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## **Communications Committee**

# **Meeting Agenda**

**Date:** June 10<sup>th</sup>, 2020

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

### **NOTE:**

**Conference call number, and Conference PIN number will be provided 48 hours in advance**



## Communications Committee

# Meeting Agenda

June 10<sup>th</sup>, 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 Committee meeting minutes of:
  - a. Joint Standing Committee meeting of March 5<sup>th</sup>, 2020 3-7
  - b. Communications Committee meeting minutes of March 5<sup>th</sup>, 2020 8-15
6. New Business
  - a. Update: Nature at Home Facebook Live Video Series – Taylor 16-17
  - b. Update: Social Media and Website – Carley 18-19
  - c. Approval: 2020 Municipal Workplans - Karen 20
  - d. Update: 2020 Free Tree Pick Ups and Deliveries - Kelsey 21-22
  - e. Approval: Community Environmental Grants Program Amendment – John 23-28
  - f. Approval: Golf Tournament Cancellation – Taylor 29
  - g. Update: 2020 Youth Fish Camps – Kelsey 30-31
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. July 10<sup>th</sup>, 2020
11. Adjournment

John Mesman,  
Team Lead, Communications and Outreach.

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## Joint Standing Committee Meeting

Thursday March 5<sup>th</sup>, 2020: 1:00 p.m.  
South Nation Conservation Meeting Rooms

### Present

#### SNC Board of Directors:

Bill Smirle, SNC Chair  
Doug Thompson, SNC Past Chair  
Gerrie Kautz, City of Ottawa

#### Committee Members:

##### **Clean Water Committee**

Jacqueline Kelly-Pemberton, Committee Chair, Clean Water  
Ray Beauregard, Beef Farmers of Ontario  
Russell Bennett, Farmer  
Lawrence Levere, Past Board Member  
Glenn Mackey, Past Board Member

##### **Fish and Wildlife Committee**

Fred Schueler, Committee Chair, Fish and Wildlife  
Malcolm Clark, Russell Fish and Game  
Bruce Clarke, Ottawa Fly Fishers  
Alvin Cluff-Clyburne, Russell Fish and Game Club  
Doug Culver, Naturalist / Recreational Angler  
Stéphane Dubuc, Trapper  
Cyril Holmes, Grenville Fish and Game Club  
Aleta Karstad, Fragile Inheritance Natural History  
Kirk Myelde, Member at Large  
Glen Runions, Member at Large  
Larry Smith, South Nation Archery Supply

##### **Forestry Committee**

François Allard, Private Citizen  
Lloyd Benedict, Mohawks of Akwesasne  
Alain Bertrand, Private Citizen  
Dorothy Hamilton, SDG OWA  
Ron Toonders, Ag Soil and Crop

##### **Communications Committee**

Charles Armstrong, Public Citizen  
Gerry Boyce, North Dundas  
Tim Jackson, Public Citizen  
Gerrie Kautz, Board Member  
Lawrence Levere, Past Board Member





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Cindy Saucier, Councillor, Russell  
Karen Switzer-Howse, Public Citizen  
Tom Van Dusen, Van Dusen Communications  
Byron Vienneau, Public Citizen

Staff Present:

Angela Coleman, General Manager/Secretary-Treasurer  
Ronda Boutz, Team Lead, Special Projects  
Taylor Campbell, Communications Specialist  
John Mesman, Team Lead, Communications  
Dianne MacMillan, Administrative Assistant  
Alison McDonald, Team Lead, Approvals  
Karen Paquette, Fisheries Technician  
Kelsey Smith, Stewardship and Outreach Assistant



**WELCOME:**

Bill Smirle, SNC Chair, opened the Joint Standing Committee meeting of March 5<sup>th</sup>, 2020 at 1:00 p.m. and welcomed members. Chair Smirle provided the following opening comments:

- Stressed the importance of the joint meeting, to understand the work and responsibilities of each Committee
- Emphasized the importance of Standing Committee's input to the Board of Directors who review and approve the minutes and recommendations of the Committees

**GENERAL MANAGER'S COMMENTS**

Angela Coleman, General Manager/Secretary-Treasurer updated the Committee members on the on-going work and responsibilities of South Nation Conservation, and thanked members for their participation, involvement and dedication to the local environment. The General Manager encouraged the Standing Committee members to fill out a survey being administered by the provincial government seeking public input on proposed changes to the *Conservation Authorities Act*, which could change how Conservation Authorities operate and provide environmental services to residents.

**APPROVAL OF JOINT STANDING COMMITTEE AGENDA**

RESOLUTION NO. JSC-001/20

Moved by: Tim Jackson  
Seconded by: Jacqueline Kelly-Pemberton

RESOLVED THAT:

The Committee Members approve the Joint Standing Committee agenda for March 5<sup>th</sup>, 2020 as presented.

CARRIED

**APPROVAL OF JOINT STANDING COMMITTEE MEETING MINUTES OF  
MARCH 7<sup>TH</sup>, 2019**

RESOLUTION NO. JSC-002/20

Moved by: Doug Thompson  
Seconded by: Glenn Mackey

RESOLVED THAT:

The Committee Members approve the Joint Standing Committee meeting minutes of March 7<sup>th</sup>, 2019 as presented.

CARRIED



**STANDING COMMITTEE CHAIR'S REMARKS:**

The Committee Chairs provided an overview of their Committee programs and projects.

RESOLUTION NO. JSC-003/20

Moved by: Larry E. Smith  
Seconded by: Lawrence Levere

RESOLVED THAT:

The Committee Members receive and file the verbal updates of the Standing Committee Chairs.

CARRIED

**STANDING COMMITTEE TERMS OF REFERENCE REVIEW**

RESOLUTION NO. JSC-004/20

Moved by: Ray Beauregard  
Seconded by: Jacqueline Kelly-Pemberton

RESOLVED THAT:

The Joint Standing Committees provide feedback on the Standing Committee Terms of Reference review.

CARRIED

**UPDATE: ENVIRONMENTAL PLANNING STUDY – ENGAGEMENT ACTIVITIES /  
NATURAL FEATURES PROJECT – PARTNER COUNTY PLANNING  
STUDY INFORMATION**

RESOLUTION NO. JSC-005/20

Moved by: Russell Bennett  
Seconded by: Tim Jackson

RESOLVED THAT:

The Joint Standing Committees receive information on the environmental planning study being conducted by SNC on behalf of the United Counties of Stormont, Dundas, and Glengarry (SDG), and the United Counties of Prescott Russell (UCPR); and



FURTHER THAT:

The Joint Standing Committees receive information on planned engagement activities for Fall 2020.

CARRIED

**HOUSEKEEPING**

Ronda Boutz, Team Lead, Special Projects, and John Mesman, Team Lead, Communications updated Members on the following subjects:

- a. Members Page
- b. Social Media Platforms
- c. Volunteer Paperwork for Per Diem / Mileage

**CLOSING REMARKS**

Bill Smirle, SNC Chair, thanked members for attending the Joint Standing Committee meeting day, their on-going work for SNC programs and projects, and the SNC staff for their continued support. Chair Smirle noted to members that SNC is one of the first Conservation Authorities incorporated in Ontario, and the only one to continue to expand its' jurisdiction.

**ADJOURNMENT**

RESOLUTION NO. JSC-006/20

Moved by: Doug Thompson

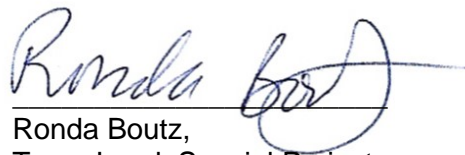
RESOLVED THAT:

The Joint Standing Committee meeting of March 5<sup>th</sup>, 2020 be adjourned at 3:08 p.m.

CARRIED

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Bill Smirle,  
SNC Chair.



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Ronda Boutz,  
Team Lead, Special Projects.

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John Mesman,  
Team Lead, Communications.

/dm



## COMMUNICATIONS COMMITTEE MEETING

Thursday March 5<sup>th</sup>, 2020 – 3:00 p.m. – Meeting 02/2020  
South Nation Conservation

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**Present:** Charles Armstrong, Public Citizen  
Gerry Boyce, Public Citizen  
Gerrie Kautz, Board of Directors  
Murray Inch, Public Citizen  
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  
Doug Thompson, Board of Directors, Past Chair, ex-officio  
Tom Van Dusen, Public Citizen  
Byron Vienneau, Public Citizen

**Regrets:** Peggy Taylor, Chair, Communications Committee  
Fran Patenaude, 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







Gerry Boyce, elected as Acting Committee Chair, called the March 5<sup>th</sup>, 2020 Communications Committee meeting to order at 3:15 p.m.

RESOLUTION NO. CMN-012/20      Moved by:      Charles Armstrong  
Seconded by:      Lawrence Levere

CARRIED

There were no Declarations of Conflict of Interest.

Staff presented project and program updates.

**RESOLUTION NO. CMN-013/20**

Moved by: Byron Vienneau  
Seconded by: Tim Jackson

CARRIED

### REQUEST FOR APPROVAL: ELECTION OF COMMITTEE CHAIR

RESOLUTION NO. CMN-014/20      Approved by: Karen Switzer-Howse  
Seconded by: Tim Jackson



RESOLVED THAT: The Communications Members appoint John Mesman, Team Lead, Communications as the Election 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.

CARRIED

John Mesman, Election Chair, declared the Communications Committee Chair position vacant.

**ELECTION OF COMMITTEE CHAIR**

Call for nominations three times for election of Chair (no seconder required)

**First Call for Nominations:**

Moved by: Cindy Saucier Peggy Taylor be nominated for Chair, Communications Committee.

**Second Call for Nominations: None**

**Third Call for Nominations:**

**Moved by:** Gerry Boyce Gerry Boyce nominated himself for Chair Communications Committee.

Nominations closed for the position of Chair, Communications Committee.

Peggy Taylor submitted an acceptance letter for the nomination of Chair, Communications Committee in her absence.

Gerry Boyce accepted the nomination for Chair, Communications Committee.

**Motion for Appointment of Scrutineer**

RESOLUTION NO. CMN015/20 Moved by: Consensus

RESOLVED THAT: Karen Switzer-Howse and Charles Armstrong be appointed Scrutineers for the 2020 Communications Committee Chair Election.

CARRIED



Ballots were distributed to the Members by the scrutineer for the purpose of the election of Committee Chair, and the Acting Chair asked the Members to write the name of one individual only on the ballot.

The Scrutineers collected the ballots and left the meeting to count the ballots.

The Scrutineers returned and advised the Acting Chair of the results by Majority Vote.

Approval of the following Motion:

RESOLUTION NO. CMN-016/20

Moved by: Cindy Saucier  
Seconded by: Charles Armstrong

RESOLVED THAT:

For the year 2020, and until the Joint Standing Committee meeting of 2021, that Peggy Taylor be elected as Chair of the Communications Committee.

CARRIED

**REQUEST FOR APPROVAL: 2020 COMMITTEE MEMBERSHIP**

RESOLUTION NO. CMN-017/20

Moved by: Byron Vienneau  
Seconded by: Gerrie Kautz

RESOLVED THAT:

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

CARRIED



RESOLUTION NO. CMN-018/20      Moved by:      Charles Armstrong  
Seconded by:      Tim Jackson

RESOLVED THAT: 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, as amended.

**Lawrence Levere left the meeting at 4:30 p.m.  
Bill Smirle arrived at the meeting at 4:35 p.m.**

RESOLUTION NO. CMN-019/20      Moved by:                  Byron Vienneau  
Seconded by:                Charles Armstrong

RESOLVED THAT: The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 to Les Chevaliers de Colomb de Wendover for their annual Ice Fishing Tournament.

RESOLUTION NO. CMN-020/20      Moved by:      Charles Armstrong  
Seconded by:      Karen Switzer-Howse

RESOLVED THAT: The Communications Committee recommends the Board of Directors decline the request of \$252 to the Friends of the Summerstown Trails for their Family Day Snowshoe Hike.

RESOLUTION NO. CMN-021/20      Moved by:      Karen Switzer-Howse  
Seconded by:      Murray Inch

RESOLVED THAT: The Communications Committee recommends the Board of Directors approval of Community



Environmental Grants in the amount of \$300 to The Township of North Dundas to run a Geocaching Pilot Program.

CARRIED

RESOLUTION NO. CMN-022/20

Moved by: Tim Jackson  
Seconded by: Charles Armstrong

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 to The Gathering House of Chesterville to hand out trees for Earth Day.

CARRIED

RESOLUTION NO. CMN-23/20

Moved by: Byron Vienneau  
Seconded by: Charles Armstrong

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 to the Alfred-Plantagenet 3<sup>rd</sup> Edition Canoe-Kayak Race.

CARRIED

**REQUEST FOR APPROVAL: SOUTH NATION CACHE-IN-TRASH-OUT (SNCITO11)**

RESOLUTION NO. CMN-024/20

Moved by: Cindy Saucier  
Seconded by: Karen Switzer-Howse

RESOLVED THAT:

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 in Russell.

CARRIED

**REQUEST FOR APPROVAL: 2020 YOUTH FISH CAMPS**

RESOLUTION NO. CMN-025/20

Moved by: Charles Armstrong  
Seconded by: Tom Van Dusen



RESOLVED THAT:

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

CARRIED

**REQUEST FOR APPROVAL: FRIENDS OF SNC GOLF TOURNAMENT – VENUE AND SPONSORSHIP DISCUSSION**

RESOLUTION NO. CMN-026/20

Moved by: Tom Van Dusen  
Seconded by: Gerrie Kautz

RESOLVED THAT:

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.

CARRIED

**REQUEST FOR APPROVAL: SOUTH NATION CACHE-IN-TRASH-OUT (SNCITO11)**

RESOLUTION NO. CMN-027/20

Moved by: Cindy Saucier  
Seconded by: Karen Switzer-Howse

RESOLVED THAT:

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 in Russell.

CARRIED

**ROUNDTABLE DISCUSSION**

**A. COMMUNITY ENGAGEMENT ACTIVITIES**

Committee Members agreed to share Community Engagement Activities via email amongst Members.



**B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'**

There were no recommendations at this time.

**NEXT MEETING:**

- Thursday, May 27<sup>th</sup>, 2020, 9:00 a.m., SNC

**ADJOURNMENT:**

RESOLUTION NO. CMN-028/20      Moved by: Tom Van Dusen

RESOLVED THAT:      The Communications Committee meeting of  
March 5<sup>th</sup>, 2020 be adjourned at 5:15 p.m.

CARRIED

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Gerry Boyce,  
Acting Committee Chair.

/KS

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John Mesman,  
Team Lead, Communications.



**To:** Communications Committee  
**From:** Taylor Campbell, Communications Specialist  
**Date:** June 2, 2020  
**Subject:** Update: Nature at Home Facebook Live Video Series

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**RECOMMENDATION:**

The Communications Committee receive and file an update on SNC's Nature at Home Facebook Live video series.

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**DISCUSSION:**

On May 7<sup>th</sup>, 2020, SNC launched a new Facebook Live video series called "Nature at Home" to virtually connect with families during the COVID-19 Pandemic.

Segments featuring staff in the field are live streamed directly to SNC's Facebook Page every Thursday at 1:00 pm, each video receives a significant number of viewers and generates a considerable amount of follow-up messages, offering people additional opportunities to engage with staff and learn more.

**Over 4,000 people have viewed Nature at Home segments in May:**

Date	Topic	Views
May 7	Oschmann Forest Guided Walk; Maple Syrup Education	1,400
May 14	Tree Planting Tutorial and Program Info in Maxville	700
May 21	Invasive Species Discussions at the Leitrim Wetland	635
May 28	Water Control Structures at the Chesterville Dam	1,300

**June Programming:**

Date	Topic	Views
June 4	Biodiversity, Habitat Restoration, Vernal Pool Projects	-
June 11	Species at Risk in the Watershed	-
June 18	Watershed Monitoring	-
June 25	Totally Turtles	-





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Staff will monitor the pandemic closely and will adjust programming as appropriate into the summer, particularly if more people return to work and kids return to daycares and day camps.

Additional video footage is also being collected to support future program videos. New videos have been posted on SNC's social network accounts already.

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

Compliance with Budget: Media and communications products are included in the 2020 SNC Budget under Communications and Outreach: Media and Communications Products, pages 94 and 95.

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

Activities adhere to updated Standard Operating Procedures for COVID-19.

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Taylor Campbell,  
Communications Specialist.



**To:** Communications Committee  
**From:** Carley Hutchinson, Stewardship & Outreach Assistant  
**Date:** June 02, 2020  
**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 across its social media platforms over the last year.

Various program and project updates also required significant website updates recently. A new webpage was also created and updated weekly with information on SNC's business continuity plans through COVID-19, available at: [www.nation.on.ca/coronavirus](http://www.nation.on.ca/coronavirus).

Various social media campaigns have taken place so far this year, including:

- Trail Tuesday
- Wildlife Wednesday
- Nature at Home Video Series
- Invasive Species Awareness
- Act On Litter
- Free Trees

Below are SNC's social media statistics to date, since last January 2020 Report:

Account	Total Followers	Increase	% Increase/Decrease
Facebook	3,874	675	+ 21%
Instagram	871	150	+ 20%
Twitter	1,229	39	+ 4%

SNC monitors Facebook activity using Facebook Insights to provide insight on our page's traffic over the last 28 days.

Action Type	Total for 28 days	% Increase/Decrease
Page Likes	344	+ 98%
Page Followers	378	+ 104 %
Page Views	2,299	+ 100%
Post Reach	85,336	+ 24%
Post Engagement	17,036	+ 43%



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

Period	Sessions	New & Returning Users	Page Views	Bounce Rate	Pages per Session	Average Session Duration
January 2020	6,863	5,129	12,216	61.18%	2.65	2:22 min
February 2020	5,807	4,552	13,806	65.87%	2.38	1:40 min
March 2020	6,368	4,604	17,220	60.29%	2.7	2:20 min
April 2020	7,604	5,591	19,337	62.27%	2.54	2:06 min
May 2020	12,253	9,164	30,092	64.09%	2.46	1:52 min

**Bounce Rate:** Page visits where the user left the landing page without interacting with the website.

**The most visited pages from January 1, 2020 to June 1, 2020 were:**

- Homepage: 16,232 – page views
- Job Opportunities Tenders: 1,984 – page views
- Tree Planting Services: 1,895 – pages views
- Coronavirus: 1,877 – page views
- Development/Find a Form: 1,862 – page views
- Events: 1,505 – page views
- Staff Listing: 1,486 – page views
- Recreation: 1,457 – page views

**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 under Communications and Outreach: Media and Communications Products, on page 84 and 85.

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.

*Carley Hutchinson*

Carley Hutchinson  
Stewardship & Outreach Assistant



**To:** Communications Committee  
**From:** Karen Paquette, Fisheries Technician  
**Date:** June 2, 2020  
**Subject:** Request for Approval: 2020 Municipal Workplans

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**RECOMMENDATION:**

The Communications Committee approve the 2020 Municipal Workplans.

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**DISCUSSION:**

South Nation Conservation (SNC) is dedicated to fostering strong partnerships with its 16-member municipalities across its 4,446 square-kilometer jurisdiction in Eastern Ontario.

Since 2017, SNC has created annual Municipal Workplans to be presented to each member municipality, shared with both staff and Councils.

These bilingual summary documents include: an overview of our programs and services, accomplishments to date, highlights, and statistics. Staff have found them useful in informing partners of SNC's priorities for the upcoming year; Team Leads review the Workplans with each municipality.

The 2020 Workplans are available on SNC's website under the 'Resources/Publications/Municipal Workplans' tab: [www.nation.on.ca/resources/publications/municipal-workplans](http://www.nation.on.ca/resources/publications/municipal-workplans)

Production and distribution were delayed this year as SNC updated program and project timelines and deliverables due to the COVID-19 Pandemic.

An example is appended to this report.

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

Compliance with Budget: Outreach activities and communications products are included in the 2020 SNC Budget under Communications and Outreach: Media & Communications Products, pages 94-95.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy.

Project and program activities will adhere to updated Standard Operating Procedures for COVID-19.

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Karen Paquette,  
Fisheries Technician

Attachments: North Dundas 2020 Workplan



**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship and Outreach Assistant  
**Date:** June 2, 2020  
**Subject:** Update: 2020 Free Tree Pick Ups and Deliveries

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**RECOMMENDATION:**

That the Communications Committee receive and file the update on the 2020 Municipal Tree Giveaway activities.

Further that the Committee recommend that the SNC Board of Directors provide annual support for community free tree campaigns.

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**DISCUSSION:**

South Nation Conservation's (SNC) Municipal Tree Giveaway activities began in 2019, as a recommendation from SNC's Forest Conservation Initiative.

The Community Free Tree campaigns aim to support the following objectives:

- Promote forest conservation;
- Share information on the status of forest cover in Eastern Ontario;
- Identify municipal support for forest conservation and tree planting;
- Connect with additional people to share SNC Tree Planting Program info;
- Enlist future tree planting partners through SNC programs;
- Engage people in the stewardship of their local environment;
- Provide families eco-friendly activities through the COVID-19 Pandemic;
- Help spruce up, green, and naturalize watershed communities.

The 2020 SNC Municipal Tree Giveaways took place throughout the month of May with 13 of SNC's partner municipalities.

This year's activities were branded as "Free Tree Curbside Pick Ups" and were delivered in a revised format through the COVID-19 Pandemic.

A new online reservation portal was launched to provide people with an opportunity to request free tree seedlings. Information including contact information, addresses, municipality, and preferred tree species was collected.

Several thousand requests were received and SNC worked through May to schedule deliveries and curbside pick-up activities daily. Tree seedlings were secured on a first-come-first-served basis and SNC added people not selected to a waiting list. As extra tree seedlings were donated or made available, SNC reached out to applicants on waiting lists to provide additional free tree seedlings.



Several municipalities delivered trees directly to homes, while others were provided trees through curbside pick ups where they were given a specific time for their pick-ups.

Over 17,500 free tree seedlings were handed out, with over 150 households in each municipality receiving bundles of 10 seedlings.

To thank frontline workers, SNC also gave away nearly 500 tree seedlings to the Winchester District Memorial Hospital and the Dundas Manor during nurses' week.

SNC has partnered with the City of Ottawa to host additional free tree giveaway activities this fall. We plan to continue with this program and campaign into the future.

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

Compliance with Budget: Funding for the Municipal Tree Giveaway is included in the 2020 SNC Budget under Resource Management: Partner Programs, Forest on page 16.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy. For purchases from \$200 - \$5000, competitive quotes will be obtained where practical.

Activities adhered to updated Standard Operating Procedures for COVID-19.

Program activities are recommendations from the 2018 SNC Report:  
Protecting and Increasing Forest Cover in the South Nation Conservation Jurisdiction.

*Kelsey Smith*

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Kelsey Smith,  
Stewardship and Outreach Assistant



**To:** Communications Committee  
**From:** John Mesman, Team Lead, Communications and Outreach  
**Date:** June 2, 2020  
**Subject:** Request for Approval: Community Environmental Grants Program Amendment

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**RECOMMENDATION:**

The Communications Committee approve amendments to the Community Environmental Grants Program to allow applications for certain community environmental projects.

Further that the Communication Committee direct staff to engage with community groups and past project partners to support new funding applications.

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**DISCUSSION:**

SNC's Community Environmental Grants Program encourages and supports community events across the jurisdiction that promote recreational use of our rivers, protect the environment, or celebrate our natural heritage.

Due to COVID-19, most community events have been cancelled, and approximately \$8,300 remains in undisbursed grant funding.

Staff recommend amending Program's guidelines and eligibility criteria to accommodate applicants who may be interested in one of the following environmental initiatives in their communities, in partnership with SNC:

**Tree and Shrub Planting:**

- Funding up to \$300 to help plant a native caliper-sized tree, or several potted stock trees or shrubs in a public community space.

**Community Garden:**

- Funding up to \$300 to help create a community garden in a public community space.

Visibility requirements will remain unchanged: an SNC banner must be displayed throughout the activity, and SNC's logo must be displayed on promotional products.

Applicants will be required to follow the most current public health guidelines set by their respective local health units and will be required to describe measures taken throughout their activity to protect people and manage risks due to COVID-19.

SNC staff will support tree planting project activities, applicants would be responsible for work on community gardens. More details provided within the attached update to the program guidelines.



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Program updates will not replace existing grant categories or conditions, the update offers additional eligible funding categories and conditions. Based on the success of program changes, SNC will conduct a year-end program review and provide a new set of Draft Program Guidelines for Committee review for 2021.

**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.

John Mesman,  
Team Lead, Communications and Outreach.

Attachments: Draft Program Guidelines: Community Environmental Grants, June 2020





## Community Environmental Grants Application Form

### *Draft Amendments to Guidelines – June 2, 2020*

SNC believes in providing opportunities for the public to enjoy, learn from, and experience the River and to help protect and restore the local environment across our 4,441 square-kilometer jurisdiction in Eastern Ontario.

The Community Environment Grants program has traditionally encouraged and supported events that promote recreational use of our rivers, protect the environment, or celebrate the history of our natural heritage.

Due to the COVID-19 Pandemic, SNC has amended the program guidelines for the remainder of 2020 to accommodate applications for certain community environmental projects deemed appropriate by local public health officials.

Non-Profit organizations, community groups and municipalities are welcome to apply for a grant of up to \$300 for their activity. After-the-fact requests for funding are not eligible.

### **Eligible Grant Categories:**

#### Tree and Shrub Planting

Applicants may receive up to \$300 to help plant a native caliper-sized tree, or several potted stock trees or shrubs in a public community space.

Please provide SNC with suggestive locations, property ownership and permission. Should your application be successful, SNC will work with applicants to secure locates, confirm appropriate species and stock, and will work with applicants to plant trees. Applicants or property owners must be able to maintain trees and water weekly.

#### Community Garden

Applicants may receive up to \$300 to help create a community garden in a public community space. Please provide quotes and specifications for your project when applying, including property ownership and permission. Applicants must be able to manage and oversee project without on-site support of SNC staff.



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General conditions for approved grants are outlined on page 3 of this Application Form.

Applicants are required to submit a one-page letter with this Application Form detailing how their event meets one or more of the eligible categories.

Be sure to include all necessary contact information, location, any additional funding sources, project partners, how SNC grant funding would be spent, and any quotes or project specifications obtained.

The letter must also outline which measures will be taken to protect people and manage risks from COVID-19 while undertaking any work related to the project. The most current public health guidelines from your local health unit must be followed.

For more information or to apply to the Community Environmental Grants Program:

South Nation Conservation  
**Attn: Communications & Outreach Department**  
38 Victoria St., P.O. Box 29, Finch, ON, K0C 1K0  
Phone: 1-877-984-2948  
Fax: (613) 984-2872  
Email: [info@nation.on.ca](mailto:info@nation.on.ca)  
[www.nation.on.ca](http://www.nation.on.ca)



**General Conditions for Approved Community Environmental Grants:**

1. Community Environmental Grants are open to non-profit organizations and member municipalities within the SNC jurisdiction, and the proposed activity must also be within the SNC jurisdiction.
2. Proposed activities must take place following the most current public health guidelines and must respect physical distancing and limits on gatherings.
3. Applications are considered on a first-come, first-served basis. SNC reserves the right to limit grants to one per applicant per category.
4. Applicants must submit a signed application form and one-page letter to South Nation Conservation outlining:
  - a. The activity, location, and all necessary contact information,
  - b. How the activity meets the criteria of one or more of the Community Environmental Grant categories, and
  - c. Other funds applied and/or approved for the activity and how SNC funds will be spent.

Application letter and signed form must be received at least 5 business days prior to the scheduled activity.

5. The activity must allow for the involvement of the public and/or schools as participants.
6. Promotion of the activity must be done either through print, radio, online media, or any other means of advertising. Promotional products must be approved by SNC before using and must include the SNC logo. Copies of promotional materials must be provided within the final report submitted to SNC following project completion.
7. The South Nation Conservation banner, or flag, or roll-up must be featured prominently for the duration of the activity. It is the Applicant's responsibility to coordinate receiving and returning the banner/flag/roll-up to South Nation Conservation's office in Finch.
8. Waste must be properly disposed of in an environmentally friendly manner following the activity (recycling, compost, etc.).
9. It is the responsibility of the Applicants to arrange proper insurance coverage for the activity. South Nation River Conservation Authority, as Sponsor of the activity, accepts no liability and/or negligence to the Applicant or third parties, nor is it liable to participants of the activity (and activities related to the project).



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10. Applicants must provide final written report to South Nation Conservation describing the success of the activity with photos and any press coverage, which must be provided to SNC no later than six weeks following the activity.
11. Cheques will be issued after the activity has taken place and once all conditions applied by South Nation Conservation have been met.
12. SNC may, at its discretion, choose to waive some conditions of grant approval.
13. In cases where the grant is intended for a permanent or ongoing initiative, the conditions for acknowledgement of South Nation Conservation may be revised accordingly.

I (We) have read and understand the above provisions and agree to follow the Community Environmental Grant conditions as outlined. I (We) understand that grant funds will not be provided unless all conditions are met to the satisfaction of South Nation Conservation.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_



**To:** Communications Committee  
**From:** Taylor Campbell, Communications Specialist  
**Date:** June 1, 2020  
**Subject:** Request for Approval: Golf Tournament Cancellation

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**RECOMMENDATION:**

The Communications Committee approve the cancellation of this year's annual Friends of SNC Fundraising Golf Tournament due to the COVID-19 Pandemic.

Further that the Committee direct staff to identify new opportunities for safe fundraising events in the fall.

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**DISCUSSION:**

The 2020 Friends of SNC Fundraising Golf Tournament was to be held on August 28<sup>th</sup> at the Metcalfe Golf Club in the City of Ottawa (CMN-026/20).

The COVID-19 Pandemic and physical distancing measures have changed the way summer fundraising events including golf tournaments can take place. The provincial directive of no gatherings of more than 5 people also remains in effect.

Golf courses were directed by the Province to reopen on May 16<sup>th</sup> with several COVID-19 precautions which could prove challenging for golf tournaments: clubhouses are closed; food can only be available for takeout; motorized carts cannot be shared between people from different households; and physical distancing measures must be followed.

Further, securing tournament sponsorships, donations or player participation may prove challenging as local businesses and community partners encounter hardships.

Other charity golf events are also cancelled, including the SDG and UCPR Tournaments.

No contracts were not signed, and no deposits were made for the 2020 Tournament.

Staff recommend hosting alternative fundraising this fall, virtually or in-person, depending on public health advice. An update will be provided to the Committee on September 16<sup>th</sup>.

**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.

  
\_\_\_\_\_  
Taylor Campbell,  
Communications Specialist.



**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship and Outreach Assistant  
**Date:** June 2, 2020  
**Subject:** Request for Approval: Revised 2020 Fish Camp Program Delivery

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**RECOMMENDATION:**

That the Communications Committee approve SNC's revised program delivery for the 2020 Youth Fish Camps in July and August, subject to cancellation.

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**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 were previously selected (CMN-025/20):

- 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
- August 5 and 6, 2020 at High Falls Conservation Area, Casselman
- August 12 and 13, 2020 at Cass Bridge Conservation Area, Winchester

Registration for summer youth camps, usually scheduled in May, was postponed due to the COVID-19 Pandemic.

The Province and local health authorities have identified that day camps can proceed in July and August, provided there are appropriate COVID-19 precautions in place.

SNC has tentatively held the scheduled July and August Fish Camp dates but has not accepted any program registrations.

Due to scheduling, budget implications, and the health and safety of our staff and youth participants, SNC has considered options for revised program delivery and cancellation.

A management decision will be made mid-June, following the advice of health authorities.

Should the 2020 Fish Camps be cancelled, a month of Nature at Home videos will be re-tailored to younger audiences and SNC's Watershed Education programs would be delivered through Facebook Live, as an alternative.



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Should the camps proceed, the 2020 participation fee will remain at the pre-approved rate of \$40/participant (CMN-024/19).

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

Revised program delivery would include:

- Screening of participants and instructors,
- No summer students would be used to deliver camps,
- Reducing number of participants per camp to 15 or 10,
- Maintaining a ratio of 5 participants per instructor,
- Additional PPE, cleaning of equipment and sanitization,
- Each participant provided their own, dedicated set of tackle, line, and rods,
- All other equipment would solely be used by instructors,
- Use the same instructors on Day 1 and Day 2 of camps to reduce risk,
- Consider running program without volunteers (i.e. Ottawa Flyfishers, Water Rangers, etc.),
- Participants will be asked to bring their own lunches,
- Additional seating and rotational programming to support outdoor learning with physical distancing measures.

Work Plans and program materials would need to identify enhanced precautionary measures to manage risks and comply with SNC's COVID-19 Standard Operating Procedures. Advice from health authorities will support final decisions.

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

Compliance with Budget: Youth Fish Camps are included in the 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.

Activities will adhere to updated Standard Operating Procedures for COVID-19.

*Kelsey Smith*

Kelsey Smith  
Stewardship and Outreach Assistant