



SOUTH NATION
CONSERVATION
DE LA NATION SUD

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

Communications Committee

Meeting Agenda

Date: January 29th, 2020

Meeting Time: 9:00 a.m.

Location: Watershed Room, SNC

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



Communications Committee

Meeting Agenda

January 29th, 2020 – 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 September 25th, 2019 3-8
6. New Business
 - a. 2020 Stream of Dreams Programming – Karen 9
 - b. 2019 Annual Report – Kelsey 10-11
 - c. Maple Education Program Update – Karen 12-14
 - d. Community Environmental Grants – Kelsey 15-19
 - e. 2019 Social Media and Website Overview – Taylor 20-21
 - f. Program Update: Geocaching on Community Lands – Tim 22-24
 - g. 2020 Event Attendance – Kelsey 25-26
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:
 - a. March 5th, 2020
11. Adjournment

John Mesman,
Team Lead, Communications and Outreach.



COMMUNICATIONS COMMITTEE MEETING

Wednesday September 25, 2019 – 9:00 a.m.
South Nation Conservation



Present:

Charles Armstrong, Public Citizen
Gerry Boyce, Public Citizen
Murray Inch, Public Citizen
Gerrie Kautz, Board of Directors
Tim Jackson, Public Citizen
Lawrence Levere, Past Board Member
Fran Patenaude, Public Citizen
Cindy Saucier, Councillor, Russell
Bill Smirle, Board of Directors, Chair, ex-officio
Karen Switzer-Howse, Public Citizen
Peggy Taylor, Chair, Communications Committee
Doug Thompson, Board of Directors, Past Chair, ex-officio
Tom Van Dusen, Public Citizen
Byron Vienneau, Public Citizen

Absent:

Gary Barton, Public Citizen

Staff:

John Mesman, Team Lead, Communications
Taylor Campbell, Communications Specialist
Karen Paquette, Fisheries Technician
Kelsey Smith, Stewardship and Outreach Assistant



CHAIR'S REMARKS

Peggy Taylor, Committee Chair, called the September 25, 2019 Communications Committee meeting to order at 9:00 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-038/19

Moved by: Lawrence Levere

Seconded by: Fran Patenaude

RESOLVED THAT:

The Members approve the Communications Committee main and supplemental agendas of September 25, 2019 as submitted.

CARRIED

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 JULY 10, 2019

RESOLUTION NO. CMN-039/19

Moved by: Byron Vienneau

Seconded by: Fran Patenaude

RESOLVED THAT:

The Members approve the Communications Committee meeting minutes of July 10th, 2019 as submitted.

CARRIED

Committee took a break at 10:25 am.

The Chair reconvened the meeting at 10:35 am.



NEW BUSINESS

2019 YOUTH FISH CAMP PROGRAM UPDATE

RESOLUTION NO. CMN-040/19

Approved by:

Doug Thompson

Seconded by:

Charles Armstrong

RESOLVED THAT:

The Communications Committee receive and file the 2019 Youth Fish Camp Program report.

CARRIED

FRIENDS OF SNC GOLF TOURNAMENT 2019 FUNDRAISING TOTALS

RESOLUTION NO. CMN-041/19

Moved by:

Lawrence Levere

Seconded by:

Fran Patenaude

RESOLVED THAT:

The Communications Committee receive and file the 2019 Friends of SNC Golf Tournament update; and

FURTHER THAT:

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

CARRIED

COMMUNITY ENVIRONMENTAL GRANTS BREAKDOWN

RESOLUTION NO. CMN-042/19

Moved by:

Charles Armstrong

Seconded by:

Byron Vienneau

RESOLVED THAT:

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

CARRIED



RESOLUTION NO. CMN-043/19

RESOLVED THAT:

CARRIED

RESOLUTION NO. CMN-044/19

RESOLVED THAT:

CARRIED

RESOLUTION NO. CMN-045/19

RESOLVED THAT:

CARRIED

RESOLUTION NO. CMN-046/19

RESOLVED THAT:

CARRIED



ROADMAP UPDATE: BEYOND VISION 2020 STRATEGIC PLAN

RESOLUTION NO. CMN-047/19

Moved by:

Charles Armstrong

Seconded by:

Doug Thompson

RESOLVED THAT:

The Communications Committee receive and file
SNC's Beyond Vision 2020 Strategic Plan Update.

CARRIED

ROUNDTABLE DISCUSSION

- The Communications Committee discussed the following topics:
 - Correspondence letters between MECP, Conservation Ontario and SNC
 - Partner discussions on proposed CA Act changes
 - Communications Work plan to year end, and budget implications for 2020
 - Different ways and opportunities to recognize recurring volunteers and Friends of SNC; discussion around past 70th Anniversary event and 2017 Open House as a potential annual event

CORRESPONDENCE

- Letter from Minister of the Environment, Conservation and Parks
- SNC Media Response
- SNC letter to Minister of the Environment, Conservation and Parks
- Letter from Michael Brown



NEXT MEETING:

- Wednesday, January 29, 2020, 9:00 a.m., SNC

ADJOURNMENT:

RESOLUTION NO. CMN-048/19 Moved by: Doug Thompson

RESOLVED THAT: The Communications Committee meeting of
September 25, 2019 be adjourned at 12:30 p.m.

CARRIED

John Mesman,
Team Lead, Communications

Peggy Taylor,
Committee Chair

/KS



To: Communications Committee
From: Karen Paquette, Fisheries Technician
Date: January 29, 2020
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.

DISCUSSION:

In 2016, SNC became licensed to deliver the nation-wide Stream of Dreams 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.

Since delivering the first Stream of Dreams Education Program in the Fall of 2016, SNC has installed 9 murals throughout the jurisdiction. Through print, social media, video promotion, 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 Education Programs are planned for 2020:

- Queen Mary Street Public School: 150 students
- Orleans Wood Elementary School: 205 students
- Robert E. Wilson Public School: 180 students
- Cambridge Public School: 320 students

Staff suggest charging \$10 per student to help offset the cost of staff time, wooden fish and other supplies.

Staff is currently working with the Ottawa-Carleton District School Board to establish a partnership with local schools to create the program materials. Paint is donated by Sherwin-Williams Canada.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: This project is included under Communications and Outreach: Education and Events pages 90 and 91.

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.

405 
Karen Paquette,
Fisheries Technician



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: January 15, 2020
Subject: 2019 Annual Report

RECOMMENDATION:

That the Communications Committee recommend that the Board of Directors approve the 2019 Annual Report.

DISCUSSION:

Annual reports are an important way of highlighting SNC's programs, services and accomplishments throughout the preceding year, as well as providing partners and stakeholders with information regarding financial performance, Board of Directors membership, and project updates.

Highlights from the 2019 Annual Report are summarized below:

- **Featured Topics:** Municipal Tree Giveaways, Planning and Development Review Timelines, Buffer Demonstration Projects and Upgrades to the Chesterville Dam.
- **Conservation Areas:** Over 92,000 visitors connected with nature at SNC's network of 14 Conservation Areas. Site improvements included: a new accessible dock in Cardinal, upgrades at J. Henry Tweed CA, and the installation of pipelines and a pumphouse at the Oschmann Forest for maple production.
- **Use of SNC Lands:** Hunting and trapping programs, as well as apiculture, maple syrup and agriculture.
- **Forestry and Stewardship Initiatives:** Statistics on SNC's tree planting program, Woodlot Advisory Service, clean water programs and Forest Stewards.
- **Select Project / Program Updates:** Eco Education, Emergency Preparedness, Community Environmental Grants, Septic and OPG partnerships.
- Financial summary and Board of Directors membership.

Printed copies of the 2019 Annual Report will be available in both English and French to be distributed through the year and posted on SNC's website.

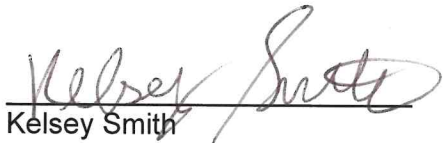


SOUTH NATION
CONSERVATION
DE LA NATION SUD

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for completing the design and layout of the 2019 Annual Report is included in the 2020 SNC Budget under Communications and Outreach – Media and Communications Products, on pages 94-95.

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 dark ink, appearing to read 'Kelsey Smith', is written over a horizontal line.

Kelsey Smith
Stewardship and Outreach Assistant

Attachments: Draft 2019 Annual Report

003911



To: Communications Committee
From: Karen Paquette, Fisheries Technician
Date: January 29, 2020
Subject: Maple Education Program Update

RECOMMENDATION:

The Communications Committee receives and files the Maple Education Program Update.

DISCUSSION:

South Nation Conservation's (SNC) flagship education program is back for its 19th year and 2nd season at the Oschmann Forest Conservation Area, in Ormond, ON; offered March 16th through April 3rd, 2020.

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.

This year participants will have the option of a team building activity to reinforce the lessons learnt in the forest. Further, a USB loaded with classroom activities will be provided to each tour group facilitator to continue the learning back in the classroom.

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 2020 season; however, we continue to offer a reduced rate of \$5 per student, as work on the venue progresses.

Schools were circulated on this year's programming in early January and invited to start booking programs. Schools were reminded 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.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: The Maple Education Program is included in the 2020 SNC Budget under Communications and Outreach: Education and Events, pages 90 and 91.

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.

For 
Karen Paquette,
Fisheries Technician.

Attach: Update: Oschmann Forest and Maple Program



To: Board of Directors
From: John Mesman, Team Lead, Communications and Outreach
Date: January 14, 2020
Subject: Update: Oschmann Forest and Maple Program

RECOMMENDATION:

The Board of Directors receive and file the update on the Oschmann Forest property development and the Maple Education Program; and

FURTHER THAT: The Board of Directors approve launching an Expression of Interest for maple sap collection and sale at Oschmann Forest to area maple syrup producers.

DISCUSSION:

SNC's Maple Program was developed in 2000 through a partnership between funding partners and the Mohawk Council of Akwesasne. The Authority's annual flagship education program had been offered at a partner site hosting over 1,000 students each year to learn more about forest ecology, ecosystem management, indigenous knowledge and traditions and the production of maple syrup.

The program was suspended in January 2018 to provide time for a review on the program, partnerships and venue (BD-124/17).

A review of existing SNC Properties (SNC 16, 21, 110, 157 and 160) identified the Oschmann Forest as the suitable location for the demonstration of maple syrup production (BD-043/18, BD-084/18).

The 18-acre Oschmann Forest located in the Township of North Dundas was donated to SNC in 2017 and was identified in the May 2018 "Oschmann Forest Maple Education Plan" as the new suitable home of the Maple Education Program (BD-094/18).

Between May 2018 and January 2019, property management plans were created, partnerships and funding were secured, and work was undertaken by SNC staff to create a Conservation Area at the Oschmann Forest fit to support location recreation and provide a new home for the program.

The property was officially opened to the public through the launch of the new Community Lands Geopassport in July 2018. The Township of North Dundas marked the future partnership by naming the site the "New Home of the Maple Education Program".



Nearly \$60,000 in funding was secured through partners including:

- Ontario's Heritage Organization Grants, TD Friends of the Environment, TD Tree Days, Counties of SDG Regional Incentives Program, and the Township of North Dundas.

Property upgrades included:

- Parking lot construction, interpretive trail creation (trail and signage), demonstration seating area (by old pumphouse), construction of new pumphouse, infrastructure to support maple sap collection (equipment and pipelines).

Stats from the Spring 2019 Pilot Program (BD-068/19):

- \$4,440 in revenue collected from 7,330 gallons of sap
- Nearly 500 participants across 13 tours from 9 schools
- Fees were \$5 per participant


Program review identified the following actions for Spring 2020:

- Maple Education Program Fees maintained at \$5 per participant (fees were previously \$7/participant)
- Launch of an Expression of Interest for local maple syrup producers to establish a 3-year partnership for the maintenance of maple syrup infrastructure and purchase of sap

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: The Maple Education Program is included in the 2020 SNC Budget under Communications and Outreach: Education and Events, pages 90 and 96.

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.



John Mesman,
Team Lead, Communications.



To: Communication Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: January 20, 2020
Subject: Community Environmental Grants

RECOMMENDATION:

That the Communications Committee recommends Board of Directors approval of Community Environmental Grants in the amount of \$300 each to the Chesterville & District Agricultural Society to help improve recycling at events taking place at the Chesterville Exhibition Grounds, The River Institute to assist with the 2020 Eastern Ontario Children's Water Festivals and to the Greely Community Association to help cover costs of their Winter Carnival.

DISCUSSION:

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

- **Chesterville & District Agricultural Society**

The Chesterville & District Agricultural Society to help improve recycling at events taking place at the Chesterville Exhibition Grounds. SNC's logo will be displayed at the events and on social media, as well as mentioned throughout the events.

- **The River Institute**

The River Institute is requesting support for the 2020 Eastern Ontario Children's Water Festival in Spencerville and in Casselman in May. 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.

- **Greely Community Association**

The Greely Community Association is asking for support for the annual Greely Winter Carnival taking place from January 23 – 26. The grant will help to cover costs that are associated with the carnival. SNC will have a banner displayed, the logo on the flyer and on social media and will be mentioned throughout the event.




SOUTH NATION
CONSERVATION
DE LA NATION SUD

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for Community Environmental Grants is included in the 2020 SNC Budget under Communications and Outreach – Partnership Development on pages 109-110.

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,
Stewardship and Outreach Assistant

Attachments: Community Environmental Grant - Application Letter

000016



CHESTERVILLE & DISTRICT AGRICULTURAL SOCIETY
Po Box 571, Chesterville ON K0C 1H0

January 24, 2020

South Nation Conservation
38 Victoria Street
PO box 29
Finch Ontario
kOc1kO

RECEIVED JAN 20 2020

Attention: Communications & Outreach Department

Re: **Community Environmental Outreach Grant** On behalf of the members and Board of the Chesterville & District Agricultural Society, I am writing for the consideration of a grant under the Community Environmental Outreach in the amount of \$300

1. We are a registered nonprofit within the jurisdiction of SNC as all events take place at the Chesterville exhibition grounds.

2. We are currently hosting the following events

- Chesterville fair from August 28 through August 30 attracting 3000 plus visitors
- Demolition derby Oct 17 attracting 1000 plus visitors
- We will also be looking to host several horse riding events this year

To help us improve the recycling of bottles, cans and paper. The grant will continue to allow us to do this as we are improving our cardboard recycling also. This will allow us to reduce the amount of trash going into local landfill sites. There by having a positive effect on the environment.

4. We have other donation that we use to provide the advertising, entertainment and general costs of the events.

5. We use printed ads, social media, electronic media and can include the logo on our website as a partner and will ensure that the SNC banner is displayed and audio announcements throughout the event sponsor

--

Sincerely

--

Peter Vanderlind

Chesterville & District Agricultural Society

Po Box 571, Chesterville ON K0C 1H0

sponsorship.cdass@gmail.com



RECEIVED JAN 10 2020



January 7, 2020

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 2020 Eastern Ontario Children's Water Festival in Spencerville, Ontario taking place May 7 and 8 at the Spencerville Fairgrounds, and in Casselman taking place May 14 and 15 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 2020 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.

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

009018



P.O. Box 206
Greely, Ontario
K4P 1A0
greelycommunity.ca

December 1, 2019

Dear Sir/Madam:

GREELY WINTER CARNIVAL – SPONSORSHIP

Planning for the Greely Winter Carnival, January 23 – 26, 2020, is well-underway. We have numerous activities planned for youth, adults, and seniors, such as a pancake breakfast, brunch, spaghetti/chilli night, Dinner/Comedy night, skating, hockey, gaming tournament, movies, magician, sleigh rides, etc. As you may know, the Greely Winter Carnival is well-attended and brings hundreds of residents from all over the area out to participate in fun winter activities. The GCA will be mailing a flyer out to all households in Greely in early January.

We are now seeking local business sponsorships to help defray the costs of the Winter Carnival. The GCA hopes that you will consider sponsoring this community event by a monetary or in-kind donation. The four sponsorship levels are as follows:

LEVEL	COST	BENEFIT
Platinum	\$1,000	Advertising on GCA web-site, large banner displayed, announcements throughout the event, and company name and thank-you on flyer and on FB.
Gold	\$ 500	Medium-size banner displayed, announcements throughout the event, and company name and thank-you on flyer and on FB.
Silver	\$ 250	Small-size banner displayed, announcements throughout the event, and company name and thank-you on flyer and on FB.
Bronze	\$ 100	Company name and thank-you throughout event.

Yours sincerely,

Doug Thompson, President
President@greelycommunity.ca

Kerry Charron, Vice-President
Vice-President@greelycommunity.ca

000019



To: Communications Committee
From: Taylor Campbell, Communications Specialist
Date: January 21, 2020
Subject: 2019 Social Media and Website Overview

RECOMMENDATION:

The Communications Committee receive and file the 2019 Social Media and Website Overview update.

DISCUSSION:

South Nation Conservation (SNC) is active across three social media platforms and hosts one website. In 2019, SNC actively worked to increase its social media presence and web traffic; below are SNC's social media and website statistics from last year:

Year Over Year Page "Like" Increases

Platform	January 2019	January 2020	Increase/Decrease
Facebook	2,477	3,199	+29%
Twitter	1,082	1,190	+10%
Instagram	400	721	+80%

Year Over Year Website Traffic

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
Jan 2019 - 2020	85,561	59,179	213,144	65.01%	1.42	1:52 min
Jan 2018 - 2019	37,088	36,249	168,206	56.00%	2.93	1:55 min

The top five most visited pages from January 2019 to January 2020 were:

1. Homepage: 43,183 page views
2. Staff Listing: 4,897 page views
3. Find a Form: 4,079 page views
4. Job Opportunities: 3,825 page views
5. Events: 3,656 Page Views



SOUTH NATION
CONSERVATION
DE LA NATION SUD

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Expenses associated with SNC's website and social media are included in the 2020 SNC Budget on page 94, 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

000021



To: The Communications Committee
From: Tim Jackson, Environmental Outreach Steward
Date: January 13, 2019
Subject: Program Update: Geocaching on Community Lands

RECOMMENDATION:

The Communications Committee receive and file the update on SNC's Geocaching on Community Lands Program.

DISCUSSION:

Statistics for the three Geopassport Tours as of January 13, 2020 are included.

SNC Watershed Geopassport Tour:

- Launched in the fall of 2014
- The total found logs on the series: 2,831
- Individual geocache statistics:

Cache #	Name	2014	2015	2016	2017	2018	2019	TOTAL
1	Jessup's Falls Conservation Area	31	29	37	35	24	24	180
2	Alfred Bog Boardwalk	30	14	27	13	21	4	109
3	Larose Forest	26	14	17	8	6	3	74
4	Lemieux Landslide	36	24	31	11	14	4	120
5	Vars Wellhead Protection Area	42	25	29	15	15	5	132
6	Limoges Wetland Demonstration Site	44	31	26	18	23	2	144
7	High Falls Conservation Area	43	47	58	23	20	9	200
8A	Leitrim Boardwalk	72	50	35	X	X	X	157
8B*	Leitrim Boardwalk	X	X	24	28	21	10	84
9	Tweed Conservation Area	41	42	33	20	18	26	181
10	Moose Creek Trail	10	26	24	11	11	4	86
11	Reveler Conservation Area	22	19	21	7	28	1	98
12	Warwick Forest Conservation Area	34	34	21	17	8	2	116
13	McIntosh Park Conservation Area	40	63	43	39	10	7	202
14	Cass Bridge Conservation Area	43	55	46	49	24	9	226
15	Williamsburg Forest Conservation Area	30	39	26	20	10	6	131
16	Oak Valley Pioneer Park	39	20	28	19	10	1	118
17	Robert Graham Conservation Area	26	16	24	19	5	3	93
18	Two Creeks Conservation Area	26	31	12	8	16	4	97
19	Cardinal Intake Protection Zone	38	37	43	27	20	1	166
20	Headwaters of the South Nation River	27	33	22	10	18	7	117
TOTAL		700	649	627	397	322	132	2831

* The Leitrim geocache was reconfigured in 2016 with a new listing due to vandalism issues.



SNC Historical Geopassport Tour:

- Launched in the winter of 2016
- The total found logs on the series: 2,618
- Individual geocache statistics:

Cache #	Name	2016	2017	2018	2019	TOTAL
1	Roebuck Aboriginal Site	90	18	14	3	125
2	Glengarry Pioneer Museum	79	22	18	3	122
3	Grant's Mills	86	30	21	10	147
4	Crysler	73	13	19	3	108
5	The McIntosh Apple	73	28	14	3	118
6	Spencerville Mill	170	46	41	21	278
7	Chesterville	57	16	14	8	95
8	The Galop Canal	94	24	20	12	150
9	Russell	65	16	17	2	100
10	Riceville	68	18	19	3	108
11	Casselman	117	35	30	17	199
12	The Ghost Towns	50	4	25	3	82
13	The Larose Forest	37	5	2	2	46
14	Winchester Springs	107	45	32	14	198
15	Mountain Provincial Wildlife Area	56	64	28	3	151
16	The Plantagenet "Pitch Off"	83	29	11	9	132
17	Natural Disasters	62	8	14	4	88
18	Lac Georges	68	13	16	0	97
19	Maple Syrup Production	100	24	23	10	157
20	Shields Creek	72	16	14	15	117
	TOTAL	1607	474	392	145	2618



SNC Community Lands Geopassport Tour:

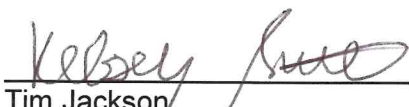
- Launched in the spring of 2018
- The total found logs on the series: 1075
- Individual geocache statistics:

Cache #	Name	2018	2019	TOTAL
1	Medicinal Trees	30	4	34
2	Historic Forest Cover	18	4	22
3	Hunting and Trapping	36	5	41
4	Forested Riparian Zones	42	8	50
5	Man-made Forests	32	7	40
6	Nature's Foundation	47	9	56
7	Invasive Species Management	52	13	66
8	Frozen Forests	76	15	93
9	The Root of Erosion Control	54	26	81
10	Urban Forests	65	31	97
11	Un-BEE-lievable Pollinators	65	5	70
12	Roadside Tree Planting	56	11	67
13	Sustainable Forest Management	42	12	54
14	Getting to Know H2O	37	9	46
15	Trees and Me	43	11	55
16	Land: A Natural Legacy	38	9	47
17	Maple Syrup: Nature's Sweetest Gift	43	5	48
18	Reforestation	23	2	25
19	Flood Prevention	32	5	37
20	Forested Wetlands	39	7	46
	TOTAL	870	198	1075

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for geocaching is included in the 2020 SNC Budget under Communications and Outreach – Education and Events on pages 90 – 91.

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

45 
Tim Jackson,
Environmental Outreach Steward

000024



To: The Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: January 21, 2020
Subject: 2020 Event Attendance

RECOMMENDATION:

The Communications Committee receive and file the report on 2020 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 2020.

Municipality	Event
City of Ottawa	<ul style="list-style-type: none">• Ottawa Valley Farm Show (March 17 – 19)• Mayor's Rural Expo (June)• Metcalfe Fair Education Day (October 2)• Findlay Creek Community Day (May)
Russell Township	<ul style="list-style-type: none">• Living Locally Fair (January 18)• Poutmasters Fishing Derby (May)• Russell Fair Education Day (August)
Township of Alfred Plantagenet	<ul style="list-style-type: none">• Jessups Falls Festival (July)• Fish Camp (July – August)• Ottawa River Canoe/Kayak Race (July)
The Nation Municipality	<ul style="list-style-type: none">• Wood and Forest Exhibition (September)
Township of North Glengarry	<ul style="list-style-type: none">• Maxville Fair Education Day (June)
Township of North Stormont	<ul style="list-style-type: none">• McIntosh Park Family Day (June)
Township of Edwardsburgh-Cardinal	<ul style="list-style-type: none">• Spencerville Mill Canoe Poker Run (June)• Cardinal Legion Canoe/Kayak Poker Run (August)• Spencerville Water Festival (May)
Township of North Dundas	<ul style="list-style-type: none">• Maple Education Program (March – April)• Chesterville Kayak Poker Run (June)• Fish Camp (July – August)

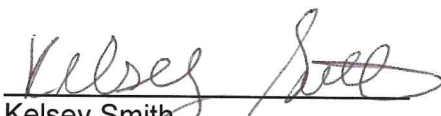


Township of South Dundas	<ul style="list-style-type: none">• It's All About the River Event (July)
Casselman	<ul style="list-style-type: none">• Fish Camp (July – August)• Casselman Water Festival (May)
City of Cornwall	<ul style="list-style-type: none">• Eco Farm Day (February 22)
Akwesasne	<ul style="list-style-type: none">• World Wetlands Day (February 2)
North Grenville	<ul style="list-style-type: none">• Eastern Ontario Model Forest Woodlot Conference (February)• Eastern Ontario Crop Conference (February)

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Expenses associated to SNC's fair and festival attendance are included in the 2020 SNC Budget under Communications and Outreach – Education and Events on pages 90-91.

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


Kelsey Smith,
Stewardship and Outreach Assistant