



SOUTH NATION  
**CONSERVATION**  
DE LA NATION SUD

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## **Communications Committee**

# **Meeting Agenda**

**Date:** July 29<sup>th</sup>, 2021

**Meeting Time:** 11:00 a.m.

**Location:** Jessup's Falls Conservation Area  
6675 Highway 17, Plantagenet, ON  
[Click here for directions](#)



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## Communications Committee

# Meeting Agenda

July 29<sup>th</sup>, 2021 – 11:00 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 June 16<sup>th</sup>, 2021 3-13
6. New Business
  - a. Request for Approval: Community Environmental Grants: Kelsey 14-17
  - b. Update: 2021 Fall Fundraising: Shannon 18
  - c. For Discussion: SNC's 75<sup>th</sup> Anniversary Celebrations: Shannon 19-20
7. Supplemental Agenda (if any)
8. Roundtable Discussion
  - a. Community Engagement Activities
  - b. Recommendations for 'Friends of SNC'
9. Correspondence
10. Date of Next Meeting:
  - a. September 15<sup>th</sup>, 2021
11. Adjournment

For:

John Mesman,  
Team Lead, Community Lands and Outreach



## COMMUNICATIONS COMMITTEE MEETING

Thursday, June 16<sup>th</sup>, 2021 – 9:00 a.m.  
Meeting 03/21



**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  
Bill Smirle, Board of Directors, Past Chair, ex-officio  
Doug Thompson, Public Citizen  
Tom Van Dusen, Public Citizen  
Byron Vienneau, Public Citizen

**Regrets:**

Sharon Dunn, Public Citizen  
George Darouze, Board of Directors, Chair, ex-officio  
Pierre Leroux, Board of Directors, Vice Chair, ex-officio

**Absent:**

Karen Switzer-Howse, Public Citizen

**Staff:**

Angela Coleman, General Manager/Secretary-Treasurer  
John Mesman, Team Lead, Conservation Lands and Community Outreach  
Kelsey Smith, Stewardship and Outreach Assistant  
Dianne MacMillan, Administrative Assistant

**Guest:**

Shannon Gutoskie, MVCA



Peggy Taylor, Committee Chair called the June 16<sup>th</sup>, 2021 Communications Committee meeting to order at 9:00 a.m.

RESOLUTION NO. CMN-024/021      Moved by: Bill Smirle  
Seconded by: Gerry Boyce

**MOTION TO AMEND**

**RESOLUTION NO. CMN-025/021**

Moved by:	Murray Inch
Seconded by:	Charles Armstrong

RESOLVED THAT: The Members approve the Communications Committee agenda and supplemental agenda of June 16<sup>th</sup>, 2021 with the following amendment:

- a. Supplemental Agenda Item #1 a. be combined with Main Agenda Item #6 e.: Approval: Community Environmental Grants.

CARRIED

Cindy Saucier, Councillor, Russell Municipality, declared a conflict of interest regarding Agenda Item #6 e.: Approval: Community Environmental Grants: Russell Municipality's environmental grant submission.

Staff presented project and program updates.



**COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF  
MARCH 4<sup>TH</sup>, 2021**

CARRIED

## NEW BUSINESS

## UPDATE: MAPLE EDUCATION PROGRAM PARTNERSHIP

CARRIED

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

## UPDATE: 2021 FREE TREE PICK UPS

Moved by: Byron Vienneau  
Seconded by: Charles Armstrong

The Communications Committee receive and file the update on the 2021 Municipal Tree Giveaway activities; and

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

**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS**

Moved by: Murray Inch  
Seconded by: Charles Armstrong

Moved by: Cindy Saucier  
Seconded by: Doug Thompson

The Communications Committee review each environmental grant request application individually.

00006



## RESOLUTION NO. CMN-32/21

RESOLVED THAT:

CARRIED

## RESOLUTION NO. CMN-33/21

RESOLVED THAT:

CARRIED

## RESOLUTION NO. CMN-34/21

## CALLED THE QUESTION AGAIN

RESOLVED THAT:

CARRIED



## RESOLUTION NO. CMN-036/21

RESOLVED THAT:

CARRIED

## RESOLUTION NO. CMN-037/21

RESOLVED THAT:

CARRIED

## RESOLUTION NO. CMN-038/21

RESOLVED THAT:

CARRIED





**St. Anne's Catholic School**

RESOLUTION NO. CMN-039/21

Moved by: Murray Inch  
Seconded by: Bill Smirle

RESOLVED THAT:

The Committee deny the Community Environmental Grant application; and

FURTHER THAT:

Staff to send a letter to St. Anne's Catholic School to advise them to contact Raisin Region Conservation Authority for support.

CARRIED

**Russell Township**

Cindy Saucier, Councillor, Russell Municipality, having declared a conflict of interest regarding the Russell Municipality's environmental grant application, did not participate in the discussion or vote on this matter.

RESOLUTION NO. CMN-040/21

Moved by: Charles Armstrong  
Seconded by: Murray Inch

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grants to the Russell Township for:

- Camelot Park
- Lamadeleine Park
- Bourdeau Park
- Richelieu Park
- Old Towne West Park
- Sports Dome
- Stiver Park

**MOTION TO AMEND**

RESOLUTION NO. CMN-041/21

Moved by; Charles Armstrong  
Seconded by: Byron Vienneau



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RESOLVED THAT:

The Communications Committee deny the Community Environmental Grant for the Stiver Park project.

CARRIED

**Village of Casselman**

RESOLUTION NO. CMN-042/21

Moved by: Charles Armstrong  
Seconded by: Gerrie Kautz

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grant to the Village of Casselman.

CARRIED

**UPDATE: SOCIAL MEDIA AND WEBSITE**

RESOLUTION NO. CMN-043/21

Moved by: Bill Smirle  
Seconded by: Charles Armstrong

RESOLVED THAT:

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

CARRIED

**APPROVAL: 2021 YOUTH FISH CAMP PROGRAM DELIVERY**

RESOLUTION NO. CMN-044/21

Moved by: Tom Van Dusen  
Seconded by: Byron Vienneau

RESOLVED THAT:

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

CARRIED



**UPDATE: FUNDING SUBMISSIONS**

RESOLUTION NO. CMN-045/21

Moved by: Byron Vienneau  
Seconded by: Gerry Boyce

RESOLVED THAT:

The Communications Committee receive and file the grant submission update.

CARRIED

**SUPPLEMENTAL AGENDA**

**REQUEST FOR APPROVAL: 2021 FALL FUNDRAISING ACTIVITIES**

RESOLUTION NO. CMN-046/21

Moved by: Charles Armstrong  
Seconded by: Gerrie Kautz

RESOLVED THAT:

The Communications Committee postpone the discussion of new opportunities for fall safe fundraising events to the July Communications Committee meeting; and

CARRIED

**ROUNDTABLE DISCUSSION**

**A. COMMUNITY ENGAGEMENT ACTIVITIES**

Byron Vienneau

- Prefers resuming in person meetings following the lifting of COVID-19 public health restrictions

Charles Armstrong

- Prefers resuming in person meetings following the lifting of COVID-19 public health restrictions
- Eco East; tree planting in Russell; 700 seedlings planted this year; waste reduction activities;; relooking at how to engage the community in more environmentally friendly activities

Gary Barton

- Prefers resuming in person meetings following the lifting of COVID-19 public health restrictions

Gerry Boyce

- Prefers resuming in person meetings following the lifting of COVID-19 public health restrictions

Cindy Saucier

- Prefer a combination of live and virtual meetings
- Russell Municipality has a new Market, one Sunday a month supporting local vendors and produce producers
- Bear sighting in Russell, Route 400 and McDonald Road
- Propose a retirement event for Lawrence Levere, former Committee Member
- Possible fundraising ideas in place of golf tournament fundraiser: (raffle/draws/supporting local producers/gift basket/concert/used book sale/calendar fundraiser)
- Eco East has been involved in many tree planting events

Tom Van Dusen

- Prefer joining the in-person meetings for better discussions
- Also would like the ability to attend virtually on occasion

Gerrie Kautz

- Would like to have another Art Auction
- Prefer a combination of live and virtual meetings

Murray Inch

- Oak Valley Pioneer Park Conservation Area receiving many visitors
- Chesterville and District Historical Society will have their annual picnic at Oak Valley in July
- Prefer in person meetings

**Tim Jackson left the meeting at 12:00 p.m.**

**Doug Thompson, left the meeting at 12:16 p.m.**

**Bill Smirle, SNC Past Chair, left the meeting at 12:28 p.m.**



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

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

**DATE OF NEXT MEETING:**

- *To be Determined* – July 2021

**ADJOURNMENT:**

RESOLUTION NO. CMN-047/21

Moved by:

Tom Van Dusen

Seconded by:

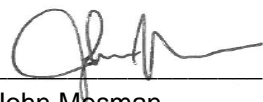
Charles Armstrong

RESOLVED THAT:

The Communications Committee meeting of  
June 16<sup>th</sup>, 2021 be adjourned at 12:35 p.m.

CARRIED

\_\_\_\_\_  
Peggy Taylor,  
Committee Chair.

  
\_\_\_\_\_  
John Mesman,  
Team Lead,  
Conservation Lands and  
Community Outreach

/dm



**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship and Outreach Assistant II  
**Date:** July 19, 2021  
**Subject:** Request for Approval: Community Environmental Grants

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**RECOMMENDATION:**

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

- The Township of Russell
  - Ecole publique de la riviere Castor
- 

**DISCUSSION:**

In March, 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 (NO. CMN-036/20).

The Committee also directed staff to engage with community groups and past project partners to support new funding applications (NO. CMN-036/20).

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

**Russell Township**

Russell Township is in the planning phases of a community garden project. The garden will be located on municipal property between the villages of Embrun and Russell, near the Township Dog Park and in the future area of the Recreation Complex. The project is ongoing, with construction of the garden expected in late 2022 or early 2023.

Funding from this grant, if awarded by SNC, would help towards the costs for the project. The community garden will be managed by the Township.

**Ecole publique de la riviere Castor**

Ecole publique de la riviere Castor is looking to purchase 5 lilac trees for their schoolyard. Planting these new trees will help students to learn more about tree planting, science and will incorporate the outdoors into their learning.

Funding from this grant will be used to purchase the trees and the third-grade class will be responsible for the planting and care of the trees.

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Below is a summary of Community Environmental Grant Funding to date:

<b>Community Environmental Grant Money Dispersed (2021)</b>	<b>Community Environmental Grant Money Under Review</b>	<b>Remaining Funds</b>
\$4,800	\$600	\$5,200

**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*

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Kelsey Smith,  
Stewardship and Outreach Assistant

Attachments: Community Environmental Grant - Application Letters



June 29, 2021

Community Environmental Grants Program  
South Nation Conservation Authority  
38 Victoria St, Finch, ON

RE: Township of Russell Community Garden Grant Application

The Township of Russell is pleased to submit our application for funding through South Nation Conservation's 2021 Community Environmental Grants Program. Our project is a community garden, as part of our goal to fostering healthy communities in the Township 2019-2022 Strategic Plan.

The Township is in the planning phases of this community garden project. The garden will be located on municipal property between the villages of Embrun and Russell, near the Township Dog Park and in the future area of the Recreation Complex. The project is ongoing, with construction of the garden expected in late 2022 or early 2023.

Funding from this grant, if awarded by SNC, would help towards the costs for the project. Submitted with this application is an online price for one 4 x 8 raised garden bed, being an example of where the funding may be used for the project. The Township will include this project in the municipal budget (final budget subject to Council approval) and will have sponsorship opportunities for local business and community groups to make donations.

The Township of Russell is working with the municipal Environmental Advisory Committee, consulting with the Horticultural Society, and is discussing involvement with the United Way. The community garden will be managed by the Township and will not require on-site support from SNC staff.

Work relating to the project is being conducted virtually at this time, minimizing risk involved with COVID-19. The Township will continue to follow all appropriate public health guidelines from the Eastern Ontario Health Unit to ensure the safety and health all involved.

We thank South Nation Conservation for this opportunity and look forward to hearing your response.

A handwritten signature in black ink, appearing to read "Megan Beehler".

**Megan Beehler**  
Communications Coordinator  
Township of Russell



École publique De la rivière Castor

100 rue Maheu

Embrun (On)

K0A 1W0

South Nation Conservation

Attn: Communications &  
Outreach Department

38 Victoria St, Box 229

Finch, ON

K0A 1K0

**Objet : demande de subvention**

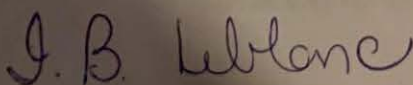
Bonjour, L'École élémentaire publique De La Rivière Castor aimerait solliciter votre appui afin de faire l'achat d'arbres pour notre cour d'école. Notre école se démarque par son milieu d'apprentissage francophone, dynamique, sécuritaire et accueillant. Chaque élève étant unique, nous offrons une éducation sur mesure, adaptée aux besoins de l'enfant à travers une diversité de programmes et de services. Notre programme Éco-Responsable s'inscrit parfaitement dans notre mission d'éducation pour préparer nos élèves aux nouvelles exigences de la gestion environnementale au sein de leur famille et dans leur communauté ainsi qu'aux nouveaux défis de la société de demain.

Une des plus grandes fiertés de notre école est notre sentier, celui-ci est un sentier boisé qui est utilisé régulièrement pour l'enseignement des sciences, d'éducation physique ainsi que plusieurs autres matières. Nous y retrouvons également deux classes extérieures.

Cette année, nous aimerions faire l'ajout d'arbres dans la cour d'école. Nous aimerions faire l'achat d'arbres de lilas. Sa floraison printanière permettrait d'enrichir l'enseignement, surtout le développement des fleurs. De plus, sa floraison abondante, ainsi que son parfum ajouteraient à l'expérience sensorielle des élèves.

Nous aimerions solliciter une subvention de 300\$ afin de permettre l'achat de 5 lilas. La classe de la 3e année serait responsable de les planter et d'en assurer leur besoin. Le tout serait fait en respectant les protocoles émis par le Bureau de Santé Publique de l'Est Ontarien (BSEO) pour les écoles.

Vous remerciant d'avance de l'intérêt que vous porterez à notre sollicitation, et dans cette attente, nous vous prions d'agréer, l'expression de nos respectueuses salutations.



Isabelle Boulerice-Leblanc

Enseignante ressource

613-443-2226

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**To:** Communications Committee  
**From:** Shannon Gutoskie, Communications Specialist  
**Date:** July 19, 2021  
**Subject:** Update: 2021 Fall Fundraising

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**RECOMMENDATION:**

That the Communications Committee receive and file the 2021 Fall Fundraising update;  
and

FURTHER THAT: Committee members share fundraising ideas with SNC Staff.

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**DISCUSSION:**

The COVID-19 pandemic and physical distancing measures have forced SNC to either change the way fundraising events take place or cancel them altogether, such was the case with the 2021 Friends of SNC Golf Tournament.

Wanting to still pursue a Fall fundraising event, staff recommend bringing back the “Art for Trees” online auction for a second year, given its success in 2020; nearly \$7,000 was raised to support the Free Tree Pick Up campaign in Spring 2021 (CMN-045/20, CMN-004/21).

Staff are requesting Committee suggestions on other fundraising ideas or initiatives that would assist in raising funds for projects and education.

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

Compliance with Budget:

No impact on 2021 Budget, funds raised will be carried forward to the 2022 Budget as revenue to support designated projects and/or educational programs.

SNC Policy Adherence:

All expenditures will adhere to SNC’s Purchasing Policy.

*Shannon Gutoskie*

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Shannon Gutoskie,  
Communications Specialist.



**To:** Communications Committee  
**From:** Shannon Gutoskie, Communications Specialist  
**Date:** July 22, 2021  
**Subject:** For Discussion: SNC's 75<sup>th</sup> Anniversary Celebrations

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**RECOMMENDATION:**

None, report for discussion purposes at this time.

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**DISCUSSION:**

South Nation Conservation (SNC) Staff have begun to brainstorm ideas for SNC's 75<sup>th</sup> anniversary celebration happening in 2022. Staff will continue to bring a recurring report to the Committee throughout 2021/2022, as plans for the anniversary celebration progress.

Staff are seeking suggestions for anniversary celebration activities that could be hosted throughout 2022. Some ideas to date include:

- A 75<sup>th</sup> anniversary SNC logo for use on letterhead, etc.
- Reaffirmation of the signing of the incorporation of SNC
- Ice fishing event (during free fishing weekend in February)
- Open house at SNC office (workshops, demos, staff meet and greet)
- Taste the Nation (engage with local restaurants to offer a discount on certain menu items - the "SNC Special") - Summer Event
- Partner with local brewery to create 75<sup>th</sup> anniversary beer with proceeds from every can/bottle/pint sold donated to SNC to support projects and initiatives that directly impact the health of area lands and waterways
- 75,000 trees to be planted throughout the jurisdiction
- Social media campaign of historical milestones for SNC
- Take a Hike SNC 75km Challenge – walk, hike, run, paddle, bike 75km on SNC properties in 2022.
  - Receive a free t-shirt upon registration. Other prizes if you tag us at each SNC location, i.e. 5 CAs receive x, 10 CAs receive x, all CAs receive x.

Staff are also seeking feedback on what level of effort is appropriate for the anniversary celebrations and is there a particular theme that SNC should focus on for the 75<sup>th</sup>.

Based on discussions, staff will prepare a work plan for the 75<sup>th</sup> anniversary celebrations, to be presented at the September meeting.



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

Compliance with Budget:

Costs associated with planning for the 75<sup>th</sup> anniversary celebration will be included in the draft 2022 Budget, under Communications and Outreach – Education and Events.

SNC Policy Adherence:

All SNC expenses related to the 75<sup>th</sup> anniversary celebration planning will adhere to SNC's Purchasing Policy for purchases \$200 up to \$5,000.

*Shannon Gutoskie*

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Shannon Gutoskie,  
Communications Specialist.