









COMMUNICATIONS COMMITTEE MEETING

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

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



CHAIR'S REMARKS

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

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA

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

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

CARRIED

DECLARATION OF CONFLICT OF INTEREST

There were no Declarations of Conflict of Interest.

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF:

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

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

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

CARRIED



NEW BUSINESS

UPDATE: 2020 CONSERVATION AREA VISITOR REPORT

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

RESOLVED THAT: The Communications Committee receive and file the
2020 Conservation Areas Visitor Report Summary;
and

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

CARRIED

UPDATE: ART FOR TREES AUCTION PROCEEDS

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

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

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

CARRIED

UPDATE: OTTAWA AND ST. LAWRENCE RIVER VIRTUAL FIELD TRIP

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

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

CARRIED



REQUEST FOR APPROVAL: REVISED 2021 STREAM OF DREAMS PROGRAM

RESOLUTION NO. CMN-006/21

Moved by: Byron Vienneau

Seconded by: Gerrie Kautz

RESOLVED THAT:

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

FURTHER THAT:

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

CARRIED

Break at 10:10 a.m.

Returned at 10:20 a.m.

REQUEST FOR APPROVAL: VISUAL IDENTITY GUIDELINES

RESOLUTION NO. CMN-.007/21

Moved by: Cindy Saucier

Seconded by: Gary Barton

RESOLVED THAT:

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

CARRIED

REQUEST FOR APPROVAL: MAPLE EDUCATION PROGRAM UPDATE

RESOLUTION NO. CMN-008/21

Moved by: Gerrie Kautz

Seconded by: Charles Armstrong

RESOLVED THAT:

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

CARRIED



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

RESOLUTION NO. CMN-009/21

Moved by: Byron Vienneau
Seconded by: Murray Inch

RESOLVED THAT:

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

FURTHER THAT:

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

CARRIED

SUPPLEMENTAL AGENDA

UPDATE: SNC SOCIAL MEDIA/WEBSITE STATISTICS

RESOLUTION NO. CMN-010/21

Moved by: Charles Armstrong
Seconded by: Tom Van Dusen

RESOLVED THAT:

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

CARRIED

ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

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



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

B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

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

DATE OF NEXT MEETING:

- March 4th, 2021

ADJOURNMENT:

RESOLUTION NO. CMN-011/21

Moved by: Tom Van Dusen

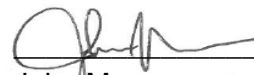
Seconded by: Bill Smirle

RESOLVED THAT:

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

CARRIED

Peggy Taylor,
Committee Chair.












John Mesman,
Team Lead, Communications.



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



CHAIR'S REMARKS

Peggy Taylor, Committee Chair, called the March 4th, 2021 Communications Committee meeting to order at 1:05 p.m.

APPROVAL OF COMMUNICATIONS COMMITTEE AGENDA AND SUPPLEMENTAL

RESOLUTION NO. CMN-012/21 Moved by: Charles Armstrong
Seconded by: Byron Vienneau

RESOLVED THAT: The Members approve the Communications
Committee agenda and supplemental agenda of
March 4th, 2021 as submitted.

CARRIED

DECLARATION OF CONFLICT OF INTEREST

There were no Declarations of Conflict of Interest.

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF:

**A. COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF
FEBRUARY 10th, 2021**

RESOLUTION NO. CMN-013/21 Moved by: Gerrie Kautz
Seconded by: Charles Armstrong

RESOLVED THAT: The Members approve the
Communications Committee virtual
meeting minutes of February 21st,
2021 as submitted.

CARRIED



NEW BUSINESS

REQUEST FOR APPROVAL: ELECTION OF COMMITTEE CHAIR

RESOLUTION NO. CMN-014/21

Moved by: Charles Armstrong
Seconded by: Byron Vienneau

RESOLVED THAT:

The Committee Members appoint John Mesman,
Team Lead, Communications as the Acting
Committee Chair; and

FURTHER THAT:

SNC Administrative By-law 15.3: 'All elections shall
be in accordance with the Procedures for Election of
Officers' be adhered to.

CARRIED

John Mesman, Acting Committee Chair, declared the Communications Committee Chair
position vacant.

ELECTION OF COMMITTEE CHAIR

Call for nominations three times for election of Chair (no seconder required)

First Call for Nominations:

Moved by: Charles Armstrong

Peggy Taylor be nominated for Chair,
Communications Committee.

Peggy Taylor accepted the nomination for Chair, Communications Committee.

Second Call for Nominations: None

Third Call for Nominations: None

Hearing none, nominations closed for the position of Chair, Communications Committee.

Approval of the following Motion:

RESOLUTION NO. CMN-015/21

Moved by: Charles Armstrong
Seconded by: Byron Vienneau



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



REQUEST FOR APPROVAL: HOMEOWNER'S CONSERVATION GUIDEBOOK

RESOLUTION NO. CMN-017/21

Moved by: Karen Switzer-Howse

Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee recommend that the Board of Directors approve SNC's Homeowner's Conservation Guidebook to be provided to new homeowners.

CARRIED

UPDATE: MUNICIPAL INFORMATION DAY

RESOLUTION NO. CMN-018/21

Moved by: Karen Switzer-Howse

Seconded by: Murray Inch

RESOLVED THAT:

The Communications Committee receive and file SNC's plan to host a virtual 2021 Municipal Information Day.

CARRIED

REQUEST FOR APPROVAL: SEEK QUOTES FOR 2021 GOLF TOURNAMENT

RESOLUTION NO. CMN-019/21

Moved by: Byron Vienneau

Seconded by: Gerrie Kautz

RESOLVED THAT:

The Communications Committee recommend to the Board of Directors that staff proceed with tentatively planning a golf tournament in Fall 2021, including seeking quotes for a venue in the jurisdiction.

FURTHER THAT:

The Communications Committee recommend to the Board of Directors that staff proceed with tentatively planning a golf tournament in Fall 2021, including seeking quotes for a venue in the jurisdiction.

CARRIED



Committee took a break at 2:07 pm.
Committee reconvened at 2:15 pm.

REQUEST FOR APPROVAL: 2021 YOUTH FISH CAMPS

RESOLUTION NO. CMN-020/21 Moved by: Doug Thompson
Seconded by: Tim Jackson

RESOLVED THAT: The Communications Committee recommend that the Board of Directors approve SNC's planned delivery of the 2021 recreational fishing programs, subject to local public health restrictions.

CARRIED

REQUEST FOR APPROVAL: 2020 ANNUAL REPORT

RESOLUTION NO. CMN-021/21 Moved by: Charles Armstrong
Seconded by: Murray Inch

RESOLVED THAT: That the Communications Committee recommend that the Board of Directors approve the 2020 Annual Report.

CARRIED

SUPPLEMENTAL AGENDA

UPDATE: NATURAL HERITAGE SYSTEM PUBLIC ENGAGEMENT

RESOLUTION NO. CMN-022/21 Moved by: Doug Thompson
Seconded by: Karen Switzer-Howse

RESOLVED THAT: The Communications Committee receive and file an update on the Natural Heritage System (NHS) communications plan and public engagement activities.

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.



COMMUNICATIONS COMMITTEE MEETING

Thursday, June 16th, 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 16th, 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 16th, 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 4TH, 2021



RESOLVED THAT:

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

CARRIED

UPDATE: 2021 FREE TREE PICK UPS

RESOLUTION NO. CMN-029/21

Moved by: Byron Vienneau
Seconded by: Charles Armstrong

RESOLVED THAT:

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

FURTHER THAT:

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

CARRIED

REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-030/21

Moved by: Murray Inch
Seconded by: Charles Armstrong

MOTION TO AMEND

RESOLUTION NO. CMN-031/21

Moved by: Cindy Saucier
Seconded by: Doug Thompson

RESOLVED THAT:

The Communications Committee review each environmental grant request application individually.

CARRIED



Stormont Dundas and Glengarry Library

RESOLUTION NO. CMN-32/21

Moved by: Byron Vienneau
Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grant to the Stormont Dundas and Glengarry Library.

CARRIED

Butterflyway Project

RESOLUTION NO. CMN-33/21

Moved by: Charles Armstrong
Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of two Community Environmental Grants to the Butterflyway Project.

CARRIED

Chesterville Kayak Club

RESOLUTION NO. CMN-34/21

Moved by: Cindy Saucier
Seconded by: Murray Inch

CALLED THE QUESTION AGAIN

RESOLUTION NO. CMN-035/21

Moved by: Murray Inch
Seconded by: Gerry Boyce

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grant to the Chesterville Kayak Club.

CARRIED



Russell Groves Community Association

RESOLUTION NO. CMN-036/21

Moved by: Doug Thompson
Seconded by: Byron Vienneau

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grant to the Russell Groves Community Association.

CARRIED

Chesterville District Agricultural Society

RESOLUTION NO. CMN-037/21

Moved by: Garry Boyce
Seconded by: Byron Vienneau

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grant to the Chesterville Agricultural Society.

CARRIED

Roxborough Agricultural Society

RESOLUTION NO. CMN-038/21

Moved by: Bill Smirle
Seconded by: Gary Barton

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grant to the Roxborough Agricultural Society.

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



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.



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:

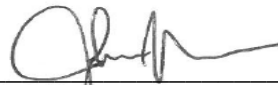
Charles Armstrong

RESOLVED THAT:

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

CARRIED

Peggy Taylor,
Committee Chair.













John Mesman,
Team Lead,
Conservation Lands and
Community Outreach

/dm



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



CHAIR'S REMARKS

Peggy Taylor, Committee Chair called the July 29th, 2021 Communications Committee meeting to order at 11:05 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-048/021 Moved by: Gary Barton
Seconded by: Doug Thompson

RESOLVED THAT: The Members approve the Communications Committee agenda and supplemental agenda of July 29th, 2021 as submitted.

CARRIED

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF:

COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF JUNE 16th, 2021

RESOLUTION NO. CMN-049/21 Moved by: Gerrie Kautz
Seconded by: Charles Armstrong

RESOLVED THAT: The Members approve the Communications Committee virtual meeting minutes of June 16th, 2021.

CARRIED

NEW BUSINESS

REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-050/21 Moved by: Doug Thompson
Seconded by: Byron Vienneau



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

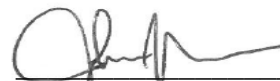
ADJOURNMENT:

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

/ks



COMMUNICATIONS COMMITTEE MEETING

Wednesday, September 15th, 2021 – 9:00 a.m.
Meeting 05/21

Present:	Bill Smirle, Board of Directors, Past Chair, ex-officio Charles Armstrong, Public Citizen Murray Inch, Public Citizen Gerrie Kautz, Board of Directors Doug Thompson, Public Citizen Tom Van Dusen, Public Citizen Byron Vienneau, Public Citizen Tim Jackson, Public Citizen
Regrets:	Cindy Saucier, Councillor, Russell Peggy Taylor, Chair, Communications Committee Gerry Boyce, Public Citizen Gary Barton, 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:	John Mesman, Team Lead, Community Lands and Outreach Carl Bickerdike, Team Lead, Corporate Services Shannon Gutoskie, Communications Specialist Kelsey Smith, Stewardship and Outreach Assistant Shannon Murray, Stewardship and Outreach Assistant



CHAIR'S REMARKS

Bill Smirle, Past Chair and Acting Committee Chair called the September 15th, 2021 Communications Committee meeting to order at 9:05 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-054/021 Moved by: Doug Thompson
Seconded by: Gerrie Kautz

RESOLVED THAT: The Members approve the Communications Committee agenda and supplemental agenda of September 15th, 2021 as submitted.

CARRIED

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF:

COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF JULY 29th, 2021

RESOLUTION NO. CMN-055/21 Moved by: Doug Thompson
Seconded by: Charles Armstrong

RESOLVED THAT: The Members approve the Communications Committee meeting minutes of July 29th, 2021.

CARRIED

NEW BUSINESS

UPDATE: SOCIAL MEDIA AND WEBSITE

RESOLUTION NO. CMN-056/21 Moved by: Tom Van Dusen
Seconded by: Murray Inch



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

CARRIED

REQUEST FOR APPROVAL: SNC SOCIAL MEDIA POLICY

RESOLUTION NO. CMN-057/21 Moved by: Tom Van Dusen
Seconded by: Doug Thompson

RESOLVED THAT: That the Communications Committee receive and file the Draft SNC Social Media Policy, for discussion purposes; and

FURTHER THAT: The Committee direct staff to present an updated policy directly to the Board of Directors for approval following legal review.

CARRIED

UPDATE: LOW WATER RESPONSE PROGRAM COMMUNICATIONS

RESOLUTION NO. CMN-058/21 Moved by: Charles Armstrong
Seconded by: Byron Vienneau

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

CARRIED

UPDATE: 2021 YOUTH FISH CAMP

RESOLUTION NO. CMN-059/21 Moved by: Doug Thompson
Seconded by: Charles Armstrong

RESOLVED THAT: 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.

CARRIED

**REQUEST FOR APPROVAL: CANCELLATION OF ANNUAL GOLF TOURNAMENT
AND LAUNCH OF FALL FUNDRAISING INITIATIVE (ONLINE WOOD AUCTION)**

RESOLUTION NO. CMN-060/21

Moved by: Tom Van Dusen
Seconded by Murray Inch

RESOLVED THAT:

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

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.

CARRIED

Bill Smirle left the meeting at 9:54 a.m. During his absence, the Committee Members endorsed John Mesman as Interim Committee Chair until his return.

**REQUEST FOR APPROVAL: VIRTUAL TOWN HALL REPLACEMENT OF
ANNUAL TOUR**

RESOLUTION NO. CMN-061/21

Moved by: Charles Armstrong
Seconded by: Gerrie Kautz

RESOLVED THAT:

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

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.

CARRIED

REQUEST FOR APPROVAL: SNC 75TH ANNIVERSARY LOGO DESIGN

RESOLUTION NO. CMN-062/21

Moved by: Gerrie Kautz

Seconded by: Doug Thompson

RESOLVED THAT:

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

CARRIED

Bill Smirle returned to the meeting at 10:25 a.m. and resumed the position of Committee Chair.

REQUEST FOR APPROVAL: SNC 75TH WORKPLAN

RESOLUTION NO. CMN-063/21

Moved by: Tim Jackson

Seconded by: Doug Thompson

RESOLVED THAT:

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

CARRIED

REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-064/21

Moved by: Tim Jackson

Seconded by: Tom Van Dusen

RESOLVED THAT:

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
- Eco East

CARRIED

RESOLUTION NO. CMN-065/21

Moved by: Tom Van Dusen

Seconded by: Gerrie Kautz

RESOLVED THAT:

The Communications Committee separate Camp Kagama's application.

CARRIED

RESOLUTION NO. CMN-066/21

Moved by: Byron Vienneau

Seconded by: Tim Jackson

RESOLVED THAT:

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

- Camp Kagama

CARRIED

Bill Smirle left the meeting at 11:05 a.m.

ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

- Byron discussed interest in identifying public sites within the Township of Alfred-Plantagenet to support winter recreational activities, including cross-country skiing. SNC will prepare a Memo to Council on winter recreational opportunities and availability for SNC to groom winter trails.
- Murray shared plans from the Oak Valley Volunteers to host a Fall Field Day on October 16, 2021 at the Oak Valley Pioneer Park to help prepare the park for closure activities.

B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

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



DATE OF NEXT MEETING:

November 17th, 2021

ADJOURNMENT:

RESOLUTION NO. CMN-065/21

Moved by: Doug Thompson

Seconded by: Byron Vienneau

RESOLVED THAT:

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

CARRIED

Bill Smirle,
Interim Committee Chair.

/ks

John Mesman,
Team Lead, Community Lands and Outreach.



To: Communications Committee
From: Shannon Gutoskie, Communications Specialist
Date: November 8, 2021
Subject: SNC 75th Anniversary Signature Event – 75km Challenge

RECOMMENDATION:

The Communications Committee approve the 75km Challenge Workplan as presented.

DISCUSSION:

South Nation Conservation (SNC) will be celebrating its 75th anniversary in 2022.

At the July Committee meeting, staff reviewed suggestions for 2022 anniversary activities (CMN-052/21). Following Committee and staff feedback, a 75th Anniversary Work Plan was developed to identify monthly commitments in 2022 for new initiatives and existing events that could be rebranded for the 75th (CMN-063/21).

Included within the Work Plan, now approved by the Board of Directors, was a signature event: the 75km Challenge (BD-166/21).

The 75km Challenge will run from January to December 2022 with a goal to encourage watershed residents and visitors of all abilities to step into nature and explore SNC's Conservation Areas and Conservation Lands throughout the four seasons.

A workplan has been prepared to help develop the Challenge and will be used as a planning guide to support administration in 2022.

Preparation costs will be incurred in 2021 and activities will be offset by fundraising in 2022.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Costs associated with the development of the 75km Challenge included in the 2021 SNC Budget, under Communications and Outreach: Media and Communications Products, pages 92 and 93.

Anniversary activities are included in the Draft 2022 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.

Attachments: 75km Challenge Workplan

SNC 75KM CHALLENGE OUTLINE - 75th ANNIVERSARY SIGNATURE EVENT

1.0 PURPOSE

The purpose of this document is to outline the proposed plan for South Nation Conservation's (SNC) 75km Challenge in 2022. Some plans and products will need to be confirmed in 2021.

2.0 DISCUSSION

A 75th Anniversary Work Plan was prepared by staff through consultations with the Communications Committee and was adopted by the Directors in September 2021 (BD-166/21). The signature event planned for the 75th anniversary is a 75km Challenge.

Watershed residents and visitors alike will be encouraged to visit SNC's Conservation Areas throughout the year (January to December 2022) and track their distance; whether they snowshoe, ski, walk, hike, run, or paddle, etc. More details are shown in Appendix A.

It's not a race – participants can do it on their own time and at their own pace. To be eligible for a chance to win monthly and a grand prize, participants must register and document their progress. Participants will receive a welcome package that includes a t-shirt, Conservation Area guide, and a 75km progress tracker. Photos will need to be taken of eligible visits.

3.0 TIMELINES

Event details, promotion, and registration will launch in January 2022.

T-shirts and participation packages should be organized in 2021 to be ready for distribution in 2022. Requests for prize donations will be distributed in the coming weeks.

It is anticipated that minimal staff support will be required to oversee the Challenge once the event has been launched (social media, participant packages, monthly draws).

4.0 BUDGET IMPLICATIONS

Some costs will be incurred in 2021, within SNC's Communications and Outreach Budget. Donations will be sought to secure prizes for 2022, some activities can be offset by fundraising included in the Draft 2022 SNC Budget.



SOUTH NATION
CONSERVATION
DE LA NATION SUD

Appendix A. Proposed 75km Challenge Rollout

PUBLIC FACING

WHAT IS IT?

Hike, run, dog walk, snowshoe, paddle, etc. at any of South Nation Conservation's (SNC) properties or launch points at your pace, and on your schedule!

Document your progress once a month and be entered to win a monthly prize. If you complete the full 75km challenge you will be entered to win a grand prize.

Register with SNC to receive a participant bag.

EVENT DESCRIPTION

The goal of the 75km Challenge is to highlight SNC's 75th anniversary, and to encourage our communities to explore and take advantage of SNC's Conservation Areas by stepping outdoors, and into nature, while keeping active throughout the year.

By keeping registration free and encouraging all methods of active transportation, we are making the 75km Challenge open and accessible to all ages and abilities.

Complete the challenge on your own, with family and friends, or with your pooch! With the flexible timeline of participation, you can complete the event on your own schedule.

HOW TO PARTICIPATE

Where?

Any of SNC's Conservations Lands, including Conservation Areas, Managed Forests, and Partner Sites.

When?

Complete your 75km challenge anytime between January and December 2022.

How?

Provide contact information (name, email, address) within the online registration form and indicate the number of shirts and sizes for participants in your household.

Complete your 75km Challenge by running, walking, paddling, or whatever method of active transportation you prefer between the dates of January 1 – December 31, 2022.

PHOTO CONTEST



Take a photo of you and/or your household wearing your event shirts anytime during your 75km Challenge, and upload it to Facebook, Instagram or Twitter using the #75SNC and you will be entered to win a prize.

INTERNAL

REGISTRATION PACKAGE

To include:

- SNC jurisdiction and Conservation Area map
- Thank you letter with contest rules and event description
- Swag – t-shirt for registering (need to include sizes upon registration)
 - Design a #75SNC t-shirt
 - Quotes for t-shirt printing. Confirm quantity/sizes
 - **T-SHIRT ORDERS**
 - Order 300-500
 - Sizes: Adult S, M, L. Some XL-XXL. Youth S-L
(N.B. youth L = adult S, youth XL = adult M)
 - Determine how to distribute (pick up at office, distribute to community area at different points across the watershed on specific dates and times)
 - Staff time to put bags together/coordinate t-shirts with participants
 - Sponsorship material if applicable
- Determine best way for people to register (online registration form)

PROMOTION

- Kick-off press release
- Year-round promotion (registration, check ins, promoting participants photos, promoting access to different Conservation Areas)

PRIZES

- 12 smaller donated prizes to be awarded each month (seek donors)
- One grand prize for completing the 75km Challenge (seek donation)
- For each month you post online in the photo contest, get an extra monthly ballot



To: Communications Committee
From: Shannon Murray, Stewardship and Outreach Assistant
Date: November 4, 2021
Subject: Request for Approval: Development of an SNC Sign Design Guide

RECOMMENDATION:

The Communications Committee direct staff to develop an SNC Sign Design Guide to inform a Sign Strategy for SNC Properties.

Further that the Committee provide feedback on the development of draft sign templates.

DISCUSSION:

As the frequency of visitors to Conservation Areas continues to increase, SNC plans to modernize signage for best practices in accessibility, bilingualism, and legibility, creating a consistent and recognizable brand across each of its properties.

SNC staff have completed a sign audit of all signs on SNC owned property and evaluated their effectiveness to support the development of new Sign Guidelines.

Sign types including (but not limited to) Property Identification, Trailhead Maps, Directional, Informational, and Cautionary will be redesigned and reinstalled in every SNC Conservation Area in adherence with new Sign Guidelines.

Work has included an initial signage audit, research on best practices, development of consistent content, graphic design consultation, and will include translation, printing, and installation.

SNC is seeking Committee feedback to further refine the Design Guide to ensure signs use the least costly, most long-lasting materials and that their design content is accessible.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Contracted Services are included in the 2021 SNC Budget, under Communications & Outreach, Media and Communications Products, pages 92 and 93.

Material costs are included in the Draft 2022 SNC Budget, under Property: Conservation Areas, pages 33 and 34.

SNC Policy Adherence: Project expenditures will adhere to SNC's Purchasing Policy. Design strategies will adhere to SNC's Brand Guide.

Shannon Murray

Shannon Murray,
Stewardship and Outreach Assistant



To: Communications Committee
From: Shannon Gutoskie, Communications Specialist
Date: November 9, 2021
Subject: Update: SNC 75th Anniversary Logo Design

RECOMMENDATION:

The Communications Committee receive and file the report on the 75th anniversary logo development for discussion purposes.

DISCUSSION:

South Nation Conservation (SNC) will be celebrating its 75th anniversary in 2022.

Per Committee direction, staff prepared a 75th Anniversary Work Plan (CMN-063/21) and began work on signature 75th logo design concepts (CMN-062/21).

A new, commemorative logo will be incorporated into the website, email, stationery, ads, and other marketing materials to help reflect on the last 75 years of conservation.

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.

Staff have reviewed design concepts with graphic design consultants and will be working with designers to further develop three final concepts to consider. Final design options will be circulated to Committee members electronically, to be adopted by the end of 2021.

Design concepts presented for discussion purposes.

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 are included in the Draft 2022 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
Attachment: Logo design concepts (draft)





75<sup>1947
2022</sup> *years of conservation*
ans de conservation







Management • Leadership • Sustainability

































SNC: 75th Anniversary Logo Concept-21
TD Graham + Associates | 613-258-3885
Sept 2021





75 years of/ans de conservation

Optional treatment:

75
*years of / ans de
conservation*

A



B





A



B





75 years of/
ans de
conservation
1947-2022

1947-2022
75
years of/ans de
conservation

A



SOUTH NATION
CONSERVATION
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75 years of/
ans de
conservation
1947-2022



B



SOUTH NATION
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75 years of/
ans de
conservation
1947-2022

C



SOUTH NATION
CONSERVATION
DE LA NATION SUD

75 years of/
ans de
conservation
1947-2022







To: Communications Committee
From: Shannon Murray, Stewardship and Outreach Assistant
Date: November 9, 2021
Subject: Update: South Nation Wood Creations Auction Proceeds

RECOMMENDATION:

The Communications Committee receive and file an update on the 2021 South Nation Wood Creations online wood ware auction.

Further that, the Committee approve allocating funds raised from the 2021 South Nation Wood Creations online wood ware auction to the 2022 Community Free Tree Giveaways.

DISCUSSION:

Following the postponement of the 2021 Annual Friends of SNC Golf Tournament, the Committee approved SNC hosting an online fundraising wood ware auction in October to support tree planting initiatives (CMN-060/21).

The "South Nation Wood Creations" online silent wood ware auction ran from October 12th to October 29th, 2021, using the free website www.32auctions.com.

45 participants placed 154 bids on 30 items donated by woodworkers across the region, raising a total of \$2,290.

SNC will be distributing charitable receipts to participants and donors, as appropriate, and delivering thank you letters to all donors.

SNC is seeking Committee approval to direct the auction funds raised towards the Community Free Tree Giveaways in Spring 2022 in each of SNC's member municipalities.

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.

Funding for Community Free Tree Giveaways is included in the Draft 2022 Budget, under Partner Programs, Forests, pages 16 and 17.

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



To: Communications Committee
From: John Mesman, Team Lead, Community Lands and Outreach
Date: October 2, 2021
Subject: Communications Committee Meeting Schedule 2022

RECOMMENDATION:

That the Communications Committee approve the 2022 Communications Committee meeting schedule as presented.

DISCUSSION:

As per the Standing Committee Terms of Reference, all Standing Committees will meet at least four times per year, with one of these meetings being a Joint Meeting of all Standing Committees.

Staff recommend the following meeting schedule for 2022:

- Thursday, March 3rd (Tentative Joint Meeting)
- Wednesday, June 8th, 2022
- Wednesday, September 7th, 2022
- Wednesday, November 9th, 2022

Meetings will take place online at 9:00 am via Microsoft Teams unless otherwise stated in the Agenda package. It is expected that some meetings will be hosted in person in 2022.

The Standing Committee Terms of Reference allows for additional meetings to be called if there is 75% concurrence of the Committee at which there is quorum.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Committee expenses for the Communications Committee are included in the Draft 2022 SNC Budget to an upset limit of \$7,500/Committee.


















SNC Policy Adherence: The Communications Committee membership and meeting schedule adheres to the SNC Administration Policy and SNC Standing Committee Terms of Reference.

John Mesman,
Team Lead, Community Lands and Outreach



COMMUNICATIONS COMMITTEE MEETING

Wednesday, November 17th, 2021 – 9:00 a.m.
Meeting 06/21

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



CHAIR'S REMARKS

Peggy Taylor, Committee Chair called the November 17th, 2021 Communications Committee meeting to order at 9:02 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-066/021 Moved by: Doug Thompson
Seconded by: Charles Armstrong

RESOLVED THAT: The Members approve the Communications Committee agenda and supplemental agenda of November 17th, 2021 as submitted.

CARRIED

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

APPROVAL OF:

COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF September 15th, 2021

RESOLUTION NO. CMN-067/21 Moved by: Byron Vienneau
Seconded by: Doug Thompson

RESOLVED THAT: The Members approve the Communications Committee meeting minutes of September 15th, 2021.

CARRIED

NEW BUSINESS

REQUEST FOR APPROVAL: 75TH ANNIVERSARY EVENT – 75KM HIKE CHALLENGE

RESOLUTION NO. CMN-068/21 Moved by: Byron Vienneau
Seconded by: Charles Armstrong



RESOLVED THAT: The Communications Committee approve the 75km Challenge Workplan as presented.

CARRIED

REQUEST FOR APPROVAL: DEVELOPMENT OF AN SNC DESIGN GUIDE

RESOLUTION NO. CMN-069/21 Moved by: Byron Vienneau
Seconded by: Doug Thompson

RESOLVED THAT: That the Communications Committee direct staff to develop an SNC Sign Design Guide to inform a Sign Strategy for SNC Properties.

FURTHER THAT: the Committee provide feedback on the development of draft sign templates.

CARRIED

UPDATE: SNC 75TH ANNIVERSARY LOGO DESIGN

RESOLUTION NO. CMN-070/21 Moved by: Gerrie Kautz
Seconded by: Karen Switzer-Howse

RESOLVED THAT: That the Communications Committee receive and file the report on the 75th anniversary logo development for discussion purposes.

CARRIED

UPDATE: SOUTH NATION WOOD CREATIONS AUCTION PROCEEDS

RESOLUTION NO. CMN-071/21 Moved by: Karen Switzer-Howse
Seconded by: Byron Vienneau

RESOLVED THAT: That the Communications Committee receive and file an update on the 2021 South Nation Wood Creations online wood ware auction.



FURTHER THAT:

The Committee approve allocating funds raised from the 2021 South Nation Wood Creations online wood ware auction to the 2022 Community Free Tree Giveaways.

CARRIED

COMMUNICATIONS COMMITTEE MEETING SCHEDULE 2022

RESOLUTION NO. CMN-072/21

Moved by: Cindy Saucier

Seconded By: Karen Switzer-Howse

RESOLVED THAT:

The Communications Committee approve the 2022 Communications Committee meeting schedule as presented.

CARRIED

The committee took a break at 10:30 a.m. and members returned at 10:35 a.m.

REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-073/21

Moved by: Karen Switzer-Howse

Seconded by: Byron Vienneau

RESOLVED THAT:

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

- St. Paul's Presbyterian Church
- L'école St. Viateur

CARRIED

ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

- Byron wondering about update on the groomed trail in Alfred-Plantagenet. The recreation team in AP is looking at a solution. John and Shannon met



with them on Monday. Follow up next week on how it will roll out with the college campus winter trail.

- Murray mentioned that many dead trees were removed by SNC staff at Oak Valley Park, with additional seedlings being planted next year. There were loads of gravel delivered for the driveway making it easier for residents to access the park.
- Cindy mentioned how much she enjoyed the Healing Place Remembering the Children and the Scouts event at J. Henry Tweed Conservation Area. She would like to incorporate the healing place into the 75th celebrations and its importance.
- Tim shared that last week he went to Two Creeks Conservation Area, it was well used with many people onsite.
- Bill was pleased with the discussion this morning and mentioned he would like to also include the Healing Place in the 75th anniversary.

B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

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

DATE OF NEXT MEETING:

Thursday, March 3rd, 2022

ADJOURNMENT:

RESOLUTION NO. CMN-074/21

Moved by: Cindy Saucier

Seconded by: Charles Armstrong

RESOLVED THAT:

The Communications Committee meeting of November 17th, 2021 be adjourned at 11:05 a.m.

CARRIED

Peggy Taylor,
Committee Chair.

John Mesman,
Team Lead, Community Lands and Outreach.

/ks