



SOUTH NATION
CONSERVATION
DE LA NATION SUD

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Communications Committee

Meeting Agenda

Date: June 16th, 2021

Meeting Time: 9:00 a.m.

Location: Microsoft Teams





Communications Committee

Meeting Agenda

June 16th, 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:
 - a. Communications Committee meeting minutes of March 4th, 2021 3-10
6. New Business
 - a. Update: Conservation Authorities Act: Angela (verbal)
 - b. Update: Maple Education Program Partnership: Kelsey 11-12
 - c. Update: Virtual Field Trip Project for Ottawa and St. Lawrence Rivers: John 13
 - d. Update: 2021 Free Tree Pick Ups: John 14-15
 - e. Approval: Community Environmental Grants: Kelsey 16-31
 - f. Update: Social Media and Website: Kelsey 32-33
 - g. Approval: 2021 Youth Fish Camp Program Delivery: Kelsey 34-35
 - h. Update: Funding Submissions: John 36-38
7. Supplemental Agenda (if any)
 - a. Approval: 2021 Friends of SNC Golf Tournament Cancellation: John
 - b. Approval: Community Environmental Grants: Kelsey
8. Roundtable Discussion
 - a. Community Engagement Activities
 - b. Recommendations for 'Friends of SNC'
9. Correspondence
10. Date of Next Meeting:
 - a. TBD – July 2021
11. Adjournment

John Mesman,
Team Lead, Community Lands and Outreach



COMMUNICATIONS COMMITTEE MEETING

Thursday, March 4th, 2021 – 1:00 p.m.
 Meeting 02/21



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
 Cindy Saucier, Councillor, Russell
 Tom Van Dusen, Public Citizen
 Byron Vienneau, Public Citizen
 Karen Switzer-Howse, Public Citizen
 Doug Thompson, Past Board Member
 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
 Fran Patenaude, Public Citizen

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



FURTHER THAT:

For the year 2021, and until the Joint Standing Committee meeting of 2022, that Peggy Taylor be elected as Chair of the Communications Committee.

CARRIED

REQUEST FOR APPROVAL: 2021 COMMITTEE MEMBERSHIP

John Mesman, Team Lead, Communications advised the Committee that Lawrence Levere have resigned from the Communications Committee. The Committee would like thank Lawrence for his many years of service.

RESOLUTION NO. CMN-016/21

Moved by: Gerrie Kautz

Seconded by: Byron Vienneau

RESOLVED THAT:

The Communications Committee recommends the following Committee membership to the Board of Directors for 2021:

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

CARRIED



ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

- Cindy attended the online Invasive Species Series webinar, and also became a butterfly ranger with the David Suzuki Foundation.
- Murray mentioned that the municipal road sign had been taken from Oak Valley's Road – he will reach out to the Township of North Dundas about getting a new one installed. Murray also shared some remarks regarding a potential volunteer day in May for the Oak Valley Pioneer Park.
- Tom commented on the Maitland Restoration Project and inquired what SNC's involvement was in this project.
- Byron commented on the ice jam located on the South Nation River near Plantagenet. Comments were shared on SNC's flood forecasting program and recent workshop and how members are encouraged to send observations directly to waterwatch@nation.on.ca.
- Peggy commented on how well the SNC trails have been maintained for the many users throughout the winter months.
- Members commented on the work of SNC and the Communications Team throughout the year.

B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

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



DATE OF NEXT MEETING:

- Wednesday, June 16th, 2021 at 9:00 am.

ADJOURNMENT:

RESOLUTION NO. CMN-023/21

Moved by: Byron Vienneau

Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee meeting of
March 4th, 2021 be adjourned at 2:55 p.m.

CARRIED

Peggy Taylor,
Committee Chair.

John Mesman,
Team Lead, Communications.



To: Communications Committee
From: John Mesman, Team Lead, Conservation Lands & Community Outreach
Date: June 3, 2021
Subject: Update: 2021 Virtual Outreach Initiatives – Maple Education Program

RECOMMENDATION:

That the Communications Committee receive and file the update on 2021 Virtual Outreach Initiatives – Maple Education Program.

DISCUSSION:

In March 2021, the Communications Committee approved a revised Maple Education Program due to the ongoing COVID-19 Pandemic and school restrictions in place that did not allow students to visit the popular Conservation Area to learn about maple syrup education and demonstration (CMN-008/21).

As part of the revised program, South Nation Conservation (SNC) committed to:

- Postponing on-site Maple Education Program tours.
- Creating a maple syrup demonstration video.
- Hosting Maple Weekend days at the Oschmann Forest.
- Sharing an online Maple Education social media campaign.

SNC was able to host one Maple Weekend event that drew in approximately 500 visitors to the Oschmann Forest Conservation Area to enjoy a self-guided interpretive forest tour, along with complimentary maple treats provided at a campfire on-site. A second event was cancelled due to the announcement of a provincial Stay-at-Home Order.

Due to the field trip restrictions in place, the Ottawa Catholic School Board partnered with SNC to cost-share a project to complete two video products for Kindergarten to Grade 3 and Grade 3 to Grade 6 students. \$4,520 was received from the Ottawa Catholic Board.

The Maple Education Videos were shared with over 30,000 elementary school students at 102 schools within the Ottawa Catholic Board. Videos were also shared online and were provided to some schools within the Ottawa-Carleton Board, Upper Canada Board and the Catholic District School Board of Eastern Ontario.

The videos take students on a “sweet” virtual tour of the Oschmann Forest and includes teachable moments from SNC’s Maple Education Program which aligns with Ontario’s education curriculum objectives.

An online social media campaign complemented the virtual programming and helped to direct the public to local maple syrup producer facilities that were safely open to accommodate visitors.



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FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: 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. All work undertaken to complete the project will adhere to SNC's Health and Safety Policies and Procedures.

A handwritten signature in black ink, appearing to read 'John Mesman'.

John Mesman,
Team Lead, Conservation Lands & Community Outreach



To: Communications Committee
From: John Mesman, Team Lead, Conservation Lands & Community Outreach
Date: June 3, 2021
Subject: Update: 2021 Virtual Outreach Initiatives – Ottawa & St. Lawrence Field Trips

RECOMMENDATION:

That the Communications Committee receive and file the update on 2021 Virtual Outreach Initiatives – Ottawa and St. Lawrence Virtual Field Trip.

DISCUSSION:

South Nation Conservation (SNC) partnered with the Ministry of the Environment, Conservation and Parks 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 (CMN-005/21).

Project specific deliverables included writing a script, selecting visual media, recording and editing video content, creating and piloting the virtual field trip, and releasing and promoting the final product to school boards and partner organizations.

Existing partnerships with school boards were leveraged to support implementation of this program and review of the educational content.

Memorandums were distributed to all School Boards in Eastern Ontario and information packages were requested from 20 School Boards to distribute to their teachers. Advertising also occurred on social media.

The remaining project deliverable is to prepare the online presentation in French. The product translation has begun and SNC aims to make the Virtual Field Trip available in French later in 2021.

Field trip products will support SNC's suite of environmental outreach programming and 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.

John Mesman,
Team Lead, Conservation Lands & Community Outreach



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant II
Date: June 2, 2021
Subject: Update: 2021 Free Tree Pick Ups

RECOMMENDATION:

That the Communications Committee receive and file the update on the 2021 Municipal Tree Giveaway activities.

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

DISCUSSION:

South Nation Conservation's (SNC) Municipal Tree Giveaway activities began in 2019, as a recommendation from SNC's Forest Conservation Initiative (BD-123/18).

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 2021 SNC Free Tree Pick Ups took place throughout the month of May with 18 pick up locations within 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 ongoing COVID-19 Pandemic.

An 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 and preferred pick-up times were collected.

Over three thousand requests were received and SNC worked through the month of May to schedule curbside pick-up activities daily. Tree seedlings were secured on a first-come-first-served basis.

Municipalities helped co-host curbside pick ups where residents were given a specific time to pick up their bundle of 5 tree seedlings. Safety plans were established for each pick-up site and were reviewed by the local health unit.



Over 10,000 free tree seedlings were handed out, with 80-200 households in each municipality receiving bundles of 5 seedlings, depending on the amount of funding secured.

Fundraised revenue and partner funding was secured to support this program in 2021:

- \$6,500 from SNC's Art for Trees Online Silent Auction (CMN-004/21)
- \$2,500 from Forest Ontario (to reduce the tree seedling purchase price by \$0.25/tree)
- \$5,000 from 8 partner municipalities (to support the distribution of additional trees)
- \$750 from the Raisin Region Conservation Authority (for the 3 shared municipalities)

To thank frontline workers, SNC also donated 1,100 Norway and Blue Spruce seedlings to the Winchester District Memorial Hospital, the Glengarry District Memorial Hospital, and the Cornwall Community Hospital during National Nurses' Week.

SNC plans 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 2021 SNC Budget under Resource Management: Partner Programs, Forest on page 6.

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

Kelsey Smith,
Stewardship and Outreach Assistant II



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant II
Date: June 2, 2021
Subject: Request for Approval: Community Environmental Grants

RECOMMENDATION:

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

SD&G Library, Butterflyway Project, Chesterville Kayak Club, Russell Groves Community Association, the Chesterville District Agricultural Society, Roxborough Agricultural Society and St. Anne's Catholic School.

DISCUSSION:

In March 2021, the Communications Committee approved amendments to South Nation Conservation's (SNC) Community Environmental Grants Program to allow applications for tree and shrub planting and community garden development in response COVID-19 related event cancellations (CMN-036/20).

The Committee also directed staff to engage with community groups and past project partners to support new funding applications (CMN-036/20).

The following applications for the amended Community Environmental Grants Program have been received:

SD&G Library:

The SD&G Library is hosting a StoryWalk® at Warwick Forest event. A StoryWalk® presents the pages from a children's picture book along a trail for walkers to read as they explore the trail. This initiative supports both family literacy, physical activity in our natural spaces, and healthy living. In addition, the book chosen for this specific walk will be an environmental-themed book and offered in both French and English.

Promotion of the event will utilize online advertising through social media and the Library website, traditional media with local newspapers, and direct marketing to Library patrons through handouts at the Library branches. The event is open to the public and COVID-19 protocols will be followed to ensure the event can take place safely. The walk itself is self-guided and participants are encouraged to participate with their family.



Butterflyway Project:

1. The SD&G Butterflyway Project is seeking a Community Environmental Outreach Grant from South Nation Conservation to host a Bat House Building Workshop for approximately 25 Butterflyway Project members, in partnership with SNC. Most participants will be building a bat house to erect on their personal property; any extra bat houses built during our workshop will be given to SNC for use on the edges of SNC forests.

The funds received from this grant will go towards purchasing the supplies needed to build the bat houses.

2. The SD&G Butterflyway Project is seeking a Community Environmental Outreach Grant from South Nation Conservation to acquire printed materials to support our members (currently 255 and growing every day) in their efforts to promote the goals of the Butterflyway Project in their communities within SD&G.

The funds received from this grant will go towards the printing of flyers as well as coroplast signs with metal stakes. These flyers and signs are to inform, educate, and influence members of the public to become involved in restoring lost habitat for the pollinators.

Chesterville Kayak Club:

The club is hoping to hire a trained instructor to teach proper kayak entry and exit both while on shore and in the water, how to remain calm during self rescue and how to help someone else who has fallen in without panicking, proper paddling skills to avoid injury and basic first aid for typical injuries should they occur.

Any grant money received would go towards this training event which would help keep the member's cost down and allow more members to attend.

Russell Groves Community Association:

The Russell Groves Community Advisory Committee (RGCAC) is built around Stiver Park in Russell, Ontario. The Committee has worked with the Township of Russell to develop a plan that meets all safety requirements and will enhance park usability for the community.

The greatest need in the park is shade. The two-phase plan, spanning 2021-2022, focusses on adding more trees and a permanent structure around the play areas to provide shade to residents. Phase One will commence in spring of 2021 with the planting of one large tree immediately beside the play areas, multiple small trees in an open grass space, and two small existing trees would be relocated. This grant to help alleviate the cost of Phase One of the Stiver Park Project.



Chesterville District Agricultural Society:

The Chesterville and District Agricultural Society has a large plot of land in the town of Chesterville with several different species of trees on it. Our goal is to identify these different species and have an information board by each one. The hope is that people will walk through the area and learn about the different varieties. However, recently we had to removed 10 dead trees from the property due to Ash Borer and Dutch Elm Disease. If chosen, we could spend the money on some new species of trees that we can identify and add to our learning path.

Promotion will be done through social media, the information board and signs at the front gate of the fairgrounds.

Roxborough Agricultural Society

The Roxborough Agricultural Society is looking to plant native caliper-sized trees on the fairgrounds in Avonmore. These trees would add to the beauty of the grounds and provide shade/shelter during various fair events such as the horse shows and calf rally.

The Society's Grounds Committee would be very appreciative of any assistance in determining the best planting location on the site to ensure the best chance of long-term growth. The society will host a photo op and send a write-up the local newspapers to thank SNC for their support.

St. Anne's Catholic School

St. Anne's Catholic School in Cornwall is looking to create a butterfly garden within the school grounds. This garden will be to help students learn about the various types of pollinators and the importance of maintaining a safe habitat for them. The students will assist with the planting, taking care of the garden as well as observing the various butterflies that use this habitat for their home. The project will also help teach the students what is needed to provide food, shelter and breeding habitat for the various types of butterflies.

Funds received from the grant will go towards purchasing dirt, mulch and pollinating plants for the garden. Social media will be used to display photos and keep the community up to date, and a plaque with SNC's logo will be displayed in the garden.



Community Environmental Grant Money Dispersed (2021)	Community Environmental Grant Money Under Review	Remaining Funds
\$0	\$2,100	\$7,900

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 page 90.

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: Community Environmental Grant - Application Letters



United Counties of S. D. & G

Suite 106, 26 Pitt Street, Cornwall, Ontario K6J 3P2

Tel: 613-936-8777 Fax: 613-936-2532

generalinfo@sdglibrary.ca · www.sdglibrary.ca

South Nation Conservation

Attn: Communications & Outreach Department

38 Victoria St.

P.O. Box 29

Finch, ON, K0C 1K0

RE: Community Environmental Outreach Grant – StoryWalk® at Warwick Forest

To Whom it May Concern:

Please accept this letter as part of our application for the Community Environmental Outreach Grant in relation to our StoryWalk® at Warwick Forest event. A StoryWalk® presents the pages from a children's picture book along a trail for walkers to read as they explore the trail. This initiative supports both family literacy, physical activity in our natural spaces, and healthy living. In addition, the book chosen for this specific walk will be an environmental-themed book and offered in both French and English.

In partnership with South Nation Conservation, we have planned to offer the StoryWalk® at Warwick Forest on Saturday, June 19 and Sunday, June 20. Library staff would be on location both days from 10:00am until 3:00pm to help guide visitors to the start of the trail and answer any questions about the Library. SNC staff may also choose to be onsite during the same time. The book that will be set up on the trail will be "Earth! My First 4.64 Billion Years" by Stacy McAnulty.

Promotion of the event will utilize online advertising through social media and the Library website, traditional media with local newspapers, and direct marketing to Library patrons through handouts at the Library branches. The event is open to the public and COVID-19 protocols will be followed to ensure the event can take place safely. The walk itself is self-guided and participants are encouraged to participate with their family.

Funding for the event will primarily come from the SDG Library, which is funded through the United Counties of SDG. Costs associated with the set up of the StoryWalk® are for the purchase of two copies of the book (in both French and English), the boards to mount the story on, and the stakes for setting up the story. The total cost for the StoryWalk at Warwick Forest is estimated to be approximately \$700.

Thank you for your consideration of this project, and we look forward to hearing back from you.

Sincerely,

Susan Wallwork

Community Librarian

SDG Library



Butterflyway Project

June 1, 2021

South Nation Conservation
38 Victoria St., P.O. Box 29
Finch, Ontario
K0C 1K0
Attn: Communications & Outreach Department

The SD&G Butterflyway Project is a branch of the David Suzuki Foundation Canada-wide Butterflyway Project, led within the United Counties of Stormont, Dundas, and Glengarry by Ambassadors Carole Fiddler (Ingleside) and Christina Enright (Williamsburg).

We are seeking a **Community Environmental Outreach Grant** from South Nation Conservation to host a Bat House Building Workshop for approximately 25 Butterflyway Project members interested in participating in this event.

Further to recent conversations with South Nation Conservation staff, our workshop would feature the expertise of Mr. Chris Craig, Senior Forestry Technician, to ensure that our bat houses can be Forestry Standards Council-certified. During our workshop, most participants will be building a bat house to erect on their personal property; any extra bat houses built during our workshop will be given to South Nation Conservation for use on the edges of SNC forests.

The funds provided through a Community Environmental Outreach Grant would support the purchase of the following materials for the construction of 25 bat houses:

- <7> sheets ½" outdoor grade plywood (not pressure-treated, \$82.99 ea. + HST)
- <20> 1" x 2" x 8' pine strips (\$2.89 ea. + HST)
- <9> 1" x 4" x 8' pine boards (\$4.29 ea. + HST)
- <750> 1" exterior grade screws (\$9.49/100 + HST)
- <8> tubes of paintable latex caulk (\$6.29 ea. + HST)
- <2> gallons water-based stain primer, exterior grade (\$22.49 ea. + HST)
- <2> gallons dark-coloured water-based stain, exterior grade (\$22.95 ea. + HST)
- <2> gallons black water-based paint, exterior grade (\$22.33 ea. + HST)
- <1> bundle black asphalt shingles (\$27.97 ea. + HST)
- <250> 7/8" roofing nails (\$3.98/lb + HST)
- <10> paintbrushes (\$3.27/ea + HST)
- <25> perforated silicone sheets for one side of the bat house interior (\$18.99/4 + HST)

With financial support toward the materials required to build 25 or more bat houses, the SD&G Butterflyway Project will have the ability to support local bats, as well as to educate and inform the public at large about the importance of the bat population to the ecosystem within the United Counties of Stormont, Dundas, and Glengarry.

Christina Enright Carole Fiddler
2021 DSF Butterflyway Ambassadors, SD&G Butterflyway Project

00021





Butterflyway Project

May 26, 2021

South Nation Conservation
38 Victoria St., P.O. Box 29
Finch, Ontario
K0C 1K0
Attn: Communications & Outreach Department

The SD&G Butterflyway Project is a branch of the David Suzuki Foundation Canada-wide Butterflyway Project, led within the United Counties of Stormont, Dundas, and Glengarry by Ambassadors Carole Fiddler (Ingleside) and Christina Enright (Williamsburg).

We are seeking a **Community Environmental Outreach Grant** from South Nation Conservation to acquire printed materials to support our members (currently 255 and growing every day) in their efforts to promote the goals of the Butterflyway Project in their communities within SD&G by:

- modeling desired behaviour (creating new native habitat spaces and publicly identifying them as such with an official David Suzuki Foundation Butterflyway sign);
- distributing and publicly posting informational flyers and posters to educate the public at large on the urgent need to create new native habitat for our pollinators – hummingbirds, bats, butterflies, bees, and other insects; and
- effectively identifying for the public the plants, flowers, shrubs, and trees that are native to the United Counties of Stormont, Dundas, and Glengarry.

The funds provided through a Community Environmental Outreach Grant would support

- the professional UPS Store printing of 200 posters/flyers (\$0.48/ea) with color file processing (\$3.50), and the applicable HST (\$12.94) for a total cost of **\$112.44**
- the professional printing by Shane Signs, Crysler, of 23 official 12" x 24" DSF Butterflyway coroplast signs with metal stakes (\$7.91/ea including HST) for a total cost of **\$181.93**

for a combined total cost of **\$294.37**.

With financial support for printed materials, the SD&G Butterflyway Project has the potential to inform, educate, and influence members of the public to become involved in restoring lost habitat for those most important among us... our pollinators.

Christina Enright Carole Fiddler

2021 DSF Butterflyway Ambassadors, SD&G Butterflyway Project

00022



The Chesterville Kayak Club is applying for a Community Environmental Outreach Grant which would go towards promoting the recreational use of the waterways in a safe way.

The club is based out of Chesterville ON, on the South Nation river, and usually meet to paddle twice a week during the season. Many of our paddles are in the South Nation watershed and members learn about the different launch sites available and can enjoy a wide variety of paddling experiences.

The club was formed in 2010 with membership growing every year. Grant support would go toward water safety and kayak skills training. Many members have had no training and or need refresher tips on proper techniques both on and off the water.

The club is hoping to hire a trained instructor to teach proper kayak entry and exit both while on shore and in the water, how to remain calm during self rescue and how to help someone else who has fallen in without panicking, proper paddling skills to avoid injury and basic first aid for typical injuries should they occur.

Kayaking is a sport for all ages with participants travelling at their own speed, covering various distances, while enjoying fresh air, nature and maintaining social distance but still having people to talk to. Training would give people the confidence to continue enjoying kayaking as safely as possible.

The event is planned to be held in late June depending on weather and possible restrictions due to the Covid-19 pandemic. Location will depend on number of participants so that distance can be maintained – possibly Chrysler as there is a nice big parking lot. Masks would need to be worn while in close proximity to others and list of participants kept for contact tracing.

Any grant money received would go towards this training event which would help keep the member's cost down and allow more members to attend.

The event would be promoted through club members with the South Nation Conservation banner on display throughout. The local newspapers would also be invited to attend.

Thank you for your consideration.
Heather McDiarmid

March 22, 2021

Re: Tree and Shrub Planting Grant

Dear Communications and Outreach Department,

In 2020, a group of neighbors established the Russell Groves Community Advisory Committee (RGCAC) with one of the goals to make improvements to Stiver Park in Russell, Ontario. Our neighborhood, Russell Groves, is built around Stiver Park. It is at the heart of our community physically and figuratively. The park is owned and maintained by the Township of Russell and is accessed from Stiver and Meadowlark Streets. It continues to provide our community with a safe place to exercise, connect with nature and enjoy the company of our neighbors. During the COVID-19 pandemic we have all found an increased appreciation for the outdoors and, as community leaders, we would like to help provide our neighbors with an enhanced experience in Stiver Park.

We have been working alongside the Township of Russell to develop a plan that meets all safety requirements and will enhance park usability for our community. For the project, RGCAC has received local support and advice from The Russell Kin Club, Jennifer Glenn from Pick, Plant and Prune, the Russell and District Horticultural Society, and members of Eco East.

The greatest need in the park is shade. The park features two sandy areas with commercial play structures suited for children aged 18 months through 11 years old and a paved path connecting adjacent streets. The perimeter of the park has many mature trees however, they do not cast shade over the play areas past early morning in the summer, often making extended playtime unsafe and unenjoyable during hot summer months. It is expected with additional shaded areas in the park available for residents, the community green space will be utilized significantly more.

The two-phase plan, spanning 2021-2022, focusses on adding more trees and a permanent structure around the play areas to provide shade. Phase One will commence in spring of 2021 with the planting of one large tree immediately beside the play areas, multiple small trees in an open grass space, and two small existing trees would be relocated. Phase Two of the plan is scheduled to commence in spring 2022 with the construction of a permanent 12'x12' gazebo structure and further development of the open grass space by continuing to plant mixed vegetation including flowering and edible trees and patches of perennials and shrubs that would attract pollinators and butterflies to the diverse area. The exact plants are to be determined after further consultations with partners.

The RGCAC is applying for a 2021 Tree and Shrub Planting Grant to help alleviate the cost of Phase One of the Stiver Park Project. A quote has been received from Manotick Tree Movers for the cost of the new trees and all associated fees. The cost for Phase One is approximately \$5000 and Phase Two is \$15,000.

Fundraising for the Stiver Park Project began in winter 2020 with additional efforts ongoing through the end of 2022. Upcoming fundraisers include Purdys chocolates, rain barrel sales and Mother's Day baskets filled with local, small business sourced products. It is expected that by June 2021, after only 6 months of fundraising, over \$5000 will have been raised for the project. We also have many volunteers ready to help with in-kind donations and the watering and maintenance of the new plants in the park.

Any part of the project that would need to be done in a group setting would be done in accordance with all COVID-19 regulations (we will respect gathering limits and mask mandates for planting and maintenance purposes). Thank you very much for your consideration. Please find the signed Application Form attached.

Kind regards,

The Russell Groves Community Advisory Committee

Park Location

Stiver Park
343 Stiver Street, Russell, ON

Russell Groves Community Advisory Committee

Primary Contact: Kim Warren, Chairperson (613-262-4779)
Amanda Pilon
Sarah Chaudhari
Luis Da Silva
russellgrovescommunity@gmail.com
<https://www.facebook.com/groups/russellgroves>
<https://www.facebook.com/StiverParkRussell>

Township of Russell Contact

Celine Guitard
Director of Parks and Recreation
Township of Russell
613-443-3066 x2327

Stiver Park Project 2020-2022

Brown hashed area - Permanent shade structure
 Yellow dots - New locations for existing trees
 Orange dot - New large maple tree
 Red dots - Medium edible, flowering or hardwood trees
 Purple dots - Small variety of shrubs and perennials



As of 2021-02-25

Stiver Park Project - Tree Cost Breakdown						
Item	Size (mm)	Base cost	Cost to deliver	Cost to plant	Total cost	Vendor
Large mature maple tree (Autumn Fantasy)	90	\$ 720.00	\$ 260.00	\$ 380.00	\$ 1,360.00	Manotick Tree Movers
Moving of two existing trees				\$ 350.00	\$ 350.00	Manotick Tree Movers
					Total	
					\$ 1,710.00	
					Total including tax	
					\$ 1,932.30	
Item	Size (mm)	Base cost	Cost to deliver	Cost to plant	Total cost	Vendor
Lilac, Ivory Silk	50	\$ 405.00	\$ 260.00	\$ 190.00	\$ 855.00	Manotick Tree Movers
Serviceberry, Downey	50	\$ 445.00		\$ 190.00	\$ 635.00	Manotick Tree Movers
Maple Tree, Autumn Fantasy	70	\$ 550.00		\$ 190.00	\$ 740.00	Manotick Tree Movers
Fringe Tree	5Gal	\$ 49.99			\$ 49.99	Beyond The House
Hydrangea, 'Invincible Limetta'	2Gal	\$ 27.99			\$ 27.99	Beyond The House
Dogwood, Silver Edge	2Gal	\$ 19.99			\$ 19.99	Beyond The House
					Total	
					\$ 2,327.97	
					Total including tax	
					\$ 2,630.61	



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

June 8, 2021

The South Nation River conservation

Re: tree planting grant

The Chesterville and District Agricultural Society has a large plot of land in the town of Chesterville with several different species of trees on it. Our goal is to identify these different species and have a information board by each one. The hope is that people will walk through the area and learn about the different varieties. However, recently we had to removed 10 dead trees form the property due to Ash Bore and Dutch Elm Disease. If chosen, we could spend the money on some new species of trees that we can identify and add to our learning path

General Conditions for Approved Community Environmental Grants:

1. Chesterville and District Agricultural Society is a registered non for-profit group
2. the tree will be planted following current health guidelines
3. the public will be able to participate by walking through the tree identification path
4. Promotion of the activity through social media web site, information board and a sign at the front gates
5. We have our own insurance coverage for activities on the fair grounds
6. Final report will be submitted to SNRC

Peter Vanderlind

Chesterville and district Agricultural Society
P.O box 571
Chesterville on
K0c1h0
613-749-3792
Sponsorship.cdass@gmail.com

00027



Roxborough Agricultural Society
16301 Fairview Drive, PO Box 199
Avonmore, Ontario, K0C 1C0

South Nation Conservation
38 Victoria St, PO Box 29
Finch, Ontario, K0C 1K0

Attn: Communications & Outreach Department
RE: Grant Application from the Roxborough Agricultural Society (Host of the Avonmore Fair)

June 8, 2021

Community Environmental Grants Program:

We are looking to plant native caliper-sized trees on the fairgrounds in Avonmore. These trees would add to the beauty of the grounds and provide shade/shelter during events..

Each year, we work to bring the community together. That can be the Avonmore Fair, fundraisers, and community use. The Avonmore Recreation Committee have held their children's sports programs (including soccer and softball) on the grounds over the years. New Trees would benefit many people at all of these events. We are looking forward to the return of our events once the provincial COVID-19 limitations are reduced, even if that means we have to wait until next year.

In 2020, we celebrated our 160th Anniversary! Unfortunately, the celebrations were quieter than we wanted. The pandemic has made us wait to hold an event, and we are heartedly waiting to be able to celebrate with our community. We would be very proud to announce on social media that the South Nation Conservation has supported us and our community in continuing to maintain and develop these grounds which have been a focal point for so many for many decades.

On the fairgrounds there are a number of good spots for planting trees. We could plant along the driveway (north of the super structure and flag poles) for shade for the 4-H Calf Rally, or around the horse ring were we host competitions, or any number of other prime locations. The Society's Grounds Committee would be very appreciative of any assistance in determining the best planting location on the site to ensure the best chance of long term growth. If additional trees are available over the \$300 provided by the grant, we may be interested in funding some additional trees to enhance this project.

The Roxborough Agricultural Society owns the property and is willing to following the guidelines given for this program.

00028

COVID-19 has significantly impacted our operations, and we are fully willing and able to follow all required health measures to ensure the safety of all involved in any projects and events – even if just for a photo op! Any meetings can be held outdoors, while maintaining social distancing, or wearing appropriate face coverings. We commit to following guidelines from the local health unit.

Thank you very kindly for your consideration

Sincerely,



David Wattie
Director, Roxborough Agricultural Society

Contacts	Shayla Fraser	President	613.818.2343
	David Wattie	1 st Vice President	613.793.3008
	Wendy Tenholm	Secretary	613.346.5988
	Bryce Robinson	Director	613.933.2793

Community Environmental Grant Application

Kelly MacDonell, RECE
St. Anne's Catholic School
607 Surgenor Street
Cornwall On
K6J2H5
Cell 613-361-1204

May 30, 2021

To Whom it may concern,

I would like to submit this application for the **Community Garden Grant** for the creation of a "**Butterfly Garden**" within the school grounds at St Anne's Catholic School. I believe this project to be of great value to our school and daycare community and provide us the opportunity to connect with our surrounding community members.

I have received permission from our school principal, Frances Derochie, to begin the creation of a Butterfly Garden at St. Anne's School so that our students can learn about various types of pollinating flowers, butterflies as well as other types of pollinators. I feel that this project will help teach our students and community how to conserve and protect the monarch butterflies as well as the importance of maintaining a safe habitat for them. The students will assist with planting, taking care of the garden as well as observing the various butterflies and other pollinators that use this habitat for their home. This project will help teach the students what is needed to provide food, shelter and a breeding habitat for various types of butterflies.

In order to comply with COVID 19 health regulations, all staff will wear their PPE and students will interact and assist in the creation and maintenance of the garden following school COVID policies. Students will visit and take care of the garden within their given cohorts and sanitize their hands after working with any tools needed for the creation or maintenance of the garden.

Our plan is to create a Butterfly Garden using a raised flower bed and surrounding area. We are looking to receive funding for dirt, mulch and pollinating plants. We will plant various types of perennials such as milkweed, Black Eyed Susans, Salvia, Sedum, Echinacea, and Coreopsis in order to create a habitat for Monarch Butterflies as well as other pollinators. This garden will be situated in the front of the school where not only students will benefit from it, but the surrounding community as well. We will provide shelter for the butterflies using a variety of annual and perennial nectar plants and density. The butterflies will be provided with milkweed so that they have a safe place to lay their eggs. We also plan to add mulch in order to help retain water and reduce weeds.

00030

We plan to use our social media school page to display photos and keep our community updated with progress on our garden. In order to have SNC included, we would reserve a spot in our garden for the logo to be displayed on a plaque.

Thank you for considering St. Anne's Catholic School for the Community Garden Grant. I look forward to hearing from you.

Sincerely,

Kelly MacDonell
RECE
St. Anne's Catholic School
Cornwall Ontario
613-361-1204

00031



To: Communications Committee
From: Kelsey Smith, Stewardship & Outreach Assistant II
Date: June 9, 2021
Subject: Social Media and Website Update

RECOMMENDATION:

That the Communications Committee receive and file the Social Media and Website Update.

DISCUSSION:

SNC has actively worked to increase its social media presence across its social media platforms over the past years.

Various program and project updates also required significant website updates recently.

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

- Trail Tuesday
- Wildlife Wednesday
- Maple Syrup Education
- Invasive Species Awareness
- Free Trees and Tree Planting
- Mental Health Awareness Week
- UnFlood Ontario

Below are SNC's social media statistics to date, since our last report in February 2021:

Account	Total Followers	Increase	% Increase/Decrease
Facebook	4,923	1,049	+ 27%
Instagram	1,144	273	+ 31%
Twitter	1,336	107	+ 9%

SNC monitors Facebook activity using Facebook Insights to provide insight on our page's traffic over the last 28 days – May 12th to June 8th.

Action Type	Total for 28 days	% Increase/Decrease
Page Likes	57	- 56%
Page Followers	67	- 52%
Page Views	717	- 44%
Post Reach	67,019	+ 30%
Post Engagement	10,411	+ 10%



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
March 2021	9,095	6,774	22,507	59.14%	2.47	1:55 min
April 2021	12,386	9,486	29,343	60.04%	2.37	1:49 min
May 2021	11,759	8,831	27,021	65.31%	2.30	1:52 min

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

The most visited pages from Febraury 10th, 2021 to June 8th, 2021 were:

- Homepage: 14,118 – page views
- Job Opportunities Tenders: 2,823 – page views
- Development/Find a Form: 2,259 – pages views
- Tree Planting Services: 2,002 – page views
- Tree Species Fact Sheets: 1,903 – page views
- Staff Listing: 1,749 – page views
- Warwick Forest: 1,709 – page views
- Recreation: 1,402 – page views

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Expenses associated with SNC’s website and social media are included in the 2021 SNC Budget under Communications and Outreach: Media and Communications Products, on page 94.

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.

Kelsey Smith

Kelsey Smith
 Stewardship & Outreach Assistant II



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant II
Date: June 2, 2021
Subject: Request for Approval: 2021 Youth Fish Camp Program Delivery

RECOMMENDATION:

That the Communications Committee approve SNC's program delivery for the 2021 Youth Fish Camps in July and August.

DISCUSSION:

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

2021 marks the twelfth anniversary of SNC's annual Youth Fish Camps. The following program dates are suggested:

- July 7 and 8, 2021 at Cass Bridge Conservation Area, Winchester
- July 14 and 15, 2021 at High Falls Conservation Area, Casselman
- July 21 and 22, 2021 at Jessup's Falls Conservation Area, Plantagenet
- August 4 and 5, 2021 at High Falls Conservation Area, Casselman
- August 11 and 12, 2021 at Cass Bridge Conservation Area, Winchester

SNC traditionally launched day camp registrations in April every year and would be fully subscribed within a month. Registration for 2021 Youth Camps has not yet been launched.

The Province recently announced that day camps can proceed in July and August, provided there are appropriate COVID-19 precautions in place.

Due to scheduling, budget implications, and the health and safety of staff and youth, SNC revised the program delivery plans in 2020, in consultation with local health units (CMN-039/20).

The participation fee was also reviewed in 2020 and it was recommended to maintain the pre-approved rate of \$40/participant (CMN-024/19, CMN-025/20).

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,
- 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 2021 SNC Budget under Communications and Outreach: Education and Events on page 88.

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 II



To: Communications Committee
From: Ronda Boutz, Team Lead, Special Projects
Date: May 25, 2021
Subject: Update: Funding Submissions

RECOMMENDATION:

The Forestry Committee receive and file the grant submission update.

DISCUSSION:

The following is a summary of funding submissions from January 2021 to date:

Grant Name	Project Name	Status	Amount Requested
Grasslands Ontario: Grassland Stewardship Initiative	Grassland Habitat Enhancement and Hay Field Rejuvenation	Submitted: January 22, 2021 Status: Approved	\$17,782
Ontario Power Generation	Biodiversity Conservation in Partnership with Indigenous Communities	Submitted: February 11, 2021 Status: Approved	\$5,000 (2021) \$5,000 (2022) \$50,000 (2023)
Habitat Stewardship Program	Forest Bird Monitoring	Application Due: March 2, 2021 Status: Pending	\$6,000
National Disaster Mitigation Program	Bear Brook and Tributaries Hazard Mapping	Submitted: December 1, 2020 Status: 3 Approved <ul style="list-style-type: none"> • Bear Brook and Tributaries Hazard Mapping • Ottawa River Flood Hazard Mapping • Flood Risk Assessment Partnership 	\$265,747
	Ottawa River Flood Hazard Mapping		\$170,056
	Flood Forecasting and Warning Improvements in the South Nation River Watershed		\$85,028
	Flood Risk Assessment Partnership		\$168,881



Grant Name	Project Name	Status	Amount Requested
	Data Acquisition to Support Eastern Ontario Flood Risk Assessments, Floodplain Mapping, and Flood Forecasting and Warning (LiDAR)		\$899,546
EcoAction Community Funding Program	Oak Valley Restoration	Application Due: March 3, 2021 Status: Denied	\$50,000 (2-year)
Smart Great Lakes Mini-grants Program	Development and installation of the St. Lawrence River Hydrometric Laboratory	Application Due: March 12, 2021 Status: Denied	\$82,956
Canada Nature Fund	Implementation of SNC Land Securement Strategy	Application Due: March 19, 2021 Status: Denied	\$125,000
2 Billion Tree Program	SNC Forests – tree planting on SNC 7	Application Due: March 25, 2021 Status: Approved	\$16,890
Lafèche Wetland Trust Fund	Land Acquisition	Application Due: Open Status: Pending	\$250,000
Stormont Dundas Glengarry Regional Tourism Grant	Warwick Forest Bridge Replacement	Application Due: March 30, 2021 Status: Denied	\$5,000
Rural Economic Development Program	Shoreline Restoration and Washroom Replacement	Application Due: March 30, 2021 Status: Pending	\$35,550
UCPR Waterfront Tourism Development Fund	St. Albert Park and Dock Improvement	Application Due: March 30, 2021 Status: Approved	\$4,000
Fisheries and Oceans Canada	Classifying Unrated Municipal Drains	Application Due: May 14, 2021 Status: Pending	\$10,000



Grant Name	Project Name	Status	Amount Requested
Ontario Community Environment Fund	East York Creek Shoreline Stabilization	Application Due: June 23, 2021 Status: In Progress	\$40,000
Climate Action Awareness Fund	SNC Forest Inventory and Carbon Models	Expression of Interest Due: June 3, 2021 Status: In Progress	\$425,000

Summary of Submissions:

- In Progress: 2 submissions, \$465,000
- Pending: 4 submissions, \$301,550
- Approved: 7 submissions, \$703,356
- Denied: 6 submissions, \$1,247,530

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget:

The 2021 SNC Budget includes external grants under Resource Management, Projects, Federal and Provincial Grant Programs, pages 26-27.

SNC Policy Adherence:

All expenditures and activities will adhere to SNC's Purchasing Policy and SNC's Health and Safety Policies and Procedures.

Ronda Boutz,
Team Lead, Special Projects.