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Communications Committee

Meeting Agenda

Date: September 15th, 2021

Meeting Time: 9:00 a.m.

Location: Virtual Meeting using Microsoft Teams





Communications Committee

Meeting Agenda

September 15th, 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 the Communications Committee meeting minutes of July 29th, 2021 3-6
6. New Business
 - a. Update: Social Media and Website: Shannon M 7-9
 - b. Request for Approval: SNC Social Media Policy: Shannon G 10-15
 - c. Update: Low Water Response Program Communications: Shannon G 16-17
 - d. Update: 2021 Youth Fish Camp Program: Kelsey 18-19
 - e. Request for Approval: Cancellation of Annual Golf Tournament and Launch of Fall Fundraising Initiative (Online Wood Auction): Shannon M 20-23
 - f. Request for Approval: Virtual Town Hall Replacement of Annual Tour: Shannon M 24-25
 - g. Request for Approval: SNC 75th Anniversary Logo Design: Shannon G 26
 - h. Request for Approval: SNC 75th Anniversary Workplan: Shannon G 27-31
 - i. Request for Approval: Community Environmental Grants: Kelsey 32-36
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. November 17th, 2021
11. Adjournment

John Mesman,
Team Lead, Community Lands and Outreach



COMMUNICATIONS COMMITTEE MEETING

Thursday, July 29th, 2021 – 11:00 a.m.
Meeting 04/21



- Present:** Peggy Taylor, Chair, Communications Committee
 Charles Armstrong, Public Citizen
 Gary Barton, Public Citizen
 Gerry Boyce, Public Citizen
 Murray Inch, Public Citizen
 Gerrie Kautz, Board of Directors
 Doug Thompson, Public Citizen
 Tom Van Dusen, Public Citizen
 Byron Vienneau, Public Citizen
- Regrets:** Cindy Saucier, Councillor, Russell
 Tim Jackson, Public Citizen
 Karen Switzer-Howse, Public Citizen
 George Darouze, Board of Directors, Chair, ex-officio
 Pierre Leroux, Board of Directors, Vice Chair, ex-officio
 Bill Smirle, Board of Directors, Past Chair, ex-officio
- Staff:** Angela Coleman, General Manager/Secretary-Treasurer
 John Mesman, Team Lead, Conservation Lands and Community Outreach
 Shannon Gutoskie, Communications Specialist
 Kelsey Smith, Stewardship and Outreach Assistant
 Shannon Murray, Stewardship and Outreach Assistant



RESOLVED THAT: The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 each to: the Township of Russell and Ecole publique de la riviere castor.

CARRIED

UPDATE: 2021 FALL FUNDRAISING

RESOLUTION NO. CMN-051/21 Moved by: Gary Barton
Seconded by: Charles Armstrong

RESOLVED THAT: The Communications Committee receive and file the 2021 Fall Fundraising Update; and

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

CARRIED

FOR DISCUSSION: SNC'S 75TH ANNIVERSARY CELEBRATIONS

RESOLUTION NO. CMN-052/21 Moved by: Byron Vienneau
Seconded by: Tom Van Dusen

RESOLVED THAT: None. Report for discussion purposes at this time.

CARRIED

ROUNDTABLE DISCUSSIONS

A. COMMUNITY ENGAGEMENT ACTIVITIES

- Doug Thompson discussed future development considerations for an SNC Property in Greely that was acquired in 2017 through Canada's Ecological Gifts Program from the Licari Family. Community interest in recreation property access was discussed.



- Murray Inch discussed the Oak Valley Pioneer Park Annual General Meeting and Clean Up Day that was hosted by the volunteers on July 10, 2021. Discussed plans for staff to meet volunteers on site to review Tree Risk Assessment recommendations in the week of August 16, 2021.
- Committee discussion on agenda for the McIntosh Memorial Park Committee Meeting planned for August 19, 2021, including comments on the Floyd Dingwall Recognition.
- Committee discussion on SNC 75th Anniversary in 2022 and fundraising options for staff to consider, including a version of an online silent auction for Fall 2021.
- Byron Vienneau discussed SNC's role in winter recreation and the value in maintaining winter trails for cross-country skiing. Discussed the possibility of working with the Township of Alfred-Plantagenet to support more winter recreation options in the municipality and an agreement to support trail grooming.

B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

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

DATE OF NEXT MEETING:

September 15th, 2021

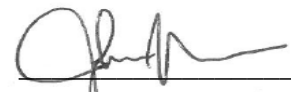
ADJOURNMENT:

RESOLUTION NO. CMN-053/21 Moved by: Consensus

RESOLVED THAT: The Communications Committee meeting of July 29th, 2021 be adjourned at 1:05 p.m.

CARRIED

Peggy Taylor,
Committee Chair.



John Mesman,
Team Lead,
Conservation Lands and
Community Outreach

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To: Communications Committee
From: Shannon Murray, Stewardship & Outreach Assistant
Date: September 7, 2021
Subject: Update: Social Media and Website

RECOMMENDATION:

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

DISCUSSION:

South Nation Conservation (SNC) has actively worked to increase its social media presence across its social media platforms over the past 12 years, since the inception of its first social media account.

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

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

- Trail Tuesday
- Wildlife Wednesday
- Invasive Species Awareness
- Free Trees
- Mental Health Awareness Week
- Flood Ontario
- Story Walks
- Low Water Response and Water Conservation
- Drinking Water Source Protection
- Healthy Hikes
- Fish Camps
- Tree Planting
- Ash Tree Replacement Program
- Conservation Matters “Did You Know” Series

This year’s upcoming Social Media campaigns will also include:

- Virtual Town Hall
- South Nation Creations Online Wood Auction
- Pollinator Education
- Waste Reduction Week
- Winter Wednesdays

Below are SNC’s social media statistics to date, since the last report in June 2021:

Account	Total Followers	Increase	% Increase/Decrease
Facebook	5,561	638	+ 13%
Instagram	1,155	11	+ 1%
Twitter	1,341	5	+ 0.5%



SNC monitors Facebook activity using Facebook Insights to help understand the performance of SNC’s page traffic over the last 28 days – August 10th to September 6th.

Action Type	Total for 28 days	% Increase/Decrease
Page Likes	17	- 70%
Page Followers	20	- 70%
Page Views	232	- 68%
Post Reach	34,129	- 49%
Post Engagement	2,713	- 74%

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
June 2020	9,842	7,619	22,234	67.08%	2.26	1:47 min
June 2021	9,057	7,771	20,483	64.82%	2.26	1:36 min
July 2020	10,839	8,619	23,522	69.09%	1.26	1:29 min
July 2021	8,234	7,107	18,915	66.59%	2.30	1:49 min
August 2020	11,103	8,746	23,745	69.38%	1.27	1:36 min
August 2021	7,716	6,664	16,198	68.35%	2.10	1:34 min

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

The most visited pages from June 9th, 2021 to September 6th, 2021 were:

- Homepage: 6,394 – page views
- Recreation/Boat Launching/Jessup’s Falls Conservation Area: 1,315 – page views
- Development/Find Form: 1,310 – page views
- Staff Listing: 1,104 – page views
- Recreation/Boat Launching/High Falls Conservation Area: 1,041 –page views
- Recreation/About Recreation: 965 – page views
- Recreation/Hiking Walking/Two Creeks Conservation Area: 849 – page views
- Recreation/Bird Watching/Alfred Bog Walk: 844 – page views



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The top sites from which traffic to our website was referred from June 9th, 2021 to September 6th, 2021 were:

- Conservationontario.ca (10.21% of referral traffic)
- Ontarioconservationareas.ca (8.63% of referral traffic)
- Ottawa.ca (8.09% of referral traffic)
- Sdglibrary.ca (4.68% of referral traffic)
- T.co (3.83% of referral traffic)
- www.todocanada-ca.cdn.ampproject.org (3.55% of referral traffic)
- rvca.ca (2.55% of referral traffic)
- northdundas.com (1.99% of referral traffic)
- greelycommunity.ca (1.84% of referral traffic)
- southdundas.com (1.28% of referral traffic)

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 92 and 93.

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.

Shannon Murray

Shannon Murray,
Stewardship and Outreach Assistant



To: Communications Committee
From: Shannon Gutoskie, Communications Specialist
Date: September 2, 2021
Subject: Request for Approval: SNC Social Media Policy

RECOMMENDATION:

That the Communications Committee receive and file the Draft SNC Social Media Policy, for discussion purposes.

Further that the Committee direct staff to present an updated policy directly to the Board of Directors for approval following legal review.

DISCUSSION:

South Nation Conservation (SNC) uses a variety of online social platforms to showcase its environmental work and provide updates to watershed residents. Social media also continues to serve as a useful medium to connect people with SNC programs and services and engage them on local environmental topics.

Previous Communications Committee discussions with staff have identified the need for a Social Media Policy to help manage expectations of the public online and to reduce risk to the organization. Social media plays an expanding role in the everyday lives and work of SNC staff, partners, and watershed residents.

Social media activity, whether as an individual or in an official capacity, can impact public trust and confidence. It allows for SNC to foster closer personal relationships with volunteers, clients, stakeholders, and community partners.

Social media is an important tool that helps us share information and hear peoples' concerns and questions, as well as the things they like, or don't like. It can build and protect public trust in SNC and in the work we do.

The purpose of the SNC Social Media Policy is to provide guidance on SNC's social media channels, including:

- SNC Team Member Roles and Responsibilities
 - Security Protocols
 - Crisis Communication Planning
 - Compliance with Applicable Laws
 - Employee Engagement and Use of Social Media Platforms
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FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Costs associated with the development of a Social Media Policy are included in the SNC Budget under Communications and Outreach: Corporate Communications, on pages 86 and 87.

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

Shannon Gutoskie

Shannon Gutoskie,
Communications Specialist

Attachment: Draft SNC Social Media Policy
to be included in the Supplemental Agenda Package



South Nation Conservation Social Media Policy

1.0 Purpose

South Nation Conservation (SNC) sees effective social media as an important two-way communications tool to help build a healthier watershed.

Social media, such as Facebook, Twitter, and Instagram, have changed how many residents get information and communicate with one another and with our organization.

This Policy recognizes the importance of social media as an effective and cost-effective tool for communicating with watershed stakeholders and community partners and for receiving feedback from them.

Furthermore, the Policy is designed to provide guidance on SNC's social media channels, including:

- SNC Team Member Roles and Responsibilities
- Security Protocols
- Crisis Communication Planning
- Compliance with Applicable Laws
- Employee Engagement and Use of Social Media Platforms

2.0 Expectations

- 2.1 Directors, staff, and volunteers are to comply with all applicable policies.
- 2.2 Staff must abide by all SNC corporate policies. Failure to do so may result in disciplinary action.
- 2.3 SNC has worked hard to build its positive reputation in the community. This policy reinforces how directors and staff should maintain positive, professional conduct.
- 2.4 Staff should utilize the opportunity to engage our partners and stakeholders through social media, but they should do so thoughtfully while protecting the organization's brand and reputation and reducing potential risk to SNC.
- 2.5 SNC programs, services and projects should include a social media component when possible.
- 2.6 Staff are encouraged to use social media, but to use it responsibly.



3.0 Confidentiality

- 3.1 Within SNC's website and on the SNC newsletter and with digital forms, the public may be asked to provide personal information about themselves. SNC will collect this information only when it is provided voluntarily, and this information will be strictly confidential.
- 3.2 The public will be reminded that they are to refrain from including personal information such as their address or phone number in their comment or post as this information will be public.

4.0 Communications Channels

- 4.1 Staff should balance social media use with other effective media and communication tools. Social media should not replace email, websites, or other forms of public engagement.
- 4.2 Employees monitoring social media channels should refer clients to applicable staff if there are concerns or issues that need a more comprehensive response than social media can provide.

5.0 Roles and Responsibilities

- 5.1 The Communications Specialist, or alternate designated by management, fulfills the role as moderator of social media pages and channels and coordinates social media monitoring, posting and replies.
- 5.2 Other staff members, as directed by Team Leads, are encouraged to create social media content in consultation with the Communications Specialist who should review posts prior to posting, whenever possible, to ensure messaging and style consistency, brand management, and to reduce potential risk to the organization.

6.0 Responding to Social Media Messages and Posts

- 6.1 The Communications Specialist, or alternate, is to monitor social media and respond in as timely a manner as possible if a response is needed. However, social media response times may vary, and may not be as quick as responses to emails and phone calls. Therefore, the public should be encouraged to use phone or email to contact staff for a timelier response.
- 6.2 For all urgent inquiries – including, but not limited to, planning or regulation inquiries and conservation lands, specific watershed conditions and property-related inquiries – staff monitoring social media should direct members of the public to contact planning and regulations staff, or other staff depending on the inquiry, directly by phone or email.
- 6.3 For other inquiries, staff should encourage direct stakeholders to use email or phone to contact staff for timely responses, when appropriate.



7.0 Brand Management

- 7.1 Meet brand standards included in the SNC Brand Guidelines, including the approved SNC logo and appropriate use.

8.0 Rules of Use

- 8.1 Social media channels should be administered with a user account that belongs to SNC.
- 8.2 Staff should establish, share, and maintain rules for SNC social media channels (pages, etc.) and follow the rules outlines by the social media platform.
- 8.3 Staff should include disclaimer(s) to inform people that opinions expressed by users of our social media channels do not necessarily reflect the position of SNC.

9.0 Standards for Social Media Use

- 9.1 Communication on SNC social media should use the same high standard and high level of professionalism as other forms of communication (e.g. letters, phone calls, visits, emails, etc.). Directors and staff must comply with the applicable Codes of Conduct and the SNC Personnel Policy.

10.0 Conduct

- 10.1 Staff posting content on SNC's social media pages are expected to:
- Speak professionally as a representative of SNC. This means:
 - Being non-confrontational;
 - Not offering personal opinions; and,
 - Using appropriate language.
 - Ensure information and responses are accurate.
 - Ensure information and responses are posted in a timely manner.
 - Be fair, accurate, and respectful of copyright and intellectual property.
- 10.2 Users commenting on SNC content or engaging in conversations on SNC pages are expected to be:
- Respectful
 - Non-discriminatory
- 10.3 The use of discriminatory, derogatory, obscene, offensive, racist, hateful, sexual, abusive, and/or threatening language will result in the comment being deleted from the page. Repeated behaviour of this nature will result in the user being blocked from SNC's social media at the discretion of the General Manager.



11.0 Security

- 11.1. Passwords to all social media accounts will be maintained by the Communications and Outreach Team.
- 11.2. For security purposes, passwords to all social media accounts will be changed every six months.
- 11.3. Any suspicious activity on SNC's social media accounts will be brought to the attention of the Communications Specialist immediately.

12.0 Use of Social Media At Work

- 12.1. Social media should not negatively impact productivity or efficiency.
- 12.2. Staff using social media should be responsible and review the Personnel Policy to ensure they're following corporate protocol.

13.0 Social Media Strategy

- 13.1 The Communications and Outreach Team, with input from staff, should maintain, evaluate, review, and regularly update a *Social Media Strategy*.



To: Communications Committee
From: Shannon Gutoskie, Communications Specialist
Date: September 1, 2021
Subject: Update: Low Water Response Program Communications

RECOMMENDATION:

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

DISCUSSION:

On behalf of the Province, South Nation Conservation (SNC) works with its 16 member municipalities to monitor stream flow, precipitation, and water supply through the Ontario Low Water Response program.

SNC's Water Response Team (WRT), which is made up of representatives from provincial and municipal governments, agriculture, and special interest groups, met twice this year since June to review and declare low water conditions.

A Level 1 Low Water Condition was issued on June 4, 2021 for the South Nation River Watershed in Eastern Ontario due to a drier than usual spring and lack of precipitation throughout the month of May. SNC's Water Response Team met on June 30, 2021 to discuss the current drought conditions and maintained the Level 1 drought advisory.

On August 3, 2021 the WRT held an electronic vote to terminate the Low Water Advisory for the entire South Nation Watershed. Above average rain received throughout July at Climate Stations in Brockville, Ottawa and Cornwall helped restore the average total rain received over 3 months to 80% to 87% of the 3-month historical average.

The WRT will meet again on Thursday, September 9, 2021 where it is expected a Level 1 Low Water Condition will be declared for the entire South Nation watershed due to lack of precipitation in August 2021. The WRT will meet again in the week of September 20, 2021 to review conditions and consider a Level 2 declaration for certain Subwatersheds.



COMMUNICATIONS:

The following communications have been carried to inform municipalities and residents and to raise awareness of low water conditions and water conservation measures:

- 3 memorandums to municipal councils, SNC Board of Directors and Committees.
 - A fourth memorandum will be circulated in the event a Level 1 Low Water Condition is declared or any further updates provided.
- 3 press releases (Level 1 issued, Level 1 maintained, Level 1 terminated)
 - A fourth press release will be circulated in the event a Level 1 Low Water Condition is declared or any further updates provided.
- Targeted social media campaigns promoting limiting non-essential water use, water conservation, and providing low water resources for rural, urban, commercial, and agricultural water users.
- Low water coverage featured in local media including the Farmers Forum, Seaway News, Nation Valley News and The Review.
- Low water notices posted on the digital sign at SNC's office in Finch.
- Low water notices posted on SNC's watershed boundary signs.
- Distribution of water conservation posters.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Low Water Communications are included in the 2021 SNC Budget under Resource Management: Water Response Programs, pages 14 and 15.

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

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

Shannon Gutoskie

Shannon Gutoskie,
Communications Specialist



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: September 1, 2021
Subject: Update: 2021 Youth Fish Camp Program

RECOMMENDATION:

That the Communications Committee receive and file the 2021 Youth Fish Camp report.

Further that the Committee direct staff to review the user fees in March 2022 and consider hosting additional camps in 2022, should resources and funding permit.

DISCUSSION:

In 2021, SNC hosted five separate Youth Fish Camps at three Conservation Areas: High Falls in Casselman, Jessup's Falls in Plantagenet and Cass Bridge in Winchester. Each 2-day camp ran from 9:00 am to 3:00 pm and included 15-18 participants per camp.

Due to the COVID-19 Pandemic, Youth Fish Camps were cancelled in 2020 and adjusted in 2021 to follow public health protocols (CMN-039/20, CMN-020/21).

The camps were instructed exclusively by SNC staff with support from the Water Rangers on the first camp to demonstrate use of their citizen science water quality testing kits and support from Bruce Clarke from the Ottawa Flyfisher's Society, who is also an SNC Committee members, who was able to deliver a flyfishing demonstration.

Participants were asked to bring their own lunches and SNC provided additional drinks and snacks throughout the day, resulting in some cost-savings compared to previous years. Youth were also only provided with a fishing rod if they did not have their own or if it was their first-time fishing, also resulting in some cost-savings.

Youth Fish Camps statistics:

Number of Participants (5 Camps)	80 youth
Approximate SNC Staff Time for Camp Delivery (3-4 staff/10 camp days)	240 hours
Total Revenue (participant fees - \$40/youth)	\$3,200
Total Expenses (68 fishing rods, tackle, supplies, snacks)	\$1,622
Net Proceeds / Staff Time Recovery	\$1,578



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The 2021 participant fee of \$40 helped to offset some of the costs of the camps and assists in deterring last-minute cancellations. Most camps were sold out within 2 days, with the last camp in Jessups Falls selling out within 2 weeks. Approximately 15 people requested to be added to a waiting list.

Based on requests received from municipal partners and interested residents, staff recommend hosting additional summer camps in 2022 and recommend increasing camp capacity to 20 participants, in accordance with the Province's Summer Camps Guidelines.

Should SNC plan to deliver additional camps, staff recommend reviewing the user fee to ensure that the program can be delivered with no net cost. Staff also recommend considering an application which would allow reduced rates for participants to address any financial barriers for low-income families.

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 pages 100 and 101.

Plans for the 2022 Youth Fish Camps will be included in the Draft 2022 Budget.

SNC Policy Adherence: All SNC expenses related to Youth Fish Camps adhered to SNC's Purchasing Policy for purchases of \$200 up to \$5,000.

Kelsey Smith

Kelsey Smith
Stewardship and Outreach Assistant



To: Communications Committee
From: Shannon Murray, Stewardship and Outreach Assistant
Date: September 3, 2021
Subject: Request for Approval: Cancellation of Annual Golf Tournament and Launch of Fall Fundraising Initiative (Online Wood Auction)

RECOMMENDATION:

The Communications Committee approve the cancellation of SNC's Annual Friends of SNC Golf Tournament.

Further that, the Communications Committee direct staff to organize an online fundraising Wood Auction (in partnership with Boisés Est and SD&G Woodlot Association) in Fall 2021 to support community tree planting initiatives.

DISCUSSION:

SNC is a not-for-profit, community-based environmental agency that relies on donations and self-generated revenue to protect and enhance the local environment.

Due to the COVID-19 Pandemic, the safety and appeal of some of SNC's annual in-person fundraising has been debated, including SNC's golf tournament (CMN-051/21). The tournament has previously funded environmental education programs for local youth and public Conservation Area accessibility feature upgrades.

As directed by the Committee (CMN-051/21), staff have been exploring opportunities for safe fundraising events. Given the success of 2020's "Art for Trees" online auction where nearly \$7,000 was raised to support the Free Tree Pick Ups in Spring 2021 (CMN-045/20, CMN-004/21) staff propose hosting an online wood ware auction to raise funds for SNC's tree planting programs.

Boisés Est and the SD&G Woodlot Association have been unable to organize their annual Wood & Forest Fair, including the wood auction, due to the ongoing Pandemic. The partners have indicated that they would be willing to support a similar online event.

With the support of both partners, SNC aims to host an online auction showcasing locally crafted wood wares to provide a place for regular vendors and local artisans to showcase their work and raise money to support tree planting initiatives in the region.

Staff propose that the online wood auction would take place as follows:

- Original wooden wares including cutting boards, vases, art, signs, furniture, and more will be donated by local woodworkers (100 pieces being accepted), with a preference toward pieces that use sustainable, locally sourced materials.
 - Silent auction will take place entirely online using www.32auctions.com.
 - Bidding will be open from October 8th – 29th, 2021.
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- Residents may also donate to SNC Programs without bidding on an item.
- All funds raised will go towards community tree planting initiatives.
- Appropriate minimum bid requirements will be set.
- Donation receipts will be issued to Wood Auction donors and winning bidders.
- Staff will coordinate safe drop-off or pick-up of Wood Auction items.
- Staff are exploring additional sponsorship opportunities (matching funds, etc.)
- Each artist will be featured during a social media campaign.

Please see the attached “South Nation Creations Online Wood Auction” Submission Guidelines and Event Poster for more information.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Fundraising events are included in the 2021 Budget, under Communications & Outreach, Partnership Development, pages 90 and 91.

The cost to the SNC for the use of this online platform for this fundraising activity is approximately \$38.

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

Fundraising activities, including providing charitable receipts, will follow SNC’s Fundraising Plan.

Shannon Murray

Shannon Murray,
Stewardship and Outreach Assistant

Attachments: Wood Auction Submission Guidelines and Event Poster



“South Nation Creations Online Wood Auction” Fundraising Submission Guidelines

Q: What kind of pieces can be submitted?

A: We are accepting any wood wares with a strong preference toward pieces using locally sourced materials, including but not limited to cutting boards, vases, art, signs and furniture.

Q: How and when is the virtual auction taking place?

A: "South Nation Creations Online Wood Auction" will be taking place online in October 2021 using 32 Auctions (www.32auctions.com), in which donated wood wares will be displayed online for people to place bids virtually. Bidding will be open for 3 weeks, from October 8th to 29th, 2021.

Q: Where are the profits going?

A: Profits raised from " South Nation Creations Online Wood Auction" will support SNC's Tree Planting Programs. By donating to the auction, you will be helping to increase regional forest cover by adding more trees to public lands and community forests across the local landscape.

Q: How many pieces are you accepting into the auction?

A: We will be accepting up to 100 pieces.

Q: Are donation receipts being issued?

A: We will issue donation receipts to wood ware donors based on the fair market value of their submitted piece.

Q: How are you promoting the event?

A: The event will be promoted on social media, in press releases and print and digital advertising. A brief artist bio will also be included with each donated piece on the auction webpage. This is a great opportunity to help protect our local environment and promote your name and artwork. An online campaign will be hosted to feature each donor and their submission on social media.

Q: How can I submit a piece of my artwork?

A: If you are interested in donating a piece to the auction, please email Shannon Murray, Stewardship and Outreach Assistant (smurray@nation.on.ca).

Q: Where will I deliver the artwork to?

A: You can deliver it to our office in Finch or we can make arrangements for a safe pick-up. We will coordinate delivery/pick-up with winning bids or prize winners.

Q: What is the deadline to submit my art?

A: The deadline to submit your art will be September 30th, 2021.

FOR MORE INFORMATION: Shannon Murray, 1-877-984-2948, smurray@nation.on.ca



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South Nation Creations Online Wood Auction

ONLINE ENVIRONMENTAL WOOD WARE AUCTION IN
SUPPORT OF LOCAL TREE PLANTING

OCTOBER 2021 AT

WWW.32AUCTIONS.COM/SOUTHNATIONCREATIONSONLINEWOODAUCTION



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ONTARIO
WOODLOT
ASSOCIATION

For more information:

www.nation.on.ca/southnationcreationsonlinewoodauction

1-877-984-2948



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To: Communications Committee
From: Shannon Murray, Stewardship and Outreach Assistant
Date: September 3, 2021
Subject: Request for Approval: Virtual Town Hall Replacement of the Annual Tour

RECOMMENDATION:

The Communications Committee approve the cancellation of SNC's Annual Bus Tour.

Further that, the Committee direct staff to host an alternative outreach event in the form of a virtual town hall in Fall 2021 to educate the public on SNC Programs, Services, Conservation Areas, and past and current projects.

DISCUSSION:

Prior to postponement in 2020 due to the COVID-19 Pandemic (CMN-044/20), SNC has hosted a Fall Bus Tour annually for 16 years across rotating regions of the jurisdiction to showcase SNC's Programs, Services, Conservation Areas, and project sites.

The Tour has traditionally cost \$1,500 (for the bus rental and associated expenses); in 2018 SNC increased the fee to \$15 per person to offset the cost of lunch (CMN-048/18).

Due to the ongoing Pandemic and continued precautions surrounding enclosed, indoor spaces, the Annual SNC Bus Tour was not planned by staff in 2021.

Staff recommend the return of an annual bus tour in 2022 pending direction by health authorities and annual engagement plans and activities.

For 2021, staff propose an educational event in the form of a virtual Town Hall to showcase SNC's Programs, Services, Conservation Areas, and past and current project sites, to be held tentatively at the end of the first week of October 2021.

The virtual Town Hall will present updates on 2021 milestones, including but not limited to environmental planning reviews, floodplain mapping, the Natural Heritage Systems project, education programs including Fish Camps, record visitation at Conservation Areas, tree planting programs, The Healing Place, and more. Speakers will also acknowledge and reflect on SNC's 75th Anniversary in 2022.

Staff will lead the presentation and streaming of the virtual Town Hall, with supporting presentations from SNC Leadership Team members, including SNC General Manager Angela Coleman, and SNC Board Chair George Darouze.



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FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: The SNC Annual Tour was included in the 2021 SNC Budget under Communications and Outreach: Education and Events, pages 88 and 89.

The 2021 Budget Forecast has been updated to reflect tour cancellation.

There will be no cost associated with hosting the virtual Town Hall.

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

Shannon Murray

Shannon Murray,
Stewardship and Outreach Assistant



To: Communications Committee
From: Shannon Gutoskie, Communications Specialist
Date: August 31, 2021
Subject: Request for Approval: SNC 75th Anniversary Logo Design

RECOMMENDATION:

That the Communications Committee direct staff to work with graphic designers to create a new SNC logo for the 75th anniversary in 2022.

DISCUSSION:

South Nation Conservation (SNC) will be celebrating its 75th anniversary next year, in 2022. As discussed at the July 2021 Committee meeting, staff are planning to incorporate a new, commemorative logo into the website, email, stationery, ads, and other marketing materials to raise awareness and to help reflect on the last 75 years of conservation (CMN-052/21).

An anniversary logo provides the opportunity to showcase SNC's success and good work over the decades while instilling a strong corporate image of trust and credibility.

As such, staff have initiated discussions with TD Graham & Associates to develop a design concept for the 75th anniversary celebrations. Upon selecting a design concept, staff will work with designers to further develop the logo.

Staff will present a design concept for approval at the November 2021 Communications Committee meeting. The logo design will be confirmed by the end of 2021 to be used beginning immediately in 2022.

TD Graham is based in Kemptville and has served the needs of many municipal, not-for-profit and private sector organization since 1989. They've designed several of SNC's past anniversary logo's, the most recent being the 70th.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Costs associated with the 75th anniversary logo development are included in the 2021 SNC Budget, under Communications and Outreach: Media and Communications Products, pages 92 and 93.

Anniversary product implementation will be included in the 2022 Draft SNC Budget.

SNC Policy Adherence: All SNC expenses related to the 75th anniversary planning will adhere to SNC's Purchasing Policy for purchases \$200 up to \$5,000.

Shannon Gutoskie

Shannon Gutoskie,
Communications Specialist



To: Communications Committee
From: Shannon Gutoskie, Communications Specialist
Date: August 31, 2021
Subject: Request for Approval: SNC 75th Anniversary Workplan

RECOMMENDATION:

The Communications Committee approve the SNC 75th Anniversary Workplan as presented.

DISCUSSION:

South Nation Conservation (SNC) will be celebrating its 75th anniversary next year, in 2022. At the July 2021 Committee meeting, staff presented suggestions for anniversary activities that could be hosted throughout 2022. Some were new initiatives and others were existing events that would be rebranded for the 75th celebration. (CMN-052/21)

Attached is the draft work plan for 2022 based on discussions with the Committee; additional details will be refined and staff will continue to bring a recurring reports to the Committee throughout 2021/2022, as plans for the anniversary celebration progress.

The Work Plan is a planning document that will be confirmed following discussion with the Committee and subsequent approval by the SNC Board of Directors. Following Board approval, staff will create a 75th anniversary guide that will highlight activities and important milestones throughout the year.

Staff estimate that activities would fit within existing Communications Budget framework. Some costs can be incurred in 2021 and activities can be offset by donations in 2022. This amount will be subject to Board approval of the Draft 2022 SNC Budget, activities will be modified as needed to fit within approved budget.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Costs associated with planning for the 75th anniversary will be included in the Draft 2022 Budget, under Communications and Outreach – Education and Events.

SNC Policy Adherence: All SNC expenses related to the 75th anniversary planning will adhere to SNC's Purchasing Policy for purchases \$200 up to \$5,000.

Shannon Gutoskie

Shannon Gutoskie,
Communications Specialist.

Attachments: SNC 75th Anniversary Workplan



SNC 75TH ANNIVERSARY CELEBRATION OUTLINE

1.0 PURPOSE

The purpose of this document is to outline proposed plans for South Nation Conservation's (SNC) 75th anniversary celebrations in 2022. Plans will need to be established in 2021. Staff are seeking suggestions for anniversary celebration activities that could be hosted throughout 2022.

2.0 DISCUSSION

SNC's Communications Committee will develop a workplan to celebrate the 75th anniversary. Special 75th Anniversary products will be developed: banners, logo, promotional videos, and various promotional products.

The Committee directed staff in July 2021 to create a draft event schedule for consideration. Will be presented for discussion at the September 2021 Committee meeting, subject to Board approval.

A 75th logo will be created and provided to the Communications Committee for review in November 2021. The logo design will be confirmed by the end of 2021; to be used beginning immediately in 2022.

3.0 OPTIONS

Each month will involve a celebratory event, either new or existing (rebranded as a 75th event), to highlight the profound history and impact of SNC in the community as shown in Table 1.

4.0 BUDGET IMPLICATIONS

Staff estimate that activities would fit within existing Communications Budget framework. Some costs can be incurred in 2021 and activities can be offset by donations in 2022. This amount will be subject to Board approval of the Draft 2022 SNC Budget, activities will be modified as needed to fit within approved budget.



Table 1. Proposed SNC 75th Anniversary Events

Month	Event	Details	Tent. Date & Location	Staff Lead	Budget Costs
Jan.	<ul style="list-style-type: none"> • “Take A Hike” 75km Challenge • Use newly created 75th anniversary logo 	<ul style="list-style-type: none"> • Snowshoe hike, river paddle, run/hike at any of SNC’s properties 	<ul style="list-style-type: none"> • Jan. 1 – Dec. 31 • Watershed wide 	<ul style="list-style-type: none"> • Shannon Gutoskie 	<ul style="list-style-type: none"> • Event T-shirts • Promo Guide • Staff Time
Feb.	<ul style="list-style-type: none"> • Board AGM • Ice Fishing Derbies 	<ul style="list-style-type: none"> • Reaffirmation of the resolution to form the South Nation River Conservation Authority on Feb. 17, 1947 • Promote Family Fishing Events 	<ul style="list-style-type: none"> • February Board Meeting • Family Day Weekend (or with existing derby - TBD) 	<ul style="list-style-type: none"> • John Mesman • Shannon Gutoskie 	<ul style="list-style-type: none"> • Staff Time • Donation to existing derbies through Comm Env Grant Fund
March	<ul style="list-style-type: none"> • SNC Maple Madness 	<ul style="list-style-type: none"> • Free, outdoor, family-oriented learning experience 	<ul style="list-style-type: none"> • End of March, Oschmann Forest CA 	<ul style="list-style-type: none"> • Kelsey Smith 	<ul style="list-style-type: none"> • Staff Time • Hot chocolate and maple treats
April	<ul style="list-style-type: none"> • 75 Tree Kick Off • Record-Breaking Tree Planting Year 	<ul style="list-style-type: none"> • Encourage planting 75 trees per area (ie Plant 75 trees at schools, Plant 75 trees at Long Term Care Homes, etc.) • Celebrate continued success of SNC tree planting program with new milestone 	<ul style="list-style-type: none"> • Earth Day event launch • Location TBD 	<ul style="list-style-type: none"> • Kelsey Smith 	<ul style="list-style-type: none"> • Cost-share potted stock tree or donate seedlings • Staff Time
May	<ul style="list-style-type: none"> • SNC Signature 	<ul style="list-style-type: none"> • Local brewery to create SNC anniversary beer 	<ul style="list-style-type: none"> • May 24 • Kick off at Brewery 	<ul style="list-style-type: none"> • Shannon Gutoskie 	<ul style="list-style-type: none"> • Staff Time



	Beer Launch	<ul style="list-style-type: none"> % of proceeds directed to SNC programs 			<ul style="list-style-type: none"> Promotion Graphics and Online Posts
June	<ul style="list-style-type: none"> Canoe the Nation 	<ul style="list-style-type: none"> Partner with local canoe event/race 	<ul style="list-style-type: none"> Date and Location TBD 	<ul style="list-style-type: none"> Shannon Gutoskie Kelsey Smith 	<ul style="list-style-type: none"> Staff Time Partner donation
July	<ul style="list-style-type: none"> Taste the Nation Fish Camps 	<ul style="list-style-type: none"> Local restaurants feature menu items or specials for SNC. % of proceeds directed to SNC programs 	<ul style="list-style-type: none"> July – September July – August 	<ul style="list-style-type: none"> Shannon Gutoskie Kelsey Smith 	<ul style="list-style-type: none"> Staff Time Promotion Graphics and Online Posts Camp supplies
Aug.	<ul style="list-style-type: none"> SNC Golf Tournament 	<ul style="list-style-type: none"> Feature SNC milestones at 18 golf holes. Diamond theme to commemorate 75th anniversary Various prizes secured by donation 	<ul style="list-style-type: none"> Mid-August Consider City of Ottawa 	<ul style="list-style-type: none"> Kelsey Smith Shannon Gutoskie 	<ul style="list-style-type: none"> Staff Time Per golf budget
Sept.	<ul style="list-style-type: none"> SNC Open House Eco Education Day for 	<ul style="list-style-type: none"> Workshops, meet and greet, demo's, artists and artisans, school groups, volunteer recognition, etc. 	<ul style="list-style-type: none"> Mid-September 	<ul style="list-style-type: none"> John Mesman Shannon Gutoskie Kelsey Smith 	<ul style="list-style-type: none"> Staff Time Outdoor tent and event costs



	Partner Schools <ul style="list-style-type: none"> 75th Anniversary Event (recognize 75 env community leaders) 				
Oct.	<ul style="list-style-type: none"> Guided Hike 		<ul style="list-style-type: none"> Ontario Hike Week (Oct. 3 – 7) 	<ul style="list-style-type: none"> Kelsey Smith 	<ul style="list-style-type: none"> Staff Time
Nov.	<ul style="list-style-type: none"> SNC Bus Tour 	<ul style="list-style-type: none"> Highlight significant projects undertaken by SNC over the past 75 years 	<ul style="list-style-type: none"> Early November 	<ul style="list-style-type: none"> Shannon Gutoskie Kelsey Smith 	<ul style="list-style-type: none"> Staff Time Bus Rental
Dec.	<ul style="list-style-type: none"> SNC Staff, Board, Donor and Volunteer Recognition 	<ul style="list-style-type: none"> Celebrating SNC Supporters at year-end 	<ul style="list-style-type: none"> SNC Office or Holiday Event 	<ul style="list-style-type: none"> Shannon Gutoskie John Mesman 	<ul style="list-style-type: none"> Staff Time Gifts



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant II
Date: September 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:

- The Russell & District Historical Society
 - Camp Kagama
-

DISCUSSION:

The Committee previously approved amendments to South Nation Conservation's (SNC) Community Environmental Grants Program to allow for tree 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:

The Russell & District Historical Society

The Russell and District Historical Society will be hosting their annual Heritage Festival on Saturday, September 11, 2021 from 10 a.m. - 3 p.m. This event takes place at the Keith Boyd Museum on Concession Street and other locations in the village. Activities will include an open house at the museum, unveiling of 2 historic plaques and an animated walking tour of historic buildings and sites in the central part of Russell and at the location of the old railway station.

Funding from this grant, if awarded by SNC, will be used for advertising, honorariums, office supplies and possibly refreshments.

Camp Kagama

Camp Kagama is looking to plant native caliper-sized trees at Camp Kagama on Morrison Island on the St. Lawrence River. The trees would add to the beauty of the grounds and provide shade for the young campers.

Funding from this grant will be used to purchase the trees.



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

Community Environmental Grant Money Dispersed (2021)	Community Environmental Grant Money Under Review	Remaining Funds
\$5,400	\$600	\$4,600

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 and 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 \$5,000.

Kelsey Smith

Kelsey Smith,
Stewardship and Outreach Assistant

Attachments: Community Environmental Grant - Application Letters



*Keith Boyd Museum
Russell and District Historical Society
1150 Concession St Box 307
Russell ON K4R 1E1*

July 24, 2021

To the SNC

Heritage Grant Application

The Russell and District Historical Society will be hosting our annual Heritage Festival on Saturday, September 11, 2021 from 10 a.m. - 3 p.m. This event takes place at the Keith Boyd Museum on Concession Street and other locations in the village. This year our activities will be limited due to consideration of covid protocol. Activities will include open house at the museum, unveiling of 2 historic plaques and an animated walking tour of historic buildings and sites in the central part of Russell and at the location of the old railway station. Other activities may be added. One of the stops on the tour will be on the Carscadden Bridge over the Castor River. The history and importance of the river will be explained.

We are applying for the Heritage Grant to support this project. Other support will come from our own funds and public donations. Money will be used for advertising, honorariums, office supplies and possibly refreshments. We will display the SNC banner and give recognition on advertising and our Facebook page and website and also provide recycling boxes for the use of visitors.

Sincerely,

Judy James
Heritage Festival Committee
613-445-5690
ghandjjames@gmail.com



CAMP KAGAMA
PO Box 484
Ingleside, Ontario
K0C 1M0

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

Attn: Communications & Outreach Department
RE: Grant Application from Camp Kagama

July 27, 2021

Community Environmental Grants Program:

We are looking to plant native caliper-sized trees at CampKagama on Morrison Island. These trees would add to the beauty of the grounds and provide shade for our young campers.

Camp Kagama is a small camp by design with just 48 campers per session. We are a not for profit organization (with charitable status) established in 1936 with the purpose of providing a safe place for youth from any background to gather together to build friendships, and to explore and enjoy the beauty of our natural world. More than 23,000 campers have visited us on the shores of the St. Lawrence River and shared this experience - where kids can be kids. New trees would benefit many campers over the coming years.

Due to COVID-19, we have not been able to hold camps safely since 2018. However, that hasn't stopped us from improving our facilities, strengthening our team, and continuing to plan for the future! In 2021, we had hoped to hold our 85th Anniversary celebration, but we may have to wait until next year. Though we are still hopeful for an opportunity to bring some of our camp community together this year!

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 of childhood for generations.

On the camp property, there are a number of good spots for planting trees. We could plant along the driveway, near the waterfront area, or in the existing shaded area (where current trees are coming to the end of their life), or any number of other prime locations. Camp Kagama's Board of Directors 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.

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The property of owned by the St. Lawrence Parks Commission, and maintained by Camp Kagama. Included with this letter, is a letter of support from the St. Lawrence Parks Commission which they issued to show their support and permission for this funding request.

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
President, Camp Kagama

Contacts	David Wattie	President	613.793.3008
	Tina Paine	Vice President	613.222.4914
	Sue Brown	Secretary	613.769.3489
	Karen McLean	Treasurer	613.264.0100