



SOUTH NATION
CONSERVATION
DE LA NATION SUD

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Communications Committee

Meeting Agenda

Date: Wednesday, February 10th, 2021

Meeting Time: 9:00 a.m.



Communications Committee

Meeting Agenda

February 10th, 2021 – 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. Communications Committee meeting minutes of September 9 and 28, 2020 3-11
6. New Business
 - a. Update: 2020 Conservation Area Visitor Report: Kelsey 12-13
 - b. Update: Art for Trees Auction Proceeds: Taylor 14
 - c. Update: Ottawa and St. Lawrence River Virtual Field Trip: Karen 15
 - d. Request for Approval: Revised 2021 Stream of Dreams Program: Karen 16-18
 - e. Request for Approval: Visual Identity Guidelines: Taylor 19-34
 - f. Request for Approval: Maple Education Program Update: Karen 35-36
 - g. Request for Approval: Community Environmental Grants Program Update: Kelsey 37-42
7. Supplemental Agenda
 - a. Update: SNC Social Media/Website Statistics
8. Roundtable Discussion
 - a. Community Engagement Activities
 - b. Recommendations for 'Friends of SNC'
9. Correspondence
10. Date of Next Meeting:
 - a. March 4th, 2021 – Joint Standing Committee Meeting
11. Adjournment

John Mesman,
Team Lead, Communications and Outreach.



COMMUNICATIONS COMMITTEE MEETING

Tuesday, September 9th, 2020 – 2:00 p.m. – Meeting 04/2020
South Nation Conservation

        	Present:	Peggy Taylor, Chair, Communications Committee Charles Armstrong, Public Citizen Murray Inch, Public Citizen Tim Jackson, Public Citizen Gerrie Kautz, 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:	Gary Barton, Public Citizen Gerry Boyce, Public Citizen Lawrence Levere, Past Board Member Fran Patenaude, Public Citizen
	Staff:	John Mesman, Team Lead, Communications Taylor Campbell, Communications Specialist Kelsey Smith, Stewardship and Outreach Assistant II Carley Hutchinson, Stewardship and Outreach Assistant



CHAIR'S REMARKS

Peggy Taylor, Committee Chair, called the September 9th, 2020 Communications Committee meeting to order at 2:15 p.m.

APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-041/20

Moved by: Bill Smirle

Seconded by: Byron Vienneau

RESOLVED THAT:

The Members approve the Communications Committee main and supplemental agendas of September 9th, 2020 with the following amendment:
a) Move Supplemental Agenda Item #1 a. to be incorporated with Main Agenda Item 6 h. (Community Environmental Grants)

CARRIED

DECLARATION OF CONFLICTS OF INTEREST

1. Peggy Taylor declared a conflict of interest regarding Agenda Item #6 h.: Community Environmental Grants, Edwardsburg Cardinal grant request.
2. Doug Thompson declared a conflict of interest regarding Agenda Item #6 h.: Community Environmental Grants, Greely Community Association grant request.
3. Murray Inch declared a conflict of interest regarding Agenda Item #6 h.: Community Environmental Grants, Chesterville Historical Society grant request.
4. Cindy Saucier declared a conflict of interest regarding Agenda Item #6 h.: Russell and District Horticultural Society, and Russell Township grant requests.

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF COMMUNICATIONS COMMITTEE MEETING MINUTES OF JUNE 10TH, 2020

RESOLUTION NO. CMN-042/20

Moved by: Doug Thompson

Seconded by: Gerrie Kautz



RESOLVED THAT:

The Members approve the Communications Committee meeting minutes of June 10th, 2020 as submitted.

CARRIED

NEW BUSINESS

UPDATE: REVISED 2020/21 STREAM OF DREAMS PROGRAM

RESOLUTION NO. CMN-043/20

Moved by: Byron Vienneau

Seconded by: Tim Jackson

RESOLVED THAT:

The Communications Committee approve the postponement of SNC's Fall 2020 Stream of Dreams programming and tentatively re-schedule dates for Spring 2021; and

FURTHER THAT:

The Committee direct staff to prepare a revised program delivery plan with enhanced health and safety measures for future program delivery.

CARRIED

REQUEST FOR APPROVAL: SNC ANNUAL BUS TOUR CANCELLATION

RESOLUTION NO. CMN-044/20

Moved by: Tim Jackson

Seconded by: Charles Armstrong

RESOLVED THAT:

The Communications Committee approve the cancellation of the 2020 SNC Annual Watershed Bus Tour.

CARRIED

**REQUEST FOR APPROVAL: FALL FUNDRAISING INITIATIVE
(ONLINE ART AUCTION)**

RESOLUTION NO. CMN-045/20

Moved by: Tom Van Dusen

Seconded by: Charles Armstrong



RESOLVED THAT:

The Communications Committee approve SNC hosting an online fundraising art auction in Fall 2020 to support community tree planting initiatives.

CARRIED

REQUEST FOR APPROVAL: UPDATE TO SNC DONATION PROGRAM

RESOLUTION NO. CMN-046/20

Moved by: Tim Jackson

Seconded by: Byron Vienneau

RESOLVED THAT:

The Communications Committee approve an update to SNC's Fundraising Plan to support memorial tree planting and memorial benches in SNC Conservation Areas; and

FURTHER THAT:

The Committee approve the fees set for the donation program and direct staff to prepare new donation resource packages.

CARRIED

UPDATE: CITY OF OTTAWA ASH TREE PROGRAM COMMUNICATIONS METRICS

RESOLUTION NO. CMN-047/20

Moved by: Charles Armstrong

Seconded by: Tim Jackson

RESOLVED THAT:

The Communications Committee receive and file the City of Ottawa Ash Tree Replacement Program Communications Metrics report.

CARRIED

UPDATE: LOW WATER COMMUNICATIONS UPDATE

RESOLUTION NO. CMN-048/20

Moved by: Murray Inch

Seconded by: Gerrie Kautz



The Communications Committee receive and file communications updates to the Low Water Response Program.

The Committee recessed at 4:05 p.m.
The Chair reconvened the meeting at 4:10 p.m.

RESOLUTION NO. CMN-049/20 Moved by: Murray Inch
Seconded by: Charles Armstrong

The Communications Committee receive and file an update on the communications plan for the Partner County Planning Study on Natural Heritage.

The following members having declared conflicts of interest, did not participate in debate or voting regarding their particular conflict as indicated below:

1. Peggy Taylor - Edwardsburg Cardinal grant request
2. Doug Thompson - Greely Community Association grant request
3. Murray Inch - Chesterville Historical Society grant request
4. Cindy Saucier - Russell and District Horticultural Society, and Russell Township grant requests

RESOLVED THAT: The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 each to:

- Chesterville and District Agricultural Society
- Boisés Est



- Augusta Township: approval of 1 grant: Maynard Recreation Centre tree planting
- Chesterville Green Gang: approval of 1 grant: Tree planting at the Arena
- Chesterville Historical Society
- Lefavre Lions Club
- Roxborough Agricultural Society
- Township of North Dundas
- Township of North Glengarry: denied, outside of SNC jurisdiction
- City of Clarence-Rockland: approval of one grant for Rockland, one grant for Bourget and one grant for Hammond
- Township of Edwardsburgh/Cardinal
- Greely Community Association
- Russell and District Horticultural Society
- Russell Township
- Osgoode Township Museum
- Township of South Dundas
- Township of Alfred and Plantagenet

CARRIED

**REQUEST FOR APPROVAL: COMMUNICATIONS COMMITTEE MEETING
SCHEDULE 2021**

RESOLUTION NO. CMN-051/20

Moved by: Byron Vienneau
Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee approve the 2021 Communications Committee meeting schedule as



presented, including one additional meeting in March 2021.

CARRIED

ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

Staff requested Committee Members email any Community Engagement Activities that they may be involved with to staff.

B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

There were no recommendations at this time.

NEXT MEETING:

- To be Determined

ADJOURNMENT:

RESOLUTION NO. CMN-052/20

Moved by: Doug Thompson

RESOLVED THAT:

The Communications Committee meeting of September 9th, 2020 be adjourned at 5:40 p.m.

CARRIED

Peggy Taylor,
Committee Chair.

John Mesman,
Team Lead, Communications and Outreach.



**COMMUNICATIONS COMMITTEE
ELECTRONIC MEETING**

September 28th, 2020 – Meeting 05/20

Members Emailed: Peggy Taylor, Chair, Communications Committee
Charles Armstrong, Public Citizen
Tim Jackson, Public Citizen
Bill Smirle, Board of Directors, Past Chair, ex-officio
Tom Van Dusen, Public Citizen
Byron Vienneau, Public Citizen
Gary Barton, Public Citizen
Lawrence Levere, Past Board Member
Fran Patenaude, Public Citizen
Gerrie Kautz, Board Member

Unavailable: Gerry Boyce, Public Citizen
Karen Switzer-Howse, Public Citizen
Doug Thompson, Past Board Member
Murray Inch, Public Citizen
Cindy Saucier, Councillor, Russell





NEW BUSINESS

REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-058/20

Moved by: Tom VanDusen
Seconded by: Charles Armstrong

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approve equally allocating the remaining \$500 funding between the 5 following applications: The Chesterville Rotary Club, Tagwi Secondary School, The Kenyon Agricultural Society, Russell Library, and Mountain Township Agricultural Society; and

FURTHER THAT:

The Communications Committee recommends to the Board of Directors to close the Community Environmental Grant Program for 2020, as all funding has been allocated.

CARRIED

The following electronic votes were received regarding the Request for Approval: Community Environmental Grants report.

Yea: 10

Nay: 0

As a result of the majority vote for the resolution, the Chair declared the motion carried.

Peggy Taylor,
Committee Chair.

John Mesman,
Team Lead, Communications and Outreach.

/ks



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: January 20, 2021
Subject: Update: 2020 Conservation Areas Visitor Report

RECOMMENDATION:

That the Communications Committee receive and file the 2020 Conservation Areas Visitor Report Summary; and

FURTHER THAT: The Communications Committee direct staff to create an annual Conservation Area Monitoring Report for the SNC Board of Directors.

DISCUSSION:

SNC manages several different day-use parks and river access points throughout the SNC jurisdiction in Eastern Ontario to provide spaces for people to safely step outdoors and into nature, with an added benefit of helping people connect to and experience their local environment.

SNC worked with its member municipalities and local health agencies to keep as many sites open as possible through the COVID-19 Pandemic, though there were some temporary closures on the advice of health authorities during Spring 2020.

2020 was a year of record setting for Conservation Area visitations, with over 177,440 recorded visitors at parking lot and trail monitoring sites.

From March to June alone, SNC recorded over 50,000 visitors at its Conservation Areas which doubles the previous visitation records.

The record setting visitation did come with an increase in litter, vandalism, trespassing, and property damage in some parks. To ensure the most enjoyable and safe user experience, SNC staff visited the properties several times a week.

Although visitation was up, the Conservation Authority did not see the sorts of overcrowding observed in other parks throughout the province. In many cases, residents respected physical distancing, refrained from gathering in large groups and if the parking lot was full, they chose to visit other Conservation Areas.

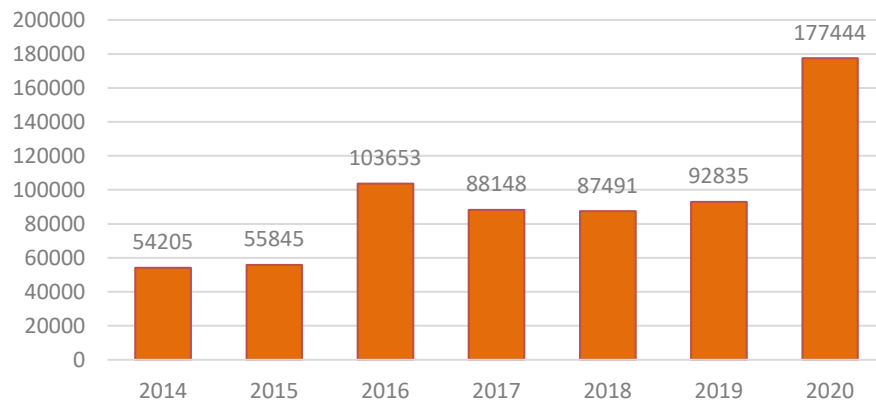
Signs were installed at all trail entrances with updated COVID-19 guidelines and some amenities were temporarily closed in parks, including some washroom facilities.



The parks with the highest volume of visitors in 2020 were:

- J. Henry Tweed – 45,940
- W.E. Burton – 40,149
- Jessup's Falls – 25,564
- High Falls – 22,448
- Cass Bridge – 11,887

Conservation Area Usage



Staff will continue to monitor and maintain SNC at Conservation Areas with consideration given to increasing park visits/clean ups during the ongoing COVID-19 pandemic.

With respect to the park visitation counts, note that not all park entrances are monitored and that there are some gaps in data during weeks where car and trail counters were damaged by trail visitors.

A detailed report is being prepared to analyse visitation trends and provide recommendations for the continued management of these popular public spaces.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for Conservation Areas is included in the 2021 SNC Budget under Community Lands: Conservation Areas on pages 32-22.

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

Kelsey Smith

Kelsey Smith,
Stewardship and Outreach Assistant



To: Communications Committee
From: Taylor Campbell, Communications Specialist
Date: January 21st, 2021
Subject: Update: Art for Trees Auction Proceeds

RECOMMENDATION:

The Communications Committee receive and file an update on the 2020 Art for Trees online art auction.

FURTHER THAT: The Communications Committee approve allocating funds raised from the 2020 Art for Trees online art auction to the 2021 Community Free Tree Giveaways.

DISCUSSION:

Following Committee approval to cancel the 2020 Annual Friends of SNC Golf Tournament due to the COVID-19 pandemic (CMN-037/20), the Committee approved SNC hosting an online fundraising art auction last fall to support community tree planting initiatives (CMN-045/20).

The "Art for Trees" online silent art auction ran from October 8th to October 29th, 2020, using the free website www.32auctions.com.

The auction webpage received 18,232 visitors from September to November 2020 and 125 participants placed 244 bids on 33 items donated by local artists, photographers, and artisans, raising a total of \$6,439.

SNC distributed charitable receipts to participants and donors, as appropriate, and delivered thank you baskets to all donors with honey and maple syrup produced on SNC Community Land.

SNC is seeking Committee approval to direct the auction funds raised towards this year's Community Free Tree Giveaways in Spring 2021 in each of SNC's member municipalities.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Fundraising events were included in the 2020 Budget under Communications and Outreach: Education and Events, pages 90 and 91.

Funding for Municipal Tree Giveaways is included in the 2021 Budget, under Partner Programs, Forests, pages 16 and 17.

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

Fundraising activities, including charitable receipts, followed SNC's Fundraising Plan.

Taylor Campbell,
Communications Specialist.



To: Communications Committee
From: Karen Paquette, Fisheries Technician
Date: February 10, 2021
Subject: Update: Ottawa and St. Lawrence River Virtual Field Trip

RECOMMENDATION:

That the Communications Committee receives and files Ottawa and St. Lawrence River Virtual Field Trip report.

DISCUSSION:

South Nation Conservation (SNC) partnered with the Ministry of the Environment, Conservation and Parks (MECP) to support the development of virtual Great Lakes field trips for students to experience their local environment during the COVID-19 Pandemic and use local watershed to inform key science and geography curriculum objectives.

Based on a pilot project lead by the St. Clair Region Conservation Authority in 2020, the MECP Great Lakes Office has partnered with select agencies to create and deliver Great Lakes and St. Lawrence River virtual watershed tours. SNC has been selected to lead the Ottawa and St. Lawrence River virtual tour.

Project work will take place between January and March 2021. Existing partnerships with school boards will be leveraged to support implementation; teachers will provide content review and curriculum alignment support.

Project specific deliverables include writing a script, selecting visual media to be included, recording and editing video content, creating and piloting the virtual field trip, releasing and promoting the final product to school boards and partner organizations. SNC is also committed to producing this in French after the project deadline of March 31, 2021.

Field trip products will support SNC's suite of environmental outreach programming and will also include indigenous knowledge sharing.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: This project was not included in the 2021 SNC Budget. Costs will be 100% recoverable from the Province of Ontario.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy. All work undertaken to complete the project will adhere to SNC's Health and Safety Policies and Procedures.

Karen Paquette,
Fisheries Technician.



To: Communications Committee
From: Karen Paquette, Fisheries Technician
Date: February 10, 2021
Subject: Request for Approval: Revised 2021 Stream of Dreams Program

RECOMMENDATION:

That the Communications Committee approve SNC's revised program delivery for the 2021 Stream of Dreams Community Art and Environmental Education Program; and

FURTHER THAT: the Communication's Committee recommend that the Board of Directors approve the updated program fee of \$15 per participant.

DISCUSSION:

Stream of Dreams (SOD) 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 2016, SNC has delivered SOD programming in 9 schools to over 2,000 participants.

Through a partnership with the Ottawa-Carleton District School Board (OCDSB) SNC confirmed Spring 2020 SOD programming in 3 OCDSB schools and one school in Embrun for Fall 2020 programming; these programs are still confirmed however due to COVID-19 and school board restrictions these programs were postponed (CMN-043/20).

To date, the 'Guide to reopening Ontario's schools', Section 5: 'Protection Strategies' identifies that visitors to all schools are restricted and Section 8: 'Academics' identifies that all field trips are on hold until public health data suggests otherwise.

Staff have been coordinating with the SOD founders in British Columbia to explore potential options for safe program delivery around COVID-19.

The following program updates are presented to provide both in-person and virtual programming options where the Province and School Boards' regulations allow.



1. Revised In-Person Program Delivery

Sanitation steps prior to program delivery:

- All brushes, tablecloths, painting pallets, water containers and applicable supplies will be sprayed with an approved hard surface cleaner for COVID-19.
- All wooden fish will be left untouched for at least 72 hours, anything handled after this will be done so with new disposable gloves.

Steps for in-person delivery:

- All supplies will be delivered and set up at least 72 hours before program begins as an additional step to ensure fully sanitized gear.
- Materials will be laid out for every student, ensuring children do not touch any other supplies.
- The watershed education will be delivered in a spare room or the library and art workshops will be completed in the school gym, staff will not visit individual classes.
- All staff will wear masks and always maintain a minimum of 2 meters from students and teachers.
- Classes will be taught independently; classrooms will not be brought together for programming.
- Every student will use their own brush, all brushes will be sanitized at the end of each day.
- Two complete painting stations will be set up at all times and stations will be sanitized effectively.
- SNC staff will complete the mural design and temporarily affix wood fish, parent volunteers will come separately with sanitized pliers to secure fish and complete the mural, alternatively this can be completed by SNC staff.
- Additionally, all current health unit and school health regulations will be followed to ensure the safety of our staff as well as students and teachers.

2. Virtual Program in a Box Delivery

The following outlines what is included in the virtual program in a box; minimum of 100 participants.

- Live online watershed education and fish painting sessions.
- Resource materials.
- Wooden fish of various shapes and sizes customized for each participant.
- Paint and brushes.
- Wires to hang fish.
- School staff responsible for boxing painted fish according to colour.
- SNC staff will not enter schools.
- SNC will supply SOD mural designers to temporarily affix wood fish, parent volunteers will come separately with sanitized pliers to secure fish and complete the mural.
- Alternatively, SNC can provide mural design support virtually.



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3. Program Fee Update

Prior to the COVID-19 pandemic program costs were set at a pilot cost of \$5-\$10 per participant inclusive of one wooden fish and the educational component (CMN-04/19).

SNC fees were later established at \$10 per participant due to funding support received from several different funders that have supported the program since 2016, including: the Source Water Protection Program, the Great Lakes Guardian Community Fund, and the TD Friends of the Environment Foundation (CMN-03/20).

Other Conservation Authority SOD delivery partners have established program fees between \$15 and \$25 and the Stream of Dreams Mural Society has recommended that the cost for the new Virtual Program in a Box be set at \$15 per participant.

As virtual program services are adopted, staff recommend updating the program price to \$15 per participant (\$10 for the education and \$5 for the wooden fish). The updated price reflects the level of effort for staff to support the new program along with the additional costs of new supplies, shipping, cleaning, and sanitization.

Should external funding be secured for the program, either by SNC or participating schools, fee reductions would be provided based on the funding available at the time.

SNC will continue to work with school boards and individual schools to maintain program interest and tentatively schedule future programming. Staff are hopeful for the opportunity to deliver revised programming methods this upcoming Fall.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Stream of Dreams Programming is included in the 2021 SNC Budget under Communications and Outreach: Education and Events on pages 88 & 89.

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.

A handwritten signature in black ink, appearing to read 'K. Paquette'.

Karen Paquette
Fisheries Technician



To: Communications Committee
From: Taylor Campbell, Communications Specialist
Date: January 22nd, 2021
Subject: Request for Approval: Visual Identity Guidelines

RECOMMENDATION:

The Communications Committee approve South Nation Conservation's updated Visual Identity Guidelines.

DISCUSSION:

Staff have updated South Nation Conservation's (SNC) visual identity guidelines to help define how and when SNC's corporate brand should be appropriately used in marketing, promotional and corporate products.

This document provides clear standards for content creators including direction on corporate logo usage, colour palettes, fonts, illustrations, and icons.

A well-developed style guide is an essential tool for maintaining a strong and consistent brand identity. SNC's previous guide was drafted in 2013 by TD Graham and Associates.

Upon approval, this guide will be followed for the development all SNC communications and marketing products and will be shared with staff and community partners as needed.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Communications products are included in SNC's 2021 Budget, under Communications and Outreach, Media and Communications Products, pages 92 and 93.

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

Taylor Campbell,
Communications Specialist.

Attachments: Updated Visual Identity Guidelines



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VISUAL IDENTITY GUIDELINES

00020

Our Local Environment. We're in it Together.

Recognition of your brand requires consistently created communications materials. This guide is designed to help authorized users in the correct application of the logo and collateral material to ensure consistent usage of your corporate identity and communications material.

- 03 VISION, MISSION, ENTERPRISE
- 04 LOGO
- 05 SLOGAN
- 06 LOGO SPECS & USAGE
- 07 DO'S AND DON'TS
- 08 TYPOGRAPHY
- 10 DOCUMENT ACCESSIBILITY
- 12 COLOR USAGE
- 13 ICONS & ILLUSTRATION
- 14 DIGITAL APPLICATIONS
- 15 PRINT APPLICATIONS



VISION

‘Improved Water Quality for a Healthy Ecosystem: Our vision encompasses water levels which satisfy the needs of humans and the environment, healthy rivers and natural shorelines, and safe wastewater management practices.’

MISSION

‘To ensure that the management of natural occurrences, natural resources, and human activities results in the protection or improvement of water resources.’

EXPERTISE

Conservation is our core competency. SNC offers knowledge and experience to help our partners contribute to a healthy region. This includes: ecology and the study of water quality, natural habitats, plants, and animals to help us identify environmental needs, set targets, and restore natural areas; sustainable community development to advise partners about land use, development proposals and construction; and environmental education to help community members appreciate their local environment.

LOGO

The logomark symbolizes aspects of the South Nation watershed; Flora (pine tree), water and land enclosed in a curved-cornered box. Both the logomark and South Nation Conservation de la Nation Sud are essential to the logo's integrity and should not be separated in any design process. The elements appear in a fixed position that must not be altered and the logo artwork should not be modified in any way.

In addition, the South Nation Conservation logo must stand on its own – no other graphic or written elements are to be added to the logo, such as network or local identifiers. If there are graphic symbols, identifiers, etc, they may appear somewhere else on the page, but they must not be added to the South Nation Conservation logo.

VER 1



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VER 2



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MINIMUM SIZE

In order to maintain legibility in all applications, the logomark should not appear smaller than the sizes below. In the case the logo is represented at a much larger size, always ensure an eps file is used.



SLOGAN

The font used is Goudy Bold Italic which is a serif type font. It may appear in green, blue, black or white depending on background.

The slogan should appear in conjunction with the logo wherever possible. Below are the acceptable treatments for the logo and slogan. Depending on the design of the piece there may be acceptations.

*Our Local Environment.
We're in it Together.*



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Our Local Environment. We're in it Together.



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Our Local Environment. We're in it Together.

LOGO SPECS & USAGE

CLEAR SPACE

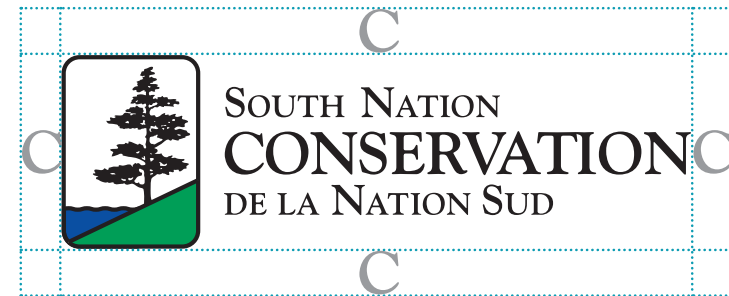
Text size and spacing should remain as shown at right. In order to maintain legibility in all applications, the logomark or graphic must not appear in a size less than 1/2 across. The size chosen for the logomark will influence the size of type for 'South Nation Conservation de la Nation Sud'.

FONTS

'South Nation' and 'de la Nation Sud' are in Goudy bold small caps. 'Conservation' is Goudy bold all caps. Text is aligned left on 'Horizontal' logo and centre alignment for the 'Vertical' logo.

COLOURS

'South Nation Conservation de la Nation Sud' is in black. The logomark has black outlines and tree. The 'land' is in Pantone (PMS) 355 green and Pantone 072 blue is used for the 'water'.



All parts of the logo must be completely visible, and clear space must be left around all sides of the logo. Use the Capital letter 'C' as an indicator of clear space around the logo.

If you need to re-size the logo always grab the logo/image box at the corner, hold down the shift key & reduce proportionately.

It is better to reduce a logo than to enlarge it! The resolution will be compromised if you enlarge a logo unless you are working with the 'eps' vector logo.

LOGO DO'S & DON'TS

The following guidelines are ways the logo should and shouldn't be used which are necessary for maintaining brand integrity.

- A. Do use the black or grayscale logo against white or neutral backgrounds.
- B. Do not compress or stretch.
- C. Do not rotate or skew.
- D. Do not recolor with off brand colors.
- E. Do use the white logo against colored backgrounds; always ensure to maintain contrast.
- F. Do not use drop effects like drop shadows, gradients, or glow.
- G. Do use the logo on photographic backgrounds with depth of field, are darkened or lightened to boost contrast or are less detailed images.
- H. Do not use the logo on busy backgrounds that impair legibility.

A.



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B.



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C.



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D.



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G.



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H.



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TYPOGRAPHY

GOUDY BOLD SMALL CAPS

Main logo font

ARIAL

Use for document body copy

MYRIAD PRO

Use for body copy

AXIFORMA

Use for headlines and body copy

MILKSHAKE

Use for headlines and display

Typography is an important tool in communicating the SNC brand especially when used consistently. The typefaces below are reflective of the bold, historic nature of the SNC brand. The sans-serif typefaces compliment the existing brand while also providing the backdrop to usher SNC into the modern era.

GOUDY BOLD SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Axiforma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Milkshake

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY APPLICATIONS

Less is more when it comes to accessible typography. Limit the number of fonts used and maintain common fonts on products. Stylized fonts and different sizes should only be used on design products, whereas all documents should use the same corporate font (Arial).



EX. FLYER ADVERTISEMENT

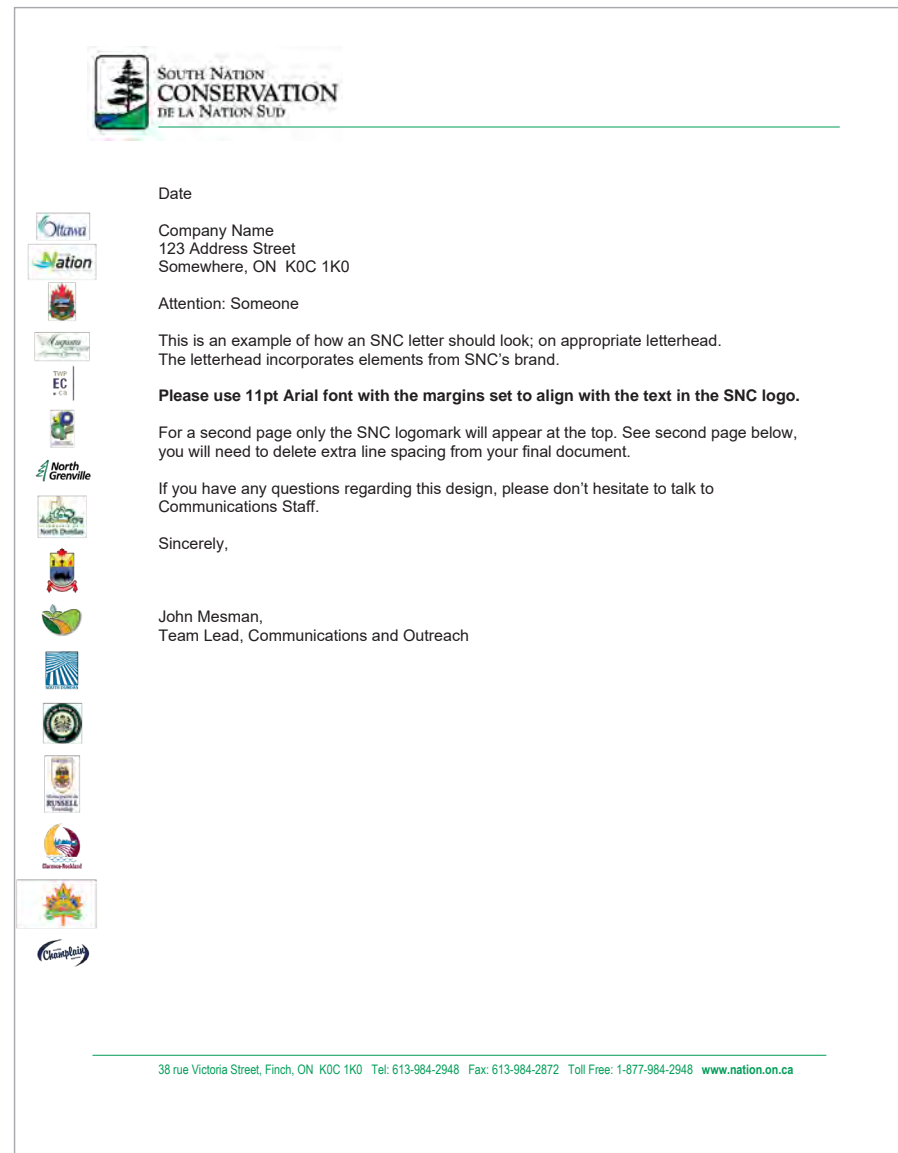
In the example above, three fonts are used (Axiforma, Milkshake and Myriad Pro) to create hierarchy in the design. Axiforma can be used in both all caps or sentence/title case to achieve further variation of the font. Milkshake is used sparingly to highlight specific aspects of the flyer.

DOCUMENT LAYOUT

ACCESSIBILITY CONSIDERATIONS

Some font sizes and styling are difficult for people to interpret easily. Maintaining consistent font types helps improve accessibility, and documents should follow strict professional standards to ensure that content is easy to read and understand, while maintaining corporate brand identity in documents.

- Clearly define page layouts, ensure there is consistent paragraph and sentence spacing and sufficient white space visible on pages to help retain reading focus.
- Approved corporate templates with set layouts should be used whenever possible.
- Templates and documents should use Arial font. Body text = 11 pt. Headings = 14 pt.
- Limit the use of font variations such as italic, bold, ALL CAPS or other styling methods that may make the content difficult to read.
- Ensure text is left aligned (not justified) and clearly define consistent paragraph and letter spacing.



EX. SNC CORPORATE LETTERHEAD

DOCUMENT LAYOUT

ACCESSIBILITY CONSIDERATIONS

- Do not use underlines for items that are not links.
- Font colour should be black on white background. Headings should use colours from primary palette: blue or green.
- Use solid colour backgrounds as reading text on busy backgrounds, overlays, or gradients is difficult, especially if it does not have enough contrast.
- Use colours on the opposite ends of the spectrum – avoid red/green and blue/yellow combinations when possible.



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

To: Board of Directors
From: Name, Title
Date: Date
Subject: Keep Title Short

RECOMMENDATION:
The Board of Directors;

DISCUSSION:

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget:

SNC Policy Adherence:

Name,
Title.

Attachments: Title of attachment if any

EX. SNC BOARD AND COMMITTEE REPORT

COLOR USAGE

Color is an important part of any brand identity and when used consistently will create recognition with its audience. SNC's color palette speaks to its values in nature conservation; green and blues are primarily used with a complimentary palette to provide contrast where needed.



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'South Nation Conservation de la Nation Sud' is in black. The logomark has black outlines and tree. The 'land' is in Pantone (PMS) 355 green and Pantone 072 blue is used for the 'water'.

PRIMARY PALETTE

Primary palette colors should be used across all communication channels and specifically on all corporate documents. Application examples include letterhead, stand banners, and annual reports.



C100 M79 Y0 K0
R0 G79 B163
HEX 004FA3
PANTONE 072



C100 M0 Y91 K6
R0 G157 B87
HEX 009D57
PANTONE 355

With technology and reproduction purposes today it is standard practise to use a 'cmyk' (.eps version) when applying the logo to print graphics and an 'rgb' (.jpg version) when applying the logo to digital/web graphics.

SECONDARY PALETTE



C100 M88 Y64 K0
R43 G68 B93
HEX 2B445D
PANTONE 541



C86 M49 Y34 K10
R39 G106 B132
HEX 276B85
PANTONE 7468



C79 M21 Y26 K0
R14 G156 B178
HEX 0E9CB2
PANTONE 312

Secondary palette colors are used to support and compliment the primary palette. They should be used often in a variety of print and digital applications; application examples include web banners, social media posts, flyers, and signage.

TERTIARY PALETTE



C4 M45 Y98 K0
R238 G156 B56
HEX EE9C38
PANTONE 137



C22 M90 Y99 K13
R179 G68 B49
HEX B34431
PANTONE 7620



C57 M85 Y1 K0
R131 G73 B154
HEX 83499A
PANTONE 2587

Tertiary palette colors are used to provide additional color variations and contrast. They should be used less frequently; application examples include charts, illustrations and web buttons.

ICONS & ILLUSTRATIONS

Icons and illustrations are used to provide additional visual interest to products. The illustrative style used is a clean, simple vector style. The use of straight lines contrasts the photography and adds a playfulness that connects with people of all ages.

SNC's icon system can continue to be built upon following these simple rules:

- Maintain a simple flat vector style
- Use flat colors only, no gradients or drop shadows
- Do not apply backgrounds behind the icons
- If the icon requires a number or letter use brand fonts only
- Use brand colors where applicable

EX. ICONS

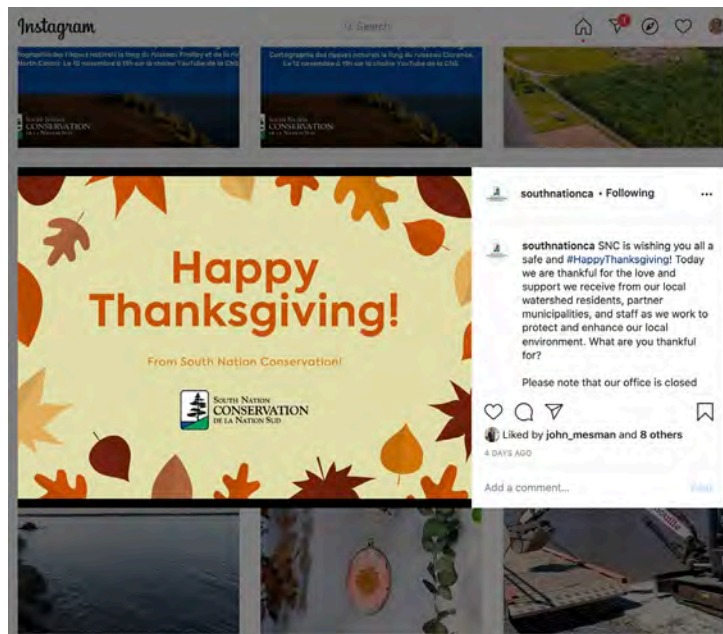


EX. ILLUSTRATION

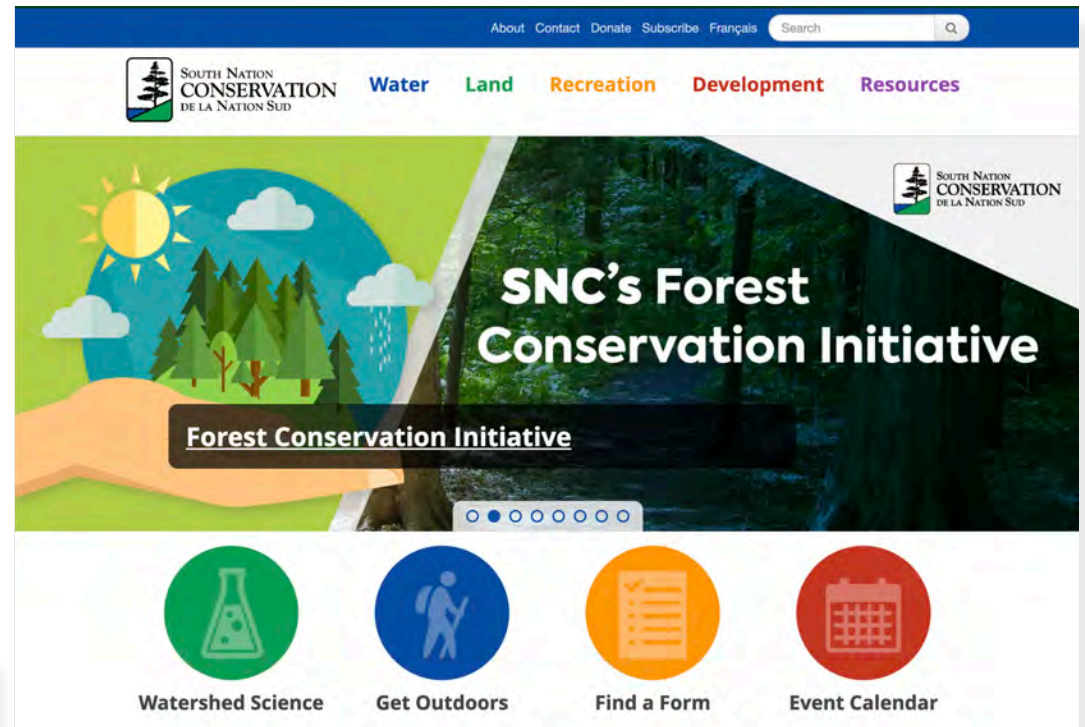


DIGITAL APPLICATIONS

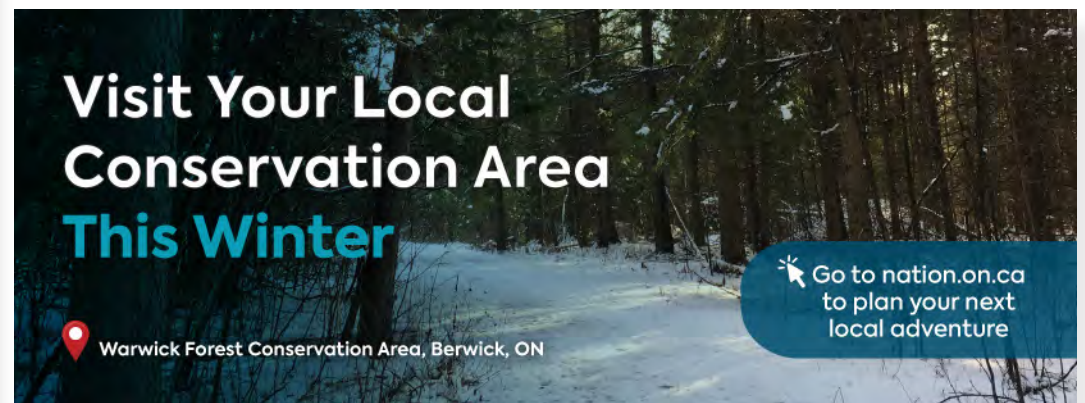
Website and social media are the main digital channels SNC uses to communicate information to their audience. When designing for digital applications, all previous guides on logo usage, color, typography, and illustrative style should be followed.



Instagram Post



Website Banner



Facebook Banner

PRINT APPLICATIONS

SNC uses a wide range of print applications to communicate information to their audience. When designing for print applications, all previous guides on logo usage, color, typography, and illustrative style should be followed.



John Mesman

TEAM LEAD/CHEF D'ÉQUIPE
COMMUNICATIONS

jmesman@nation.on.ca

TEL 1-877-984-2948

www.nation.on.ca

Business Cards



Report (SNC 2019 Annual Report)



Signage (Historical wall display)



To: Communications Committee
From: Karen Paquette, Fisheries Technician
Date: February 10, 2021
Subject: Request for Approval: Maple Education Program Update

RECOMMENDATION:

The Communications Committee approve the revised maple education outreach initiatives and recommends that the Board of Directors approve postponing the on-site tours for the 2021 Maple Education Program at the Oschmann Forest Conservation Area.

DISCUSSION:

South Nation Conservation's (SNC) flagship education program delivered its 18th year in 2019 at the new program venue located in the Oschmann Forest Conservation Area, in Ormond, ON; in 2020 the on-site program delivery was postponed due to the COVID-19 Pandemic (CMN-05/20).

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.

On-Site Maple Program Tours

Given the ongoing COVID-19 pandemic, school closures, field trip restrictions and health guidelines, staff will not be proceeding with on-site program tours in 2021 to ensure the safety of staff, students, and teachers. In lieu, staff recommend the following revisions to the 2021 Maple Education Program:

Maple Education Video

Staff will create a new Maple Education teaser video that will be shared online and with school boards and teachers to promote maple syrup education and demonstration.

The video will take students on a virtual tour of the Oschmann Forest and include some teachable moments from SNC's Maple Education Program, which aligns with Ontario's education curriculum requirements. The video will aim to provide educational content for students while leaving enough to the imagination to entice people to get out and safely participate, if possible, in self-guided tours at maple syrup demonstration sites.

Maple Weekends

Depending on the public health restrictions in place mid March and early April, staff will plan to host two Maple Weekend day-events and promote any initiatives planned by the Eastern Chapter of the Ontario Maple Syrup Producers Association.

These days will be held on the weekend and will feature staff on site to welcome the public to the Oschmann Forest, offer promotional and educational information, and warm drinks to visitors as well as ensuring public health regulations are respected by visitors.



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Maple Education Social Media Campaign

Staff will coordinate a social media campaign to promote Maple Weekend days, future on-site educational programming and the self guided bilingual Maple Education trail featured at the Oschmann Forest. The campaign will also include maple syrup production facts and identify some of the natural heritage contributions of First Nations Traditional Knowledge and the local maple syrup industry.

Staff will communicate updated program plans to schools and share details on the new educational video as a chance to provide a 'sweet' virtual tour of the Oschmann Forest.

Schools will be encouraged to follow SNC social media streams for details on the Maple Education campaign and staff look forward to hosting students on-site at Oschmann Forest for the 2022 Maple season pending COVID-19 and public health restrictions.

SNC will continue to offer the Maple Magic kit, a classroom-based maple syrup adventure, for schools that are interested in bringing aspects of the program into their classrooms.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: The Maple Education Program is included in the 2021 SNC Budget under Communications and Outreach: Education and Events, pages 88 and 89.

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

Karen Paquette,
Fisheries Technician.



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: January 20, 2021
Subject: Request for Approval: Community Environmental Grants Program Update

RECOMMENDATION:

The Communications Committee receive and file the update on the 2020 Community Environmental Grants Program; and

FURTHER THAT: the Communications Committee recommend that the Board of Directors approve amendments to the Community Environmental Grants Program to allow applications for certain community environmental projects in 2021.

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.

In 2020, the Communications Committee approved temporary program amendments to allow community funding to be directed to community tree planting projects during the COVID-19 Pandemic (CMN-036/20).

This amendment allowed the Committee to distribute all of the 2020 program funds, plant over 60 large native trees in community parks and support a variety of safe environmental projects.

Due to the COVID-19 Pandemic, it is still unknown whether community events will take place in the upcoming year or not.

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:

Community Environmental Event:

- Funding up to \$300 to help host a community event.

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 or upgrade a community garden in a public community space.



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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 provide support to tree planting projects, including providing advice on suitable trees species, planting locations, and recommending available stock.

Program updates will not replace existing grant categories or conditions, the update offers additional eligible funding categories.

Based on the success of program changes, SNC will prepare a year-end program review and provide a new set of Draft Program Guidelines for Committee review.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for Community Environmental Grants is included in the 2021 SNC Budget under Communications and Outreach: Partnership Development on pages 90-91.

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

Kelsey Smith

Kelsey Smith,
Stewardship and Outreach Assistant

Attachments: Draft Program Guidelines: Community Environmental Grants



Community Environmental Grants Application Form

Draft Amendments to Guidelines – February 2, 2021

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 2021 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:

Community Environmental Outreach Grant

The event must promote protection of our natural environment or recreational use of our natural resources.

Agri-Environmental Grant

The agricultural initiative must include an environmental component (i.e. promotion of beneficial management practice).

Heritage Grant

The event must preserve or promote natural heritage features and/or environmental related history within the SNC jurisdiction.

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.



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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.

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
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: _____