Oak Valley. The Sharing Nature Network met and decided to make their own Facebook page to share content. Gerry volunteered to work with Murray at the Oak Valley Park.
- Tim noted that the Town of Prescott should be invited to Municipal Information Day. The Living Locally Fair is happening again in Russell in January 2019.
- Bill is looking forward to the visioning exercise with the Board of Directors and noted that the Ash Tree Replacement Program information should be sent to Municipalities to encourage them to implement the program.

b. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

Committee Members requested a listing of previous Friends of SNC be provided.

NEXT MEETING:

- January 30th, 2019, 9:00 a.m. at SNC

ADJOURNMENT:

RESOLUTION NO. CMN-058/18 Moved by: Bill Smirle

RESOLVED THAT: The Communications Committee meeting of October 31st, 2018 be adjourned at 11:42 a.m.

CARRIED

Lawrence Levere,
Committee Chair.

John Mesman,
Team Lead,
Communications and Outreach.

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To: Communications Committee
From: Taylor Campbell, Communications Specialist
Date: January 21, 2019
Subject: 2019 Municipal Councillor Packages

RECOMMENDATION:
The Communications Committee receive and file the update on the 2019 Municipal Councillor Orientation Packages.

DISCUSSION:
South Nation Conservation (SNC) exists under Provincial legislation, delivers some provincially-funded programs and are largely governed and funded by 16 member Municipalities.

In January of 2018, the SNC Board of Directors approved SNC's 2018 Provincial and Municipal Election Strategy (BD-007/18), which outlined methods to engage with prospective and elected local candidates.

As part of the Election Strategy, SNC prepared information packages for all new municipal officials within the jurisdiction to follow recent elections; a first of its kind undertaking.

The packages provide an overview of some of SNC's programs and services and include: Watershed Report Cards, Annual Reports, Municipal Workplans; and information on: Source Water Protection, Landowner Stewardship Grants, Septic and Planning Approvals, and the Status of Forest Cover.

All packages have been distributed; Municipal Councils may request an SNC delegation at upcoming Council Meetings to present the packages and answer questions.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:
Compliance with Budget: Outreach activities and communications products are included in the 2019 SNC Budget under Communications and Outreach: Media & Communications Products, pages 104-105.

SNC Policy Adherence: All purchases adhered to SNC's Purchasing Policy.

Taylor Campbell
Communications Specialist

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To: Communications Committee
From: Lisa Van De Ligt, Communications Specialist
Date: January 21, 2019
Subject: Stream of Dreams Education Program Update

RECOMMENDATION:
That the Communication Committee receive and file the Stream of Dreams Education Program Update.

Further that the Communications Committee approve the presented user fees for the Stream of Dreams Education Program, pending on available grant and subsidy programs.

DISCUSSION:
In 2016, SNC became licensed to deliver the nation-wide Stream of Dreams Education Program. Stream of Dreams is an eco-education program that educates communities about their local watershed, rivers and streams; encourages behavioral change to conserve and protect water; empowers youth to make a positive environmental impact; and creates a community art legacy by and for the whole community.

In 2018, SNC obtained $25,000 under the Great Lakes Guardian Community Fund (GLGCF) to enhance the Stream of Dreams Education Program. Through this funding, essential program supplies were purchased : wooden fish, painting aprons, paint brushes, mural installation tools, and signage. Additionally, program delivery tools, such as the classroom presentations and hand-out material, were translated to French.

The GLGCF also supported the delivery of 3 Stream of Dreams programs to the following schools in 2018:

- June 13-15: Mother Theresa Catholic School, Russell (455 participants)
- October 23-25: Roxmore Public School, Avonmore (266 participants)
- November 6-7: Centennial '67 Public School, Spencerville (123 participants)

Since delivering the first Stream of Dreams Education Program in the Fall of 2016, SNC has installed 6 murals throughout the jurisdiction. Through print and social media coverage, word of mouth, and visibility of school murals, the Program is gaining great popularity. Many schools are requesting the program and are on a waiting list.

The following Stream of Dreams Educations Programs are planned for 2019:

- Russell Public School, Russell : 270 students
- Vimy Ridge Public School, Ottawa : 700 students
- École élémentaire catholique Sainte Thérèse d'Avila, Marionville : 121 students

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Staff suggest charging $5 to $10 per student, depending on secured funding, to help offset the cost of paint, fish and other supplies.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:
Compliance with Budget: This project is included under Communications and Outreach: Education and Events pages 100 and 101.

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

Kelsey Smith

Lisa Van De Ligt,
Communications Specialist

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To: The Communications Committee
From: Tim Jackson, Education Steward
Kelsey Smith, Communications & Outreach Assistant
Date: January 22, 2019
Subject: Geocaching Update

RECOMMENDATION:
The Communications Committee receive and file the update on SNC's Geocaching Program.

DISCUSSION:
Statistics for the three Geopassport Tours as of January 20, 2019 are included.

SNC Classic Geopassport Tour:

- Launched in the fall of 2014
- The total found logs on the series: 2,661
- Number of submitted completions: 75
- Individual geocache statistics:

Waypoint Name	Number of times found
Cass Bridge Conservation Area	214
McIntosh Park Conservation Area	195
High Falls Conservation Area	182
Cardinal Intake Protection Zone	158
Jessup's Falls Conservation Area	155
Leitrim Boardwalk	154
Tweed Conservation Area	152
Limoges Wetland Demonstration Site	142
Vars Wellhead Protection Area	126
Williamsburg Forest Conservation Area	123
Lemieux Landslide	115
Oak Valley Pioneer Park	115
Warwick Forest Conservation Area	114
Headwaters of the South Nation River	110
Alfred Bog Boardwalk	105
Reveler Conservation Area	95
Two Creeks Conservation Area	93
Robert Graham Conservation Area	89
Moose Creek Trail	82
Leitrim Boardwalk	71
Larose Forest	71

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SNC Historical Geopassport Tour:

- Launched in the winter of 2015
- The total found logs on the series: 2,364
- Number of submitted completions: 76
- Individual geocache statistics:

Waypoint Name	Number of times found
Spencerville Mill	217
Casselman	160
Winchester Springs	160
Maple Syrup Production	147
Mountain's Provincial Wildlife Area	147
Grant's Mills	131
The Galop Canal	126
Roebuck Aboriginal Site	122
The Plantagenet "Pitch Off"	119
Glengarry Pioneer Museum	119
The McIntosh Apple	114
Riceville	105
Crysler	105
Shields Creek	103
Russell	98
Lac Georges	97
Chesterville	87
Natural Disasters	84
The Ghost Towns	79
Larose Forest	44

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SNC Community Lands Geopassport Tour:

- Launched in the spring of 2018
- The total found logs on the series: 890
- Number of submitted completions: 28
- Individual geocache statistics:

Waypoint Name	Number of times found
Frozen Forests	76
Urban Forests	68
Un-bee-leviable Pollinators	66
Roadside Tree Planting	59
The Root of Erosion Control	54
Invasive Species Management	52
Nature's Foundation	47
Trees and Me	46
Sustainable Forest Management	45
Maple Syrup	43
Forested Riparian Zones	42
Getting to Know H2O	39
Forested Wetlands	39
Land: A Natural Legacy	38
Hunting and Trapping	36
Flood Prevention	33
Man-made Forests	32
Medicinal Forests	31
Reforestation	23
Historic Forest Cover	21

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for geocaching is included in the 2019 SNC Budget under Communications and Outreach – Education and Events on pages 100-101.

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

Kelsey Smith,
Communications & Outreach Assistant

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To: Communications Committee
From: Karen Paquette, Fisheries Technician
Date: January 21, 2019
Subject: Maple Education 2018 – Expenditures and Funding Update

RECOMMENDATION:
The Communications Committee receives and files the Maple Education 2018 – Expenditures and Funding Update.

DISCUSSION:
The following table provides a summary highlighting the status of funding applications, eligible expenses, monies spent in 2018 and monies remaining to be spent in 2019.

Funding Organization	$ Value Applied For	$ Value Awarded	Project Area	$ Remaining to spend in 2019
Ontario Heritage Organization Development Grant	$1,545.00	$1,545.00	Heritage program operating costs	$1,545
TD Friends of the Environment Fund	$18,950.00	$15,000.00	Trail prep and interpretive signage	$9,343
(NSERC) Natural Sciences and Engineering Research Council of Canada	$20,000.00	denied	Trail and program redesign	N/A
"S, D, & G Regional Incentives (Property Improvement) & (Trail Improvement)	$20,000.00	$19,734.00	Parking lot upgrades (Property Improvement) & Trail upgrades (Trail Improvements)	$8,568
SHELL Canada	$20,000.00	Denied	Parking lot creation/upgrades	N/A

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Telus Community Grant	$18,000.00	Denied	Trail /interpretive tour improvements and redesign	N/A
WWF GO WILD Fund	$7,000.00	pending review	educational component improvements and redesign	N/A
Honda Canada	$40,000.00	pending submission	Outdoor classroom/learning space	N/A
TD Tree Days	$3,000.00	$2,849.60	Tree and Shrub planting	$0
Geocachers of Eastern Ontario	$0.00	$62.00	Donation from SNCITO for trail upgrades	$0
TOTALS:	**$148,495.00**	**$39,190.60**		**$19,456**

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:
Compliance with Budget: The Maple Education Program is included in the 2019 SNC Budget under Communications and Outreach: Education and Events, pages 100 and 101.

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

Karen Paquette,
Fisheries Technician.

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To: Communications Committee
From: Karen Paquette, Fisheries Technician
Date: January 21, 2019
Subject: Maple Education Program Redevelopment Update

RECOMMENDATION:
The Communications Committee receives and files the Maple Education Program Redevelopment Update and approves the reduced 2019 program rate for 2019 of $5 per participant, to be reviewed for subsequent years.

DISCUSSION:
South Nation Conservation's (SNC) flagship education program is back for its 18th season at the new Oschmann Forest venue, in Ormond, ON.

2019 will serve as a pilot year for the redeveloped program, offered from March 18th through April 5th. The program provides Kindergarten to Grade 12 students a hands-on learning experience through the process of maple syrup production as it has evolved from Aboriginal discovery and traditions through to modern day production techniques, while connecting students to the natural environment.

Features that will be onsite for the 2019 program include; a groomed trail, parking lot, interpretive trail signage, pipelines, functional pumphouse, existing sugar shack, fire pit, maple taffy machine, resting spot and portable washrooms.

Program length will vary between 1 to 2 hours and is geared towards the participants' education-level. Tours are delivered in English or French, and groups of up to 50 students per visit can be accommodated.

Bus subsidies will not be available for the 2019 pilot season; however, a reduced rate of $5 per student is being offered for 2019, instead of the $7.

Schools were updated on the redeveloped maple syrup education program in December and were invited to start booking programs. Several requests have already been received. Schools are aware of the new program venue and the amenities currently available on-site.

SNC will continue to offer a Maple Magic kit, a classroom-based maple syrup adventure, for those schools that are unable to travel to Oschmann Forest.

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FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: The Maple Education Program is included in the 2019 SNC Budget under Communications and Outreach: Education and Events, pages 100 and 101.

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

Karen Paquette,
Fisheries Technician.

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To: The Communications Committee
From: Kelsey Smith, Communications & Outreach Assistant
Date: January 17, 2019
Subject: 2018 Community Environmental Grant Disbursement

RECOMMENDATION:

The Communications Committee receive and file the report on the 2018 Community Environmental Grant Disbursement.

DISCUSSION:

In 2018, $10,000 was dispersed to local community organizations through SNC's Community Environmental Grants program. 34 grants were awarded: 26 Community Environmental Grants and 8 Board discretionary grants.

Most applications were received through the *River* grant category, with only one application for the *Agri-environmental* category. In 2018, SNC's Community Environmental Grants program supported a number of community events including:

- Canoe/Kayak Poker Runs
- Community Clean Ups
- Fishing Derbies

Below is a breakdown of grants dispersed to community groups:

Community Environmental Grants		
Recipient Name	**New/Recurring Applicant**	**Allocation Description**
Boisés Est	Recurring applicant	Riceville Wood and Forest Exhibition advertisements
Cardinal Festival Committee	New applicant	Funds were used to help promote the parade along the St. Lawrence River
Cardinal Legion	New applicant	Non-Motorized Poker Run – funds were used to cover event costs
Chesterville & District Agricultural Society	New applicant	Funds were used to purchase recycling bins for the Chesterville Fairgrounds events

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Chesterville Green Gang	New applicant	Funds were used to help purchase items to clean the Chesterville Waterfront
Chesterville Kayak Club	Recurring applicant	Funds were used to help cover poker run costs
Chesterville Rotary Club	Recurring applicant	Funds were used for promotional material and supplies for the duck race
Dundas County 4-H	New applicant	Funds were used to buy supplies to build picnic tables for SNC and to clean up Cass Bridge Conservation Area
Dundas Federation of Agriculture	Recurring applicant	Funds were used to assist with advertising and facility rentals of a Drainage Day
EscarpAction Jessup's Falls	New applicant	Funds were used for the rental of washing facilities for a family day at Jessups Falls Conservation Area
Friends of the Sanctuary	New Applicant – denied for future applicants	Funds were used to help offset the costs of upgrading the trails at the Bird Sanctuary
Friends of the Windmill Point	New applicant	Funds were used to assist with the creation of new signage along the trail
Kin Club of Russell	Recurring applicant	Funds were used to assist in the promotion of their fishing derby
Knights of Columbus – St. Daniels Council	Recurring applicant	Funds were used for ticket printing, posters and insurance for their duck race

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Moose Creek Recreational Association	Recurring applicant	Funds went towards supplies needed for the day of the duck race
Osgoode Township Museum – Pioneer Day	Recurring applicant	Funds went towards event costs for children's activities at Pioneer Day
Russell County 4-H	New applicant	Funds were used to purchase supplies to clean W.E Burton Conservation Area and plant flower boxes
Russell & District Historical Society	Recurring applicant	Funds were used for advertising and office supplies
Russell Junior Gardeners – Soil Your Undies Project	New applicant	Funds went towards underwear and poster boards for their project
South Dundas Chamber of Commerce - It's All about the River - Tubie Festival	New applicant	Funds were used to promote both events
Spencerville Mill Poker Run	Recurring applicant	The funds were used to rent canoes/kayaks for participants who did not have one of their own
St. Albert Optimist Club	New applicant	Funds were used to assist with the advertising and costs associated with the fishing derby
Township of Edwardsburgh Cardinal	New applicant	Funds were used to provide gloves and garbage bags for their municipal pitch-in day
Wendover Western Festival	Recurring applicant	Funds went to advertising for the festival along the Ottawa River

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Lanark County Stewardship Council	New Applicant – denied for future applicants	Funds were used to cover some translation costs for a Species at Risk video series

Board Grants	
Recipient Name	**Allocation Description**
Knights of Columbus - Wendover	Annual ice fishing tournament
Osgoode High School Bursary	High school student bursary
Osgoode Township Fish 7 Game Conservation Club	
2nd Russell Scouts	Tree planting activities
Ecole Elémentaire Catholique Saint-Joseph	
Matilda Memorial Recreation Committee	Brinson Park upgrades
Augusta Township Pitch-In Day	Community clean up day
South Mountain Fire Department	Tree planting at fire house

A review of 2018 grants found that this funding provided a high profile for SNC at a low cost. $300 goes a long way in supporting local environmental community events and projects with a large impact.

To help encourage event support in other funding categories, SNC plans to send letters to local agricultural groups and heritage organizations in 2019.

As part of SNC's forest conservation initiative, SNC will be creating displays for local municipal offices. Once complete, information on all landowner grants will be available to help encourage applications from all 16-member municipalities.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:
Compliance with Budget: Funding for Community Environmental Grants is included in the 2019 SNC Budget under Communications and Outreach – Partnership Development on pages 102-103.

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 & Outreach Assistant

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To: The Communications Committee
From: Cindy Saucier, Education Steward
Date: January 16, 2019
Subject: 2019 Event Attendance

RECOMMENDATION:
The Communications Committee receive and file the report on 2019 Event Attendance.

DISCUSSION:

Every year, SNC staff attend a variety of events throughout the jurisdiction to promote SNC Programs and Services.

The following list includes events that SNC plans to attend in 2019.

Municipality	Event
City of Ottawa	• Ottawa Valley Farm Show – March 12th – 14th • Mayor's Rural Expo • Metcalfe Fair Education Day October 4th • Findlay Creek Community Day August 5th
Russell Township	• Living Locally Fair January 19th • Poutmasters Fishing Derby May 10th – 12th • Russell Fair Education Day September 6th
City of Clarence Rockland	
Township of Alfred Plantagenet	• Family Day Event at Jessups Falls • Fish Camp
The Nation Municipality	• Wood and Forest Exhibition September

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Township of North Glengarry	• Maxville Fair Education Day June 21st
Township of North Stormont	• McIntosh Park Family Day
Township of Edwardsburgh-Cardinal	• Spencerville Mill Canoe Poker Run • Cardinal Legion Canoe/Kayak Poker Run
Township of North Dundas	• Maple Education Program • Chesterville Kayak Poker Run • Fish Camp
Township of South Dundas	• It's All About the River Event
Casselman	• Fish Camp
City of Cornwall	• Eco Farm Day February 23rd
Akwesasne	• World Wetlands Day February 2nd

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Expenses associated to SNC's fair and festival attendance are included in the 2019 SNC Budget under Communications and Outreach – Education and Events on pages 100-101.

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

Kelsey Smith

Cindy Saucier,
Education Steward

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To: Communications Committee
From: Kelsey Smith, Communications & Outreach Assistant
Date: January 15, 2019
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: The River Institute, the Knights of Columbus in Wendover and the Kin Club of Russell.

DISCUSSION:
The following applications for $300 Community Environmental Grants have been received to date:

- **The River Institute:** The River Institute is requesting support for the 2019 Eastern Ontario Children's Water Festival in Spencerville taking place May 9 and 10 and in Casselman at Ferme Drouin May 16 and 17. The purpose of the festival is to educate young people about the value and fragility of our water resources. Expenses for this event include facility rental, Water Discovery Center supplies and maintenance, food and beverage. SNC will be mentioned in promotional material and will be invited for a VIP tour of the event.
- **The Knights of Columbus in Wendover:** The Knights of Columbus are requesting support for their Family Fishing Tournament on February 16 in Wendover. Last year, 100 kids were involved in the tournament. There will be an article in the Le Droit mentioning SNC's event support.
- **The Kin Club of Russell:** The Kin Club of Russell is requesting support for their annual Poutmasters Fishing Derby from May 10 – 12 along the Castor River from Metcalfe to Casselman. The grant money will be used to assist in the promotion of the event, along with the costs of ensuring clean up along the Castor River. SNC will be promoted during the event and will have a representative present on May 12 to honour the founders and supporters for the past 18 years.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:
Compliance with Budget: Funding for Community Environmental Grants is included in the 2019 SNC Budget under Communications and Outreach – Partnership Development on pages 102-103.

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

Kelsey Smith

Kelsey Smith,
Communications & Outreach Assistant

Attachments: Grant Application Letters

January 7, 2019

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

Attn: Communications & Outreach Department

I am writing to you on behalf of the St. Lawrence River Institute of Environmental Sciences to request support for the 2019 Eastern Ontario Children's Water Festival in Spencerville, Ontario taking place May 9 and 10 at the Spencerville Fairgrounds, and in Casselman taking place May 16 and 17 at the Ferme Drouin. This festival provides hands-on activities for elementary and high schools within the South Nation Conservation Authority boundaries. This educational and outreach event would fit best the Community Environmental Outreach Grant.

The Eastern Ontario Children's Water Festival is a full day, environmental education program designed to complement the Ontario Curriculum. The purpose of the Festival is to educate young people about the value and fragility of our water resources. The Festival features approximately twenty-five, hands-on Water Discovery Centres that address five different water-related themes: Water Conservation, Water Protection, Water Attitude, Water Technology, and Water Science. Many topics are presented under these themes such as groundwater, wells, septic systems, hydropower, contaminants in rivers and lakes, invasive species, beach health, among others.

Since the onset of the Spencerville Water Festival in 2010, nearly 4,500 youth has participated in this innovative festival. A key component to the Festival's success is the invaluable partnerships created with local high schools, community groups, environmental organizations, various levels of government, and local organizations like your own.

In addition to the numerous staff time required to coordinate and deliver the Spencerville Water Festival, expenses towards the facility rental, transportation, Water Discovery Centre supplies and maintenance, volunteer beverages and food, etc. are also incurred. The South Nation Conservation's sponsorship will be allocated towards the expenses listed above. As a sponsor, the South Nation Conservation will be mentioned in promotional material, and the River Institute's website. Additionally, you will be invited to an organized VIP tour of the event.

Current fundraising efforts for the 2019 Eastern Ontario Children's Water Festival in Spencerville are currently underway. Funding requests have been made or will be submitted to the following companies and group: Grenville Mutual Insurance, Greenfield Ethanol, Crabtree Foundation and Township of Edwardsburgh/Cardinal. The remaining funds required to deliver Water Festivals will, if successful, be offset by various long-term funders that support all 3 Water Festivals delivered by the River Institute (i.e. Ontario Power Generation, TransCanada Pipelines, etc.).

The River Institute would be proud to include the South Nation Conservation on our sponsor list for the Eastern Ontario Children's Water Festival.

Thank you very much for your consideration.

Sincerely,

Cristina Charette, M.Sc.
Education Coordinator and Biologist
Tel: (613) 936-6620 x232
E-mail: ccharette@riverinstitute.ca

RECEIVED JAN 14 2019

Le 5 janvier 2019

Madame Angela Coleman

Directrice générale/ secrétaire trésorière

Conservation de la Nation Sud

38 rue Victoria, C. P. 29

Finch, Ontario

K0C 1K0

Madame,

Le Conseil 9423 des Chevaliers de Colomb de Wendover, Ontario organise encore cette année un tournoi de pêche orienté vers la famille samedi le 16 février, 2019. Ce tournoi vise l'initiation des enfants et de leurs parents au plaisir de la pêche sur glace sur la rivière Nation et la rivière des Outaouais à Wendover.

L'an dernier votre organisme a contribué $300 dollars à l'achat de cadeaux pour les enfants et nous vous en remercions grandement. Le tournoi qui comprend un souper après la journée a attiré au-delà de 100 enfants en février 2018 et nous espérons dépasser cet objectif cette année. Tous les enfants de Prescott et Russell peuvent participer pourvu qu'ils soient accompagnés d'un adulte. Des annonces, à cet effet, vont paraître dans les journaux locaux et dans le journal Le Droit en février.

Madame, je vous remercie à l'avance de la réception de cette demande et j'en suis très reconnaissant au nom des membres de notre Conseil

Bien à vous,

Donat M. Boulerice

Grand Chevalier Conseil 9423 de Wendover

!60 chemin Marleau

Plantagenet Ont

K0B1L0

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Kin Club of Russell
1 Birch Court, Russell
ON, K4R 1B8
613-445-6483

January 14, 2019

Attn. South Nation River Grants Program
South Nation Conservation
Communications Dept.
38 Victoria St., P.O. Box 29, Finch, ON, K0C 1K0
Phone: 1-877-984-2948 Fax: (613) 984-2872

The Poutmasters Fishing Derby has taken place on the Castor River from Metcalfe to Casselman for the past 18 years and has grown to become an expected annual outdoor event. For the sixth year, the Kin Club of Russell will administer and run this Russell Township tradition from May 10 -12, 2019.

The Poutmasters tournament provides a means for new residents to meet existing citizens within our communities and foster new relationships that lead to strengthening and building other community events. This function has consistently registered approximately 350 participants every year for the last 10 years.

This year, the Kin Club of Russell will be honouring the founders and stalwart supporters of this event, in it's 20th year of existence. A representative from South Nation Conservation is requested to be present on Sunday, May 12th at noon at the damn site.

The South Nation Conservation has been and will continue to be prominently promoted during this ongoing established event, see http://poutmasters.com/home.htm. Advertising will be at an all time high this year.

The grant money will be used to assist in the promotion of the event, along with the costs of ensuring clean up the length of the Castor river is completed.

With so many high school students requiring volunteer hours, this event provides them a viable avenue to complete their obligation. Through their volunteering, we as a community have the ability to inform young adults about the sensitivity of our environment as well as foster potential community group volunteers for the future.

The Kin Club of Russell, as a non-profit organization (www.kincanada.ca) will ensure, all profits will be returned to our community. As many service organizations, we see the need to give back to our community, residents and events.

Our club looks forward to your continued support.

Sincerely,

Doug Anthony, HRF
President - Kin Club of Russell

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