





























COMMUNICATIONS COMMITTEE MEETING

Wednesday, February 10th, 2021 – 9:00 a.m.
Meeting 01/21

                           	Present:	Peggy Taylor, Chair, Communications Committee Charles Armstrong, Public Citizen Gary Barton, Public Citizen Gerry Boyce, Public Citizen Murray Inch, Public Citizen Tim Jackson, Public Citizen Gerrie Kautz, Board of Directors Lawrence Levere, Public Citizen Cindy Saucier, Councillor, Russell Tom Van Dusen, Public Citizen Byron Vienneau, Public Citizen Bill Smirle, Board of Directors, Past Chair, ex-officio
	Regrets:	George Darouze, Board of Directors, Chair, ex-officio Pierre Leroux, Board of Directors, Vice Chair, ex-officio
	Absent:	Karen Switzer-Howse, Public Citizen Fran Patenaude, Public Citizen
	Staff:	Taylor Campbell, Communications Specialist John Mesman, Team Lead, Communications Karen Paquette, Fisheries Technician Kelsey Smith, Stewardship and Outreach Assistant Carl Bickerdike,



CHAIR'S REMARKS

Peggy Taylor, Committee Chair, called the February 10th, 2021 Communications Committee meeting to order at 9:07 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA

RESOLUTION NO. CMN-001/21 Moved by: Bill Smirle
Seconded by: Tim Jackson

RESOLVED THAT: The Members approve the Communications Committee agenda of February 10th, 2021 as submitted.

CARRIED

DECLARATION OF CONFLICT OF INTEREST

There were no Declarations of Conflict of Interest.

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF:

A. COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF SEPTEMBER 9TH AND 28TH 2020

RESOLUTION NO. CMN-002/21 Moved by: Byron Vienneau
Seconded by: Charles Armstrong

RESOLVED THAT: The Members approve the Communications Committee virtual meeting minutes of September 9th and 28th, 2020 as submitted.

CARRIED



NEW BUSINESS

UPDATE: 2020 CONSERVATION AREA VISITOR REPORT

RESOLUTION NO. CMN-003/21 Moved by: Gerrie Kautz
Seconded by: Tim Jackson

RESOLVED 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.

CARRIED

UPDATE: ART FOR TREES AUCTION PROCEEDS

RESOLUTION NO. CMN-004/21 Moved by: Tom Van Dusen
Seconded by: Byron Vienneau

RESOLVED THAT: 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.

CARRIED

UPDATE: OTTAWA AND ST. LAWRENCE RIVER VIRTUAL FIELD TRIP

RESOLUTION NO. CMN-005/21 Moved by: Murray Inch
Seconded by: Lawrence Levere

RESOLVED THAT: The Communications Committee receives and files
Ottawa and St. Lawrence River Virtual Field Trip
report.

CARRIED



REQUEST FOR APPROVAL: REVISED 2021 STREAM OF DREAMS PROGRAM

RESOLUTION NO. CMN-006/21

Moved by: Byron Vienneau

Seconded by: Gerrie Kautz

RESOLVED 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.

CARRIED

Break at 10:10 a.m.

Returned at 10:20 a.m.

REQUEST FOR APPROVAL: VISUAL IDENTITY GUIDELINES

RESOLUTION NO. CMN-.007/21

Moved by: Cindy Saucier

Seconded by: Gary Barton

RESOLVED THAT:

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

CARRIED

REQUEST FOR APPROVAL: MAPLE EDUCATION PROGRAM UPDATE

RESOLUTION NO. CMN-008/21

Moved by: Gerrie Kautz

Seconded by: Charles Armstrong

RESOLVED THAT:

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.

CARRIED



**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS PROGRAM
UPDATE**

RESOLUTION NO. CMN-009/21

Moved by: Byron Vienneau
Seconded by: Murray Inch

RESOLVED THAT:

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.

CARRIED

SUPPLEMENTAL AGENDA

UPDATE: SNC SOCIAL MEDIA/WEBSITE STATISTICS

RESOLUTION NO. CMN-010/21

Moved by: Charles Armstrong
Seconded by: Tom Van Dusen

RESOLVED THAT:

The Communications Committee receive and file the 2020 Social Media and Website Overview update.

CARRIED

ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

- Cindy has been recently elected to Eco East's Board of Directors and shared an update on some of the different citizen advisory groups available. An update was also provided on the tree planting collaboration between Eco East and SNC to plant an extra 1,000 trees in the Russell area.



- Bill has been meeting with the Township of North Dundas and has shared details on SNC's tree planting services, including the Municipal Tree Giveaway and the Ash Tree program.
- Byron mentioned a new covered building that was built by the river in Alfred Plantagenet that would work if we will be able to meet in person for the summer committee meeting.
- Gerry Boyce was looking for an update on the new Conservation Area coming in Augusta Township and what the next steps were. Staff hope to bring a Board Report in April with details, including approval for a preferred name: the Mill Run Conservation Area.
- Murray Inch mentioned that even though Oak Valley is not groomed in the winter, a neighbour has been keeping the trail clean for residents to take advantage of the park. This brought up that the Reveler Conservation Area parking lot will be plowed for residents later this week after many people have been walking the trails.
- Tom Van Dusen asked if the Art Auction was something that would be happening again, staff mentioned that it was a great success and something that will be done again in the future. However, SNC might focus a fall event solely on wood working this year.

B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

There were no recommendations for 'Friends of SNC' at this time.

DATE OF NEXT MEETING:

- March 4th, 2021

ADJOURNMENT:

RESOLUTION NO. CMN-011/21

Moved by: Tom Van Dusen

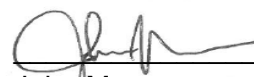
Seconded by: Bill Smirle

RESOLVED THAT:

The Communications Committee meeting of
February 10th, 2021 be adjourned at 11:15 a.m.

CARRIED

Peggy Taylor,
Committee Chair.



John Mesman,
Team Lead, Communications.