



SOUTH NATION
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Communications Committee

Meeting Agenda

Date: March 5th, 2020

Meeting Time: 3:00 p.m.

Location: Heritage Room, SNC

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

**** PLEASE NOTE TIMES BELOW:**

** Committee Members Lunch: 12:00 p.m.

** Joint Standing Committee meeting: 1:00 pm



Communications Committee

Meeting Agenda

March 5th, 2020 – 3:00 p.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 January 30th, 2020 3-8
6. New Business
 - a. Request for Approval: Election of Committee Chair: John 9-13
 - b. Request for Approval: 2020 Committee Membership: John 14-15
 - c. Request for Approval: Communications Committee Mandate: John 16-17
 - d. Request for Approval: Community Environmental Grants: Karen 18-22
 - e. Request for Approval: 2020 Youth Fish Camp: Kelsey 23
 - f. Request for Approval: Friends of SNC Golf Tournament –
Venue and Sponsorship Discussion: Taylor 24-25
 - g. Request for Approval: South Nation Cache-In-Trash-Out Event – Kelsey 26-27
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:
 - a. May 8th, 2020
11. Adjournment

John Mesman,
Team Lead, Communications and Outreach.



COMMUNICATIONS COMMITTEE MEETING

Wednesday January 29, 2020 – 9:00 a.m.
 South Nation Conservation



- Present:** Charles Armstrong, Public Citizen
 Gerrie Kautz, Board of Directors
 Tim Jackson, Public Citizen
 Lawrence Levere, Past Board Member
 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
 Gary Barton, Public Citizen
- Regrets:** Gerry Boyce, Public Citizen
 Murray Inch, Public Citizen
- Absent:** Fran Patenaude, Public Citizen
- Staff:** John Mesman, Team Lead, Communications
 Taylor Campbell, Communications Specialist
 Karen Paquette, Fisheries Technician
 Kelsey Smith, Stewardship and Outreach Assistant

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CHAIR'S REMARKS

Peggy Taylor, Committee Chair, called the January 29, 2020 Communications Committee meeting to order at 9:05 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-01/20

Moved by: Doug Thompson
Seconded by: Charles Armstrong

RESOLVED THAT:

The Members approve the Communications Committee main and supplemental agendas of January 29, 2020 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 SEPTEMBER 25, 2019

RESOLUTION NO. CMN-02/20

Moved by: Lawrence Levere
Seconded by: Doug Thompson

RESOLVED THAT:

The Members approve the Communications Committee meeting minutes of September 25, 2019 as submitted.

CARRIED

Karen Switzer-Howse arrived at 10:03 am.

NEW BUSINESS

STREAM OF DREAMS EDUCATION PROGRAM UPDATE

RESOLUTION NO. CMN-03/20

Approved by: Lawrence Levere
Seconded by: Gerrie Kautz

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RESOLVED THAT: The Communications 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.

CARRIED

2019 ANNUAL REPORT

RESOLUTION NO. CMN-04/20 Moved by: Byron Vienneau
Seconded by: Lawrence Levere

RESOLVED THAT: That the Communications Committee recommend that the Board of Directors approve the 2019 Annual Report, to be presented at the Annual General Meeting.

CARRIED

MAPLE EDUCATION PROGRAM UPDATE

RESOLUTION NO. CMN-05/20 Moved by: Karen Switzer-Howse
Seconded by: Tom Van Dusen

RESOLVED THAT: The Communications Committee receive and file the Maple Education update.

CARRIED

**The Committee took a break at 10:25 am.
The Chair reconvened the meeting at 10:35 am.**

COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-06/20 Moved by: Charles Armstrong
Seconded by: Gary Barton

000005



RESOLVED THAT:

The Communications Committee recommend the Board of Directors approve the disbursement of Community Environmental Grants in the amount of \$300 to: The Chesterville and District Agricultural Society, the River Institute and the Greely Community Association.

CARRIED

2019 SOCIAL MEDIA AND WEBSITE OVERVIEW

RESOLUTION NO. CMN-07/20

Moved by: Charles Armstrong
Seconded by: Gerrie Kautz

RESOLVED THAT:

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

CARRIED

PROGRAM UPDATE: GEOCACHING ON COMMUNITY LANDS

RESOLUTION NO. CMN-08/20

Moved by: Lawrence Levere
Seconded by: Doug Thompson

RESOLVED THAT:

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

CARRIED

2019 EVENT ATTENDANCE

RESOLUTION NO. CMN-09/20

Moved by: Tom Van Dusen
Seconded by: Cindy Saucier

RESOLVED THAT:

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

CARRIED

000006



ROUNDTABLE DISCUSSION

The Communications Committee discussed the following topics:

- Lawrence mentioned that Provincial Minister Steve Clark and the Leeds and Grenville Warden are meeting with the IJC to discuss St. Lawrence River water levels. The Port of Johnstown has expanded and added a new grain elevator. The Prescott Journal has closed, the Martel family have instead started the South Grenville Journal, a weekly publication to replace the Prescott Journal.
- Byron mentioned that the committee should consider online voting for Community Environmental Grants, instead of approving retroactively. Comments were shared around past online voting procedures and updates to the committee Terms of Reference.
- Gerrie shared golf tournament plans with SNC to enhance tournament offering and fundraising efforts.
- Charles provided an update on the Russell environmental awareness group and activities related to the Taggart-Miller citizen advisory committee linking conversations between CPAWS and local community groups to support environmental land securement.
- Bill gave an update on presentations to SDG municipal councils – presents every 4-6 weeks. Recently did a presentation with Dana Farcasiu to the North Grenville Environmental Committee. Bill also commented on the tree giveaways as well as committee mandates that is to be updated this year.
- Cindy is presenting an SNC presentation to the Russell Environmental Committee and mentioned that SNC will once again be doing a tree giveaway for each municipality within the jurisdiction.
- Tim is supportive of electronic voting for Community Environmental grants and updates to the committee Terms of Reference.
- Tom is supportive of current committee structure mandate and supports the current number of meetings held. Tom also commented on the stories in the 2019 Annual Report and is very supportive of the streambank restorations programs on farms.

000007



He would like to bring Marc Berciers' name forward as a Friend of SNC. Tom provided updates on Save our Lake, this was Taggart-Millers first landfill site, comments on desire for land securement.

- Karen made comments on the geocaching program and the new updates made to the SNC website. Doug supports electronic voting for community environmental grants as well as retroactively approving them. He shared support for the community environmental grants which support good, local causes and events.
- Gary shared that there is good value of integrated roles with community groups and politicians.

NEXT MEETING:

- Thursday, March 5, 2020, 9:00 a.m., SNC

ADJOURNMENT:

RESOLUTION NO. CMN-011/20 Moved by: Lawrence Levere

RESOLVED THAT: The Communications Committee meeting of
January 29, 2020 be adjourned at 12:25 p.m.

CARRIED

Peggy Taylor,
Committee Chair.

John Mesman,
Team Lead, Communications.

/KS

000008



To: Communications Committee
From: John Mesman, Team Lead, Communications
Date: February 27, 2020
Subject: Request for Approval: Election of Committee Chair

RECOMMENDATION:

The Committee Members appoint John Mesman, Team Lead, Communications as the Acting Committee Chair; and

FURTHER THAT: SNC Administrative By-law 15.3: '*All elections shall be in accordance with the Procedures for Election of Officers*' be adhered to.

DISCUSSION:

As per the South Nation Conservation (SNC) Standing Committees Terms of Reference, each Standing Committee must appoint a Chair annually.

As Election Chair, I will solicit nominations from Committee Members for the Chair position. If only one nomination is made, there will be a motion to approve the nominated Chair. If multiple nominations are made for these positions, I will conduct a vote using the procedures outlined in Appendix A.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget:

No impact on the 2020 SNC Budget.

SNC Policy Adherence:

The Election of Committee Chair adheres to the SNC Standing Committees Terms of Reference and the SNC Administrative By-laws.

John Mesman,
Team Lead, Communications.



Election Procedures

1. Election Chair declares the position vacant, according to *SNC's Administrative Bylaws*
 2. Call for nominations 3 times for election of Chair (no seconder required)
 3. Approval of the following motion:
 - Moved by:
 - Seconded by:
 - That for the year 2020, and until the Joint Standing Committee Meeting of 2021,
 - That Mr./Ms. _____ be elected as Chair of the Communications Committee
 4. Chair assumes their office
-

SNC Election Procedures if there is more than one candidate for Chair

1. Election Chair declares the position vacant, according to *SNC's Administrative By-laws*
2. Election procedures for Chair
 - Nominations require no seconder
 - Election chair calls for nominations from the floor
 - If a nominee does not wish to accept, they should decline immediately
 - If there are no further nominations from the floor, election chair asks if there are any further nominations
 - If none are forthcoming, the election chair declares nominations closed
 - Where a vote is required, ballots will be distributed and scrutineer(s) appointed
 - Announcement of results
3. Chair assumes their office



Appendix A

Procedures for Election of Officers

Voting

- B1.1 Voting shall be by secret ballot.
- B1.2 No Member may vote by proxy.
- B1.3 "Majority Vote" means half of the votes plus one.

Acting Chair

- B2.0 The Committee shall appoint a person, who is not a voting Member, as Acting Chair for the purpose of the election of Committee Chair.

Scrutineers

- B3.1 The Acting Chair shall call a motion for the appointment of one or more persons, who are not Committee Members or Staff of the Authority, to act as scrutineers.
- B3.2 A Committee Member, who will not stand for election, may be appointed as an additional scrutineer if requested.
- B3.3 All ballots shall be destroyed by the scrutineers after the vote.

Election Procedures

- B4.0 The Acting Chair shall advise the Members that the election will be conducted in accordance with the Act as follows:
 - a) the election shall be conducted in the following order:
 - i. Election of the Chair, who shall be a Member of the Committee;
 - b) the Acting Chair shall ask for nominations;
 - c) only current Members of the Committee who are present may vote;
 - d) nominations shall be called three (3) times and will only require a mover;
 - e) the closing of nominations shall require both a mover and a seconder;



- f) each Member nominated shall be asked to accept the nomination. The Member must be present to accept the nomination unless the Member has advised in writing or by email in advance of the election of their willingness to accept the nomination;
- g) if there is only one nominee, the individual shall be declared into the position by acclamation;
- h) in the event of an election, each nominee shall be permitted not more than three (3) minutes to speak for the office, in the order of the alphabetical listing by surnames;
- i) upon the acceptance by nominees to stand for election to the position of office, ballots shall be distributed to the Members by the scrutineers for the purpose of election and the Acting Chair shall ask the Members to write the name of one individual only on the ballot;
- j) the scrutineers shall collect the ballots, leave the meeting to count the ballots, return and advise the Acting Chair who was elected by Majority Vote.

Majority Vote required

- B5.1 A Majority Vote shall be required for election.
- B5.2 If there are more than two nominees, and upon the first vote no nominee receives the majority required for election, the name of the person with the least number of votes shall be removed from further consideration for the office and new ballots shall be distributed.
- B5.3 In the case of a vote where no nominee receives the majority required for election and where two or more nominees are tied with the least number of votes, a special vote shall be taken to decide which one of such tied nominees' names shall be dropped from the list of names to be voted on in the next vote.

Tie vote

- B6.1 Should there be a tie vote between two remaining candidates, new ballots shall be distributed, and a second vote held.
- B6.2 Should there still be a tie after the second ballot a third vote shall be held.



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B6.3 Should there be a tie after the third vote, the election of the office shall be decided by lot drawn by the Acting Chair or designate.

000013



To: Communications Committee
From: John Mesman, Team Lead, Communications
Date: February 20th, 2020
Subject: Request for Approval: 2020 Committee Membership

RECOMMENDATION:

The Communications Committee recommends the following Committee membership to the Board of Directors for 2020:

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

DISCUSSION:

According to the 2016 Standing Committees Terms of Reference Committee Membership will consist of:

- 15 members maximum per Committee, plus 3 ex officio Board Members
 - i. strive for watershed representation, both geographic and functional
 - ii. with 75% majority vote of the Committee at which quorum is achieved, additional Members may be added to the Committee, subject to Board approval.
- Budgets for travel/per meeting allowances will not change from the budgeted amount, regardless of committee size
- Staff support will remain nominally the same, regardless of Committee size
- All Committee appointments to be approved annually by the Board of Directors at the March Board meeting
- Any Committee Member (including ex officio members) missing two consecutive meetings without communicating justification, to the Committee Chair, will be removed from the Committee.



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FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget:

Committee expenses are included in the approved 2020 SNC Budget, under Communications and Outreach, pages 88-89 (SNC Standing Committees).

SNC Policy Adherence:

SNC Committee's adhere to SNC Policies and Standing Committee Terms of Reference.

A handwritten signature in black ink, appearing to read 'John Mesman', written over a horizontal line.

John Mesman,
Team Lead, Communications.

/dm

000015



To: Communications Committee
From: John Mesman, Team Lead, Communications and Outreach
Date: February 25, 2020
Subject: Request for Approval: Communications Committee Mandate

RECOMMENDATION:

The Communications Committee review the draft Communications Committee mandate and provide feedback to staff; and

FURTHER THAT: The Communications Committee recommends a Communications Committee mandate to the Board of Directors.

DISCUSSION:

The South Nation Conservation Standing Committees Terms of Reference references a mandate for each committee; to date, there is no Board of Directors approved mandate for any of the Standing Committees.

Staff have drafted a mandate for the Communications Committee and are requesting feedback on the proposed wording. Final standing committee mandates will be brought to the Board of Directors for approval at their March 19th meeting.

Communications Committee Mandate (draft)

The Communications Committee will provide stakeholder input to SNC's delivery of its environmental outreach programs and to discuss promotion, special events, education and outreach programs and fundraising activities; members also volunteer to represent SNC at public events and outreach activities.

The Committee will review and make recommendations for cost-share grant approvals under the Community Environmental Grants Program, as per approved guidelines.

Committee members will help increase public awareness of SNC's landowner stewardship initiatives, support the creation of partnerships and build community support with the public, stakeholder groups, government agencies, academics and environmental organizations.

Stakeholder representation may include, but is not limited to, the following: media, teachers, municipal staff and politicians, local environmental groups; and public members-at-large with knowledge of the marketing, communications and fundraising sectors.



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FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: No impact to SNC's 2020 Budget.

SNC Policy Adherence: SNC Standing Committees adhere to SNC's Administrative By-law and the SNC Standing Committees Terms of Reference.

John Mesman,
Team Lead, Communications.

000017



To: Communication Committee
From: Karen Paquette, Fisheries Technician
Date: February 26, 2020
Subject: Request for Approval: Community Environmental Grants

RECOMMENDATION:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 each to Les Chevaliers de Colomb de Wendover for their annual Ice Fishing Tournament and the Township of North Dundas for a Geocaching Pilot Program; and \$252 to the Friends of the Summerstown Trails for their Family Day Event.

DISCUSSION:

The following applications for Community Environmental Grants have been received:

Les Chevaliers de Colomb de Wendover:

Les Chevaliers de Colomb de Wendover hosted their Annual Ice Fishing Tournament on February 15 on the South Nation River. 75 youth participated in this year's tournament. The \$300 grant is to help cover the cost of prizes for the event.

Friends of the Summerstown Trails:

The Friends of the Summerstown Trails hosted a community event at the Summerstown Forest on Family day, February 17. The \$252 grant is to help cover the cost of three students hired on the day of the event to facilitate equipment loans of cross-country ski, snowshoe and fat bike to the public.

The Township of North Dundas:

The Township of North Dundas would like to run a Geocaching Pilot Program in the 100 Park in Winchester. The \$300 grant will be used towards purchasing a sign to display in the park that will provide information on geocaching and how to participate.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

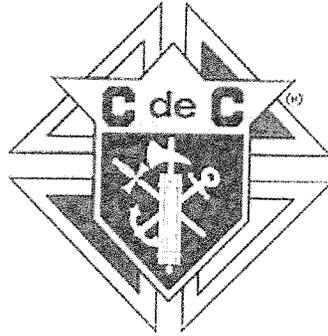
Compliance with Budget: Funding for Community Environmental Grants is included in the 2020 SNC Budget under Communications and Outreach – Partnership Development on pages 92-93.

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.

Karen Paquette,
Fisheries Technician

Attachments: Community Environmental Grant - Application Letter

000018



RECEIVED FEB 15 2020

Madame Angela Coleman

4 février 2020

Directrice générale/Secrétaire trésorière

Conservation de la nation Sud

38 rue Victoria, C.P.29

Finch, Ontario

K0C 1K0

Madame Coleman,

Les Chevaliers de Colomb de Wendover, Conseil 9423 organise encore cette année un tournoi de pêche familial sur la Rivière Nation entre Jessop's Falls et Wendover le samedi, 15 février 2020.

L'an dernier au-delà de 75 enfants ont participé à cet évènement et nous avons servi près de 200 assiettes de spaghetti au Centre Léon Delorme de Wendover. Nous avons remis des prix aux enfants pour les différentes captures de poissons qui habitent nos rivières. Nous venons encore solliciter votre générosité cette année pour l'achat des prix et vous aviez contribué 500\$. Les Chevaliers s'assurent de la sécurité et s'occupent de la bouffe ainsi que des chocolats chauds pour les participants.

Veuillez accepter Madame la directrice générale mes respects les plus sincères.

Donat M. Boulerville, Grand Chevalier

160 Chemin Marleau, Plantagenet Ont. K0B 1L0

000019



February 5, 2020

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

Dear Mr. Campbell,

The Friends of the Summerstown Trails (FOTST) is a volunteer, incorporated, not-for-profit group, whose mandate is to develop and maintain green, recreational trails for healthy outdoor activities in the Summerstown Forest, with a focus on community service. This letter is in support of our request for a Community Environmental grant.

Even though Summerstown Forest is not within the jurisdiction of South Nation Conservation (SNC), we do enjoy a very strong relationship with SNC. First, SNC manages Summerstown Forest on behalf of SDG, and this has been the case for more than ten years. In that capacity, we interact regularly with your staff, mainly with your technical specialists, as they carry out their work in the Forest.

But because of the work we do for the community, our relationship goes beyond the scope of your responsibility as manager of the Forest. For example, in the past, your technical specialists have led what we call our "forest walks" where your staff has the opportunity to talk to the participants about various topics (forest management, deforestation, wetlands, etc.). This relationship also goes both ways; for example, we will be lending 25 pairs of snowshoes to SNC for your activity at Warwick Forest taking place this coming February 15.

For these reasons, we believe that our application warrants special consideration.

Please find below the details of our request:

- Event: Hosting the Community on Family Day, February 17, promoting recreational use of our natural resources.
- Event details: free XC skis, snowshoes and fat bike usage, free food, etc.
- Location: the trails at Summerstown Forest.
- Participants: last year, more than 350 people and 30 volunteers attended the event.
- Amount requested: \$252 to pay the three students that we hire on that day to hand out the equipment and help the participants with putting it on. Other support duties, such as food, fire, acting as trail guides, etc. are carried out by our volunteers. There are no other funding sources for this event, and other associated costs are covered by our own self-raised funds.





- Promotion of the event: through our Facebook and website pages and those of our partners (Township of South Glengarry, SDG). Also, our pre- and post-event press releases appear in all three local print media.
- Contact information: Jean-Pierre Tibi, FOTST Secretary, (613) 347-1229, jptibi@sympatico.ca

Thank you for your consideration and support,

Vic Leroux
FOTST President





February 3, 2020

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

Dear Mr. Mesman,

Please accept this submission for the 2020 Community Environmental Outreach Grant.

The Township of North Dundas, Recreation & Culture Department would like to run a Geocaching pilot program in our 100 Park, located at 577 Main Street, in Winchester, in partnership with South Nation Conservation. The grounds feature the Joel Steele Community Centre, the Winchester Centennial Pool, 2 play structures, a large pavilion, 2 ball diamonds and one t-ball field, as well as ample green space; making it an excellent place for Geocaching. The introduction of Geocaching in this park space, would serve all demographics and would present another great recreational activity, free of charge, with the goal of drawing more residents and visitors to the location.

The Township of North Dundas is applying to South Nation Conservation for the Community Environmental Outreach Grant in the amount of \$300, in order to help with the cost of purchasing a sign, which will provide information about what geocaching is and how to participate in our park. We request that South Nation Conservation aid us with the design of the sign, so that it can properly inform residents and guests about what geocaching is and how to do it. We would also request that South Nation Conservation place and maintain the geocaches.

We look forward to offering this program in the 100 Club Park. Should you require any further information about this programming endeavor, please do not hesitate to contact me.

Best regards,

Director of Recreation & Culture



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: February 25, 2020
Subject: Request for Approval: 2020 Youth Fish Camps

RECOMMENDATION:

The Communications Committee receive and file SNC's planned delivery of 2020 recreational fishing programs.

DISCUSSION:

Recreational fishing programs promote sustainable angling practices and encourage residents to explore fishing opportunities at Conservation Areas within SNC's jurisdiction.

2020 marks the twelfth anniversary of SNC's annual Youth Fish Camps. The following program dates have been selected:

- July 8 and 9, 2020 at Cass Bridge Conservation Area, Winchester
- July 15 and 16, 2020 at High Falls Conservation Area, Casselman
- July 22 and 23, 2020 at Jessup's Falls Conservation Area, Plantagenet
- July 29 and 30, 2020 at High Falls Conservation Area, Casselman
- August 12 and 13, 2020 at Cass Bridge Conservation Area, Winchester

Camps will accommodate up to 15 youth on a first-come, first-served basis. To ensure program success and to offset some program delivery costs, the 2020 participation fee will be at the pre-approved rate of \$40/participant (CMN-024/19).

Program delivery will include; fish identification, fish anatomy/biology, angling strategies, proper catch and release techniques, care and maintenance of fishing equipment, and fishing safety/regulations.

Special guests from the Ottawa Flyfishers Society and the Water Rangers will also be on-site to deliver workshops on fly-fishing and water quality testing.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Youth Fish Camps are included in the approved 2020 SNC budget under Communications and Outreach – Education and Events on pages 90-91.

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.

Kelsey Smith,
Stewardship and Outreach Assistant.

000023



To: Communications Committee
From: Taylor Campbell, Communications Specialist
Date: February 25, 2020
Subject: Request for Approval: Friends of SNC Golf Tournament –
Venue and Sponsorship Discussion

RECOMMENDATION:

The Communications Committee recommend that the annual Friends of SNC Golf Tournament be held within the City of Ottawa; and

FURTHER THAT: the Communications Committee approve updated tournament sponsorship packages.

DISCUSSION:

On August 8, 2019, 84 golfers participated in the annual Friends of SNC Golf Tournament at the Upper Canada Golf Course in Morrisburg. A total of \$4,738 was fundraised through player registration and sponsorships for SNC's Maple Syrup Education Program and future upgrades at the Oschmann Forest.

Every year the Tournament is held within a different area of the jurisdiction as per Committee direction: the United Counties of Prescott and Russell in 2018 (CMN-027/18), and the United Counties of Stormont, Dundas and Glengarry in 2019 (CMN-030/19). Staff propose hosting the tournament in the City of Ottawa in 2020.

A list of venues within the jurisdiction for consideration:

Venue	Availability
Anderson Links	Thursday, August 6, 2020
Grey Hawk Golf Club	Wednesday, August 12, 2020 Wednesday, August 19, 2020
Metcalfe Golf Club	Friday, August 7, 2020
The Meadows Golf and Country Club	Thursday, August 6, 2020
Bearbrook Golf Club	To be confirmed
Emerald Links	To be confirmed

As per SNC's Purchasing Policy, the contract will be awarded to the lowest quote received. Staff will present an update on venue selection at the next Communications Committee meeting on May 27th, 2020.

In 2019, the Communications Committee approved raising the Friends of SNC Golf Tournament registration fee to \$120 in 2020 to issue donation receipts (CMN-036/19).



SNC will maintain the Tournament's format as established by the Committee in 2017 (CMN-013/17) for 2020, which includes 18 holes, a morning shotgun start and a breakfast.

Staff propose the following changes to sponsorship packages to increase sponsorship funds, opportunities and incentives:

- **Black Maple Sponsor: \$1,500**
 - o 1 exclusive opportunity
 - o Exclusive recognition as the tournament's title sponsor on the event poster, promotional items, in press releases and dedicated signage onsite
 - o 1 exclusive hole sponsorship
 - o 1 foursome in the tournament

- **Sugar Maple Sponsor: \$1,000**
 - o Logo recognition on promotional items, in press releases and on dedicated signage onsite
 - o 1 exclusive hole sponsorship
 - o 1 foursome in the tournament

- **Red Maple Sponsor: \$500**
 - o 1 exclusive hole sponsorship with logo recognition
 - o Logo recognition on promotional items and special mention in press releases
 - o Breakfast buffet for 4

- **Silver Maple Sponsor: \$250**
 - o 1 shared hole sponsorship

- **Raffle Prize Sponsor:**
 - o Donate a larger-sized item to be raffled off at the tournament to raise funds

- **Door Prize Sponsor:**
 - o Donate a door prize worth at least \$25 to be drawn at the tournament

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for the 2020 Friends of SNC Golf Tournament is included in the 2020 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 - \$5000, competitive quotes will be obtained where practical.

Taylor Campbell,
Communications Specialist.

000025



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: February 26, 2020
Subject: Request for Approval: South Nation Cache-In-Trash-Out (SNCITO11) Event

RECOMMENDATION:

The Communications Committee receive and file the update for the South Nation Cache-In-Trash-Out (SNCITO11) event for 2020; and

FURTHER THAT: the Committee approve the SNCITO11 event location.

DISCUSSION:

South Nation's Cache-In-Trash-Out (SNCITO) champions the partnership between SNC and the Geocachers of Eastern Ontario (GEO) where GEO members and members of the public join SNC staff to help clean up garbage in a particular area during a public geocaching event. Expected attendance is 100-130 participants.

Past events were hosted at the following locations:

- 2010 - Cass Bridge
- 2011 - Jessup's Falls
- 2012 - High Falls
- 2013 - Shield's Creek
- 2014 - W.E. Burton
- 2015 - Iroquois Locks
- 2016 - Spencerville Mill
- 2017 - Navan Fairgrounds
- 2018 - Clarence Creek Arena
- 2019 - Greely Community Center

2020 marks the 11th anniversary of South Nation Conservation's (SNC) annual SNCITO spring clean-up event! SNC is proposing that SNCITO11 take place on Saturday, April 25, 2020 at the W.E. Burton Conservation Area in the village of Russell.

Over the last couple of years, SNC has completed several projects throughout the Municipality of Russell. Recent projects include park upgrades at J. Henry Tweed Conservation Area to help with shoreline erosion, as well as 2 new pedestrian bridges. Two Stream of Dreams program were also completed in Russell.

SNC will connect with local organizations to secure additional volunteers for the event.



SOUTH NATION
CONSERVATION
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Garbage bags, safety vests, trash grabber tools, gloves and rain gear have been procured thanks to the funding support provided through previous Provincial project partnerships. The cost to SNC for this event will be in the cost of lunch, refreshments and prizes.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget:

The project is included in the approved 2020 SNC Budget under Communications and Outreach – Education and Events on 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.

Kelsey Smith,
Stewardship and Outreach Assistant

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