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

## **Communications Committee**

# **Meeting Agenda**

**Date:** September 25<sup>th</sup>, 2019

**Meeting Time:** 9:00 a.m.

**Location:** Watershed Room, SNC

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



## Communications Committee

# Meeting Agenda

September 25<sup>th</sup>, 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 July 10<sup>th</sup>, 2019 3-7
6. New Business
  - a. 2019 Youth Fish Camp Program Update – Kelsey 8-9
  - b. Golf Tournament Fundraising Update – Taylor 10
  - c. Community Environmental Grants Program Update – Kelsey 11-12
  - d. Community Environmental Grants – Kelsey 13-15
  - e. Social Media and Website Update – Kelsey 16-17
  - f. Communications Committee Meeting Schedule 2020 – John 18
7. Supplemental Agenda (if any)
8. Roundtable Discussion
  - a. Community Engagement Activities
  - b. Recommendations for 'Friends of SNC'
9. Correspondence 19-24
10. Date of Next Meeting:
  - a. March TBD
11. Adjournment

John Mesman,  
Team Lead, Communications and Outreach.



## COMMUNICATIONS COMMITTEE MEETING

Tuesday July 2, 2019 – 9:30 a.m.  
Cardinal Waterfront Pavilion

|          |  |
|----------|--|
| Present: | Charles Armstrong, Public Citizen<br>Gerry Boyce, Public Citizen<br>Murray Inch, Public Citizen<br>Lawrence Levere, Past Board Member<br>Fran Patenaude, Public Citizen<br>Cindy Saucier, Councillor, Russell<br>Bill Smirle, Board of Directors, Chair, ex-officio<br>Peggy Taylor, Chair, Communications Committee<br>Doug Thompson, Board of Directors, Past Chair, ex-officio<br>Tom Van Dusen, Public Citizen<br>Byron Vienneau, Public Citizen |
| Regrets: | Gary Barton, Public Citizen<br>Gerrie Kautz, Board of Directors<br>Tim Jackson, Public Citizen<br>Karen Switzer-Howse, Public Citizen  |
| Staff:   | John Mesman, Team Lead, Communications<br>Taylor Campbell, Communications Specialist<br>Kelsey Smith, Stewardship and Outreach Assistant<br>Samantha DeVries, Communications and Outreach Student  |



**CHAIR'S REMARKS**

Peggy Taylor, Committee Chair, called the July 2, 2019 Communications Committee meeting to order at 9:45 a.m.

John Mesman, Team Lead, Communications, shared the news of the passing of Floyd Dingwall, past Communications Committee Member.

**APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA**

RESOLUTION NO. CMN-032/19

Moved by: Doug Thompson

Seconded by: Fran Patenaude

RESOLVED THAT:

The Members approve the Communications Committee meeting agenda of July 2, 2019 as submitted.

CARRIED

**DECLARATION OF CONFLICT OF INTEREST**

Peggy Taylor and Cindy Saucier declared a conflict of interest with item *b. Community Environmental Grants*.

**COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION**

Staff presented project and program updates.

**APPROVAL OF COMMUNICATIONS COMMITTEE MEETING MINUTES OF May 8, 2019**

RESOLUTION NO. CMN-033/19

Moved by: Consensus

RESOLVED THAT:

The Members approve the Communications Committee meeting minutes of May 8, 2019 as submitted.

CARRIED



**NEW BUSINESS**

**SNC ANNUAL BUS TOUR**

RESOLUTION NO. CMN-034/19

Approved by: Lawrence Levere  
Seconded by: Fran Patenaude

RESOLVED THAT:

The Communications Committee approve the date and location of the SNC Annual Bus Tour.

FURTHER THAT:

The 2019 participation fee be \$15.00 per person.

CARRIED

**COMMUNITY ENVIRONMENTAL GRANTS**

RESOLUTION NO. CMN-035/19

Moved by: Doug Thompson  
Seconded by: Byron Vienneau

RESOLVED THAT:

The Communications Committee recommend the Board of Directors approve the disbursement of Community Environmental Grants in the amount of \$300 each to: Osgoode Township Museum; Township of Alfred-Plantagenet; Royal Canadian Legion, Branch 105, Cardinal; South Dundas Chamber of Commerce; and Russell and District Historical Society.

CARRIED

**Donation Receipts for SNC's Annual Golf Tournament**

RESOLUTION NO. CMN-036/19

Moved by: Tom Van Dusen  
Seconded by: Consensus

RESOLVED THAT:

The Communications Committee approves raising the Friends of SNC Golf Tournament registration fee to \$120 in 2020 to issue donation receipts.

CARRIED





## ROUNDTABLE DISCUSSION

### a. COMMUNITY ENGAGEMENT ACTIVITIES

- Peggy shared history of the Cardinal Waterfront and seaway construction and toured members to the Conestoga shipwreck site. While on-site, John and Peggy also provided updates on SNC's partnership projects with the Township of Edwardsburgh-Cardinal, including: the dock that was constructed with funds raised at past Friends of SNC Golf Tournaments and the Water Treatment Plant Berm Project, supported by Federal Government funding.
- Murray shared details on public bookings of Oak Valley Pioneer Park. The Park is hosting its first wedding on Saturday, August 17, 2019.
- Doug commented on the success of the Osgoode Township Museum's Garden Party and Museum Grand Re-Opening on June 1, 2019.
- Bill commented on the value of Municipal Tree Giveaway events and shared that several Mayors are interested in continuing the initiative in the future. He also mentioned that he provides a monthly report to North Dundas on ongoing and upcoming SNC activities and projects.
- Byron shared comments on high water levels along the South Nation River near Plantagenet.
- Cindy shared the details of two upcoming events taking place in SNC jurisdiction: Castor River Clean-up on July 6, 2019 and Jessup's Falls EscarpAction Festival on July 7, 2019.
- Lawrence mentioned that he would be attending Cardinal Poker Run on August 17, 2019 as *Town Cryer*.

## CORRESPONDENCE

### NEXT MEETING:

- Wednesday, September 25, 2019, 9:00 a.m., SNC



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**ADJOURNMENT:**

RESOLUTION NO. CMN-037/19

Moved by: Doug Thompson

RESOLVED THAT:

The Communications Committee meeting of  
July 2, 2019 be adjourned at 11:30 a.m.

CARRIED

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Peggy Taylor,  
Committee Chair

/hn

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John Mesman,  
Team Lead, Communications



**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship and Outreach Assistant  
**Date:** August 30, 2019  
**Subject:** 2019 Youth Fish Camp Program Update

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**RECOMMENDATION:**

That the Communications Committee receive and file the 2019 Youth Fish Camps report.

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**DISCUSSION:**

In 2019, SNC hosted five separate Youth Fish Camps at three different Conservation Areas, in Casselman, Plantagenet and Winchester.

Each camp lasted two days, from 9:00 am to 3:00 pm. Camp size ranged from 10 to 15 youth. Participants were provided a free rod, tackle and lunch. Members from the Ottawa Flyfishers Society were on hand to educate youth on the basics of fly fishing, and the Water Rangers joined to lead a water quality testing workshop, added as a new program component in 2019.

**Youth Fish Camps statistics:**

|   |           |
|---|-----------|
| <b>Number of Participants – 5 Camps</b>                         | 65 youth  |
| <b>Approximate SNC Staff Time</b><br>(3-4 staff/10 camp days)   | 228 hours |
| <b>Total Revenue</b><br>(participant fees - \$40/youth)         | \$2,890   |
| <b>Total Expenses</b><br>(fishing rods, tackle, supplies, food) | \$2,825   |
| <b>Net Proceeds</b>   | \$65      |

The 2019 nominal participant fee of \$40 was successful in helping with registration and deterring last-minute cancellations. Camp registration was sold out within 2 weeks.

SNC staff will bring a report to the March meeting to confirm event location, number of camps and fees.





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**FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:**

Compliance with Budget:

Youth Fish Camps are included in the 2019 SNC budget under Communications and Outreach – Education and Events on pages 100 – 101.

Plans for the 2020 Youth Fish Camps will be included in the Draft 2020 Budget.

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.

Kelsey Smith  
Stewardship and Outreach Assistant



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**To:** Communications Committee  
**From:** Taylor Campbell, Communications Specialist  
**Date:** September 18, 2019  
**Subject:** Friends of SNC Golf Tournament 2019 Fundraising Totals

**RECOMMENDATION:**

The Communications Committee receive and file an update on fundraising totals from the 2019 Friends of SNC Golf Tournament.

Further that the Communications Committee approves directing funds towards future upgrades at the Oschmann Forest to support SNC's Maple Syrup Education Program.

**DISCUSSION:**

The Friends of SNC Golf Tournament was held on Thursday, August 8<sup>th</sup>, 2019 at the Upper Canada Golf Course in Morrisburg: \$4,738 was fundraised for SNC's Maple Syrup Education Program and future upgrades at the Oschmann Forest.

| 2019 Friends of SNC Golf Tournament Revenue |                       |                       |
|---|-----------------------|-----------------------|
| Golfers                                     | \$100/person (x 84)   | \$8,400               |
| Bronze Sponsors                             | \$100 (x 3)           | \$300                 |
| Silver Sponsors                             | \$300 (x 3)           | \$900                 |
| Gold Sponsors                               | \$500 (x 2)           | \$1,000               |
| Donations                                   | Various               | \$1,598               |
| Golf and Catering Fee                       | \$83.86/person (x 84) | -\$7,045              |
| Supplies and Materials                      | Various               | -\$415                |
|   |                       | <b>TOTAL: \$4,738</b> |

**FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:**

Compliance with Budget: The Friends of SNC Golf Tournament is included in SNC's 2019 Budget, under Communications & Outreach, Education & Events, pages 100-101.

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

  
Taylor Campbell  
Communications Specialist

000010



**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship and Outreach Assistant  
**Date:** September 18, 2019  
**Subject:** Community Environmental Grants Breakdown

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**RECOMMENDATION:**

That the Communications Committee receive and file the update of the 2019 Community Environmental Grant Recipients.

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**DISCUSSION:**

Community Environmental grants were given to the following:

- Augusta Township – Community Clean Up
- Cardinal Legion – Poker Run
- Chesterville Kayak Club – Poker Run
- DFA – Dundas Agricultural Hall of Fame
- EscarpAction Jessup's Falls – EscarpAction Jessup's Falls Festival
- Kin Club Russell – Poutmasters
- Knights of Columbus St Daniel Council – Duck Race
- Knights of Columbus, Wendover – Family Fishing Tournament
- Osgoode Township Museum – Garden Party and Grand Re-Opening
- River Institute - 2019 Eastern Ontario Children's Water Festival
- Russell & District Historical Society – Afternoon in the Park
- South Dundas Chamber of Commerce – It's All About the River
- Spencerville Mill – Canoe Poker Run
- St. Albert Optimist Club – Fishing Tournament
- Township of Alfred-Plantagenet – AP River Race
- Waterfront Market's Committee – Chesterville Waterfront Market
- Wendover Optimist Club – Western Festival

| Community Environmental Grant Money Dispersed (2019) | Community Environmental Grant Money Under Review | Board Grant Money Dispersed (2019) | Remaining Funds |
|--|--|------------------------------------|-----------------|
| \$5,100  | \$600  | \$1,200                            | \$3,100         |



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**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, pages 108 – 109 – Partnership Development.

SNC Policy Adherence: Disbursement of the 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,  
Stewardship and Outreach Assistant

000012





**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship & Outreach Assistant  
**Date:** September 18, 2019  
**Subject:** Community Environmental Grants

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**RECOMMENDATION:**

That the Communications Committee recommend the Board of Directors approve the disbursement of Community Environmental Grants in the amount of \$300 to: Festival Western Optimiste de Wendover and Boises Est Wood and Forest Exhibition.

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**DISCUSSION:**

The following applications for \$300 Community Environmental Grants have been received for approval:

- **Festival Western Optimiste de Wendover:** The Wendover Western Festival hosted a dinner by the river. 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.
- **Boises Est:** Boises Est is hosting the Wood and Forest Exhibition in Riceville on September 8. An SNC booth will be displayed at the event. The grant money will go towards the grooming of a new trail on the fairground property.

**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 SNC Purchasing Policy – Purchasing Limits/ Authorized Buyers – Team Lead's approved limit of up to \$3,000.

Kelsey Smith, Stewardship & Outreach Assistant

Attachments: Community Environmental Grant Application Letter





## Festival Western Optimiste de Wendover

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

Site web: [www.festivalwesternwendover.ca](http://www.festivalwesternwendover.ca)

Courriel : [info@festivalwesternwendover.ca](mailto:info@festivalwesternwendover.ca)

33e Festival Western Optimiste de Wendover  
July 11 to/au 16 juillet 2017

Le 10 avril 2019

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 35 ans d'existence, et aura lieu du 9 au 14 juillet 2019 au Parc Denis St-Pierre, à Wendover. Depuis quelques années, le festival a ajouté 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 les vergers Villeneuve à St-Pascal pour une dégustation de vins et cueillette de bleuets (si la température le permet). Cette activité aura lieu le jeudi 11 juillet 2019. Suite à cette activité, les festivaliers se rendront au Parc du Moulin à Rockland 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



000014



Dear SNC Communications Committee,

The Riceville Wood and Forest Exhibition hosted by Boisés Est was held on September 8<sup>th</sup>, 2019 at the Riceville Fairgrounds in Nation Municipality.

The Wood and Forest Exhibition strives to promote the local environment, economy and eco-responsibility.

This year, over 72 local exhibitors promoted wood and forest-related products and services to over 1000 attendees.

A wood auction took place in the afternoon: over 120 lots of slabs, boards and carving blocs were sold to local residents.

SNC's banner was on display at the event and SNC staff were present to help coordinate their exhibitor booth and free geocaching demonstrations.

The Community Environmental Grant will be used towards the grooming of a new trail on the fairground property. The trail grooming was completed before the event, and attendees were able to participate in activities on it throughout the day.

Thank you for your support.

Sincerely,

Jean-Claude Havard  
Boisés Est  
Wood & Forest Coordinator



**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship & Outreach Assistant  
**Date:** September 18, 2019  
**Subject:** Social Media and Website Update

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**RECOMMENDATION:**

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

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**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 in April |
|-----------|-----------------|-------------------------------------|
| Facebook  | 3,062           | 143                                 |
| Instagram | 634             | 85                                  |
| Twitter   | 1,172           | 42                                  |

SNC monitors website activity for free using Google Analytics to provide insight on web traffic.

| Period         | Sessions | New & Returning Users | Page Views | Bounce Rate | Pages per Session | Average Session Duration |
|----------------|----------|-----------------------|------------|-------------|-------------------|--------------------------|
| May 2019       | 11,106   | 8,323                 | 28,900     | 66.18%      | 2.60              | 1:50 min                 |
| June 2019      | 6,600    | 5,102                 | 18,136     | 65.27%      | 2.75              | 1:58 min                 |
| July 2019      | 8,045    | 6,430                 | 21,084     | 68.63%      | 2.62              | 1:40 min                 |
| August 2019    | 6,585    | 5,144                 | 15,023     | 67.05%      | 2.28              | 1:43 min                 |
| September 2019 | 3,155    | 2,470                 | 8,187      | 61.01%      | 2.59              | 1:57 min                 |

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

**The top five most visited pages from April 30, 2019 to September 18, 2019 are:**

- Homepage: 21,116 - page views
- Staff Listing: 1,892 - page views
- Ash Tree Replacement: 1,844 - page views
- Development/Find a Form: 1,738 - page views
- Events: 1,592 - page views



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**FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:**

Compliance with Budget: Expenses associated with SNC's website and social media are included in the 2019 SNC Budget on page 104, 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.

A handwritten signature in black ink, appearing to read 'Kelsey Smith', is written over a horizontal line.

Kelsey Smith  
Stewardship & Outreach Assistant





**To:** Communications Committee  
**From:** John Mesman, Team Lead, Communications and Outreach  
**Date:** September 18, 2019  
**Subject:** Communications Committee Meeting Schedule 2020

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**RECOMMENDATION:**

That the Communications Committee approve the 2020 Communications Committee meeting schedule as presented, including one additional meeting in March 2020.

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**DISCUSSION:**

As per the Standing Committee Terms of Reference, all Standing Committees will meet at least four times per year, with one of these meetings being a Joint Meeting of all Standing Committees.

Staff recommend the following meeting schedule for 2020:

- March (Joint Meeting Date (TBD))
- Wednesday, May 27, 2020
- Site Visit in July
- Wednesday, September 16, 2020
- Wednesday, November 25, 2020

Meetings will take place at 9:00 am at the SNC Office unless otherwise stated in the Agenda package.

The Standing Committee Terms of Reference allows for additional meetings to be called if there is 75% concurrence of the Committee at which there is quorum.

**FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:**

Compliance with Budget: Committee expenses for the Communications Committee will be included in the 2020 Draft SNC Budget to an upset limit of \$7,500/Committee.

SNC Policy Adherence: The Communications Committee membership and meeting schedule adheres to the SNC Administration Policy and SNC Standing Committee Terms of Reference.

John Mesman,  
Team Lead, Communications and Outreach.



Ministry of the Environment,  
Conservation and Parks

Ministère de l'Environnement,  
de la Protection de la nature et des  
Parcs

Office of the Minister

Bureau du ministre

777 Bay Street, 5th Floor  
Toronto ON M7A 2J3  
Tel.: 416-314-6790

777, rue Bay, 5<sup>e</sup> étage  
Toronto (Ontario) M7A 2J3  
Tél. : 416.314.6790



August 16, 2019

To whom it may concern:

As you know, on June 6, 2019, our government passed the *More Homes, More Choice Act, 2019*, which updated the *Conservation Authorities Act*. We made these legislative changes to improve public transparency, consistency, and accountability in conservation authority operations. These changes will give greater control to individual municipalities on conservation authority programs and budgets. These changes will also require conservation authorities to re-focus their efforts on the delivery of programs and services related to their core mandate, such as those related to:

- Risk of natural hazards;
- Conservation and management of CA owned or controlled lands;
- Drinking water source protection;
- Protection of the Lake Simcoe watershed;
- Other programs or services, as prescribed by regulation.

Furthermore, over the coming months, I will be reviewing all of the relevant legislation and regulations that govern Ontario's conservation authorities to explore even more opportunities to re-focus their efforts and to ensure they are best serving the interests of the people of Ontario.

In the meantime, I request that you review and consider your own conservation authority's activities and begin preparations and planning to wind down those activities that fall outside the scope of your core mandate. I also encourage you to refrain from developing new policies that are not aligned with your mandate or with provincial policies. Finally, I ask that while we are undergoing this review and updating the legislation and regulations that you do not proceed with any increases to your fees or levies.

I appreciate the work of conservation authorities and the feedback that was provided on the legislative changes. I look forward to receiving further input and recommendations as we move forward with upcoming regulatory and policy proposals.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jeff Yurek".

Jeff Yurek  
Minister of the Environment, Conservation and Parks

000019



## SNC Media Response

August 21, 2019

South Nation Conservation (SNC) works closely with 16 member municipalities in Eastern Ontario to deliver local, cost-effective programs. SNC regularly reviews programs and services with its municipally appointed Board of Directors.

Recent provincial legislative updates have outlined a focus on the delivery of conservation programs related to the risk of natural hazards, the management of Conservation Authority owned or controlled land, drinking water source protection and other services prescribed by regulation or requested by participating municipalities.

Once new regulation is released later in the year, the Province will likely ask Conservation Authorities to put agreements in place with municipalities for programs and services not prescribed by provincial legislation.

SNC regularly enters into agreements with municipalities to deliver programs like municipal sewage system inspections, development review services for municipalities and landowner stewardship programs like the Woodlot Advisory Service.

"We will keep working with our municipal partners to deliver on-the-ground services that fulfill our environmental mandate," says Angela Coleman, SNC General Manager. "We will engage with our partners as we review program delivery and client service standards."

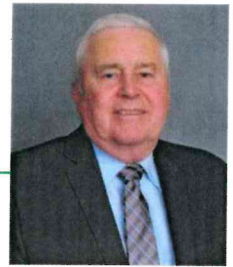
Conservation Authorities are largely funded by municipalities, self-generated revenue, and fundraising. SNC has been able to go the distance for municipal partners over the years, securing 30-50% of its annual operating budget from external sources to deliver regional investments to protect the environment. SNC receives approximately 1% of its operating budget (or \$91,000) from the Province.

"SNC manages 20,000 acres of community land, plants 120,000 trees each year, and collects environmental data that helps protect people and property," added Bill Smirle, Chair of SNC's Board of Directors. "We know the importance of working with our municipal partners to protect the environment and engage communities."

**FOR MORE INFORMATION:** Taylor Campbell, Communications Specialist,  
1-877-984-2948, [tcampbell@nation.on.ca](mailto:tcampbell@nation.on.ca).







September 12, 2019

Ministry of the Environment Conservation and Parks  
Office of the Minister  
777 Bay Street, 5th Floor  
Toronto, ON  
M74 2J3

Dear Honourable Minister Yurek,

On August 16, 2019, prior to the Association of Municipalities of Ontario Conference ("AMO") in Ottawa, you sent a letter to each Mayor of member Municipalities in the jurisdiction of South Nation Conservation. The letter is attached for ease of reference.

During the AMO open mic question and answer session, comments were made about Conservation Authorities and lack of accountability to Municipalities. In my time as Chairman of South Nation Conservation, I have observed an organization that works smart, hard, and in a cost-effective manner together with our member Municipalities.

For example, Minister Clarke will recall our efforts in streamlining the multitude of approvals required for the Port of Johnstown together with the Township of Edwardsburgh-Cardinal. We successfully complete projects like this in addition to delivering our core mandate.

For every Municipal dollar we receive: we raise an additional two. Those dollars mean jobs and investments in our Municipalities.

Our office is a refurbished school: nothing fancy, but an important fixture in our community. The building sat empty for years after the school closed. In the evening, it is now a meeting place for community groups (4-H, angling groups, agricultural committees, recreation committees etc.): in the day, a place for local employment and rural economic development.

If Ontario is to remain "open for business", in communities like ours: it starts here. Our summer jobs, our hiring of recent graduates, our ability to stretch a dollar and provide value added.

Mr. Minister, we know you have heard many submissions, from many groups. In short: some Municipalities and residents support and appreciate the work of Conservation Authorities: others, do not. Conservation is not always popular work, but a necessary and worthwhile investment nonetheless.

At the AMO conference, our General Manager, Angela Coleman, and I had the opportunity to speak with our Mayors (as we always do at Municipal conferences). Together, with our member Municipalities, we also attended delegations with the Ministry of Municipal Affairs



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and Housing, and the Ministry of Natural Resources and Forestry. Our request to meet with your Ministry remains unanswered.

I am pleased to invite you to a meeting. I know there are many places you are requested to be, but we would be honoured to host you at our office in Finch, Ontario.

Further, we welcome other area MPPs and interested Ministers to join us.

Your letter indicates you look forward to receiving further input and recommendations. Mr. Minister, together with our member Municipalities, we look forward to providing them.

To arrange a meeting please contact our office (613) 984-2948; or contact our General Manager, Angela Coleman, at [acoleman@nation.on.ca](mailto:acoleman@nation.on.ca).

Yours Truly,

Bill Smirle,  
Chairman.

cc: Hon. Steve Clark, Minister of Municipal Affairs and Housing  
Hon. John Yakabuski, Minister of Natural Resources and Forestry  
Hon. Jim McDonell MPP  
Hon. Goldie Ghamari MPP  
Mayors, South Nation Conservation Authority Jurisdiction

000022

**FROM:**

Michael Thomas Brown  
6667 Tooney Drive  
Orleans, Ontario, K1C 6R1

Date: September 9, 2019

**TO:**

Committee Chair and Members  
Communications Committee  
South Nation Conservation Authority

RE: Consideration of Participation in 2020 Ottawa Summer Pride Parade

Dear Committee Chair and Members,

I am writing to you in my personal capacity and not as a public representative appointed by the municipal council of the City of Ottawa ("**Ottawa**") to the Board of Directors of the South Nation Conservation Authority ("**SNCA**"). This letter is entirely at my own initiative and is not issued in consultation with board members or the board executive. Earlier this summer, the Mayor of Ottawa publicly acknowledged his sexual orientation. This was a historic first by a big-City Mayor in Ontario. Mayor Watson is the second mayor of a member municipality in our watershed to do so. While one's personal sexual preference is an entirely private matter, these voluntary public disclosures by elected heads of municipal councils are courageous considering challenges experienced by members of the Lesbian, Gay, Bisexual, Transgendered Plus ("LGBT+") community.

It occurs to me that Ottawa hosts a large Pride parade for the LGBT+ community in August of each year. Many, many thousands of people attend this event including members of the LGBT+ community, family, friends, allies, passersby and businesses. The focus of the event is having fun and celebrating diversity. Participants in the pride parade include the Mayor of Ottawa and members of council, federal and provincial politicians, volunteer organizations, large and small businesses and other organizations.

SNCA is committed to preserving bio-diversity in our watershed. SNCA is also a workplace that respects diversity in its varied forms. Promotion of the SNCA falls within the mandate of the Communications Committee. I would suggest that participation in Ottawa's Pride parade *may* be an avenue for promoting SNCA to members of the Ottawa community who may not otherwise be familiar with the very good work of our organization.

I appreciate that participation in *any* parade raises questions regarding policies (what promotional events do we *choose* to participate in – and by corollary, what events do we not?), fairness, cost, insurance, respecting that participation terms must be voluntary and not mandatory, volunteer rules, and other considerations. My agenda in writing this letter is to simply ask the Communications Committee to consider exploring the possibility of SNCA participating in the Ottawa Pride parade in 2020. If this is not an ideal time for various reasons or complications that I have not considered – please feel free to set this proposal aside.

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I appreciate as well, that we are not a huge organization, and I wonder, if there is any appetite for this proposal, whether SNCA would want to see if there is interest in our sister conservation authorities in the Ottawa Valley (who are also substantially funded in part by the ratepayers of Ottawa) in participating in some sort of joint effort? While I could find no examples in Eastern Ontario, it is my understanding that conservation authorities near Toronto do participate and support Pride events in that greater metropolitan area.

Trusting that this suggestion will be considered by the committee with due care, attention and respect for differences of opinion, I remain, yours truly,

A handwritten signature in dark ink, appearing to read 'Michael Thomas Brown', with a long, sweeping horizontal line extending to the right.

Michael Thomas Brown, LL.B.  
Ottawa, Ontario