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## Communications Committee

# Meeting Agenda

**Date:** Wednesday, June 8<sup>th</sup>, 2022

**Time:** 9:00 am

**Location:** Virtual Meeting using Microsoft Teams



## Communications Committee

### Meeting Agenda

Wednesday, June 8<sup>th</sup>, 2022 at 9:00 am

1. Chair's Remarks
2. Approval of Communications Committee Agenda (Supplemental Agenda)
3. Declaration of Conflict of Interest
4. SNC Project Update – PowerPoint Presentation: Staff
5. Approval of Communications Committee Meeting Minutes:
  - a. March 3<sup>rd</sup>, 2022 3-10
  - b. April 14<sup>th</sup>, 2022 11-12
6. New Business:
  - a. Update: 2022 Committee Chair: John 13-16
  - b. Update: 2022 Free Tree Pick Ups: Kelsey 17-18
  - c. Update: SNC Social Media Policy: Shannon G 19-24
  - d. Update: Kayak Rentals at High Falls Conservation Area: John 25-26
  - e. Request for Approval: Development of SNC Signs: Shannon M 27-28
  - f. Request for Approval: Community Environmental Grants: Kelsey 29-36
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: Wednesday, September 7<sup>th</sup>, 2022 at 9:00 am
11. Adjournment

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John Mesman,  
Team Lead, Community Lands and Outreach.



## COMMUNICATIONS COMMITTEE MEETING

Thursday, March 3<sup>rd</sup>, 2022 – 3:00 p.m.  
Meeting 01/22

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**Present:** Bill Smirle, Board of Directors, Past Chair, ex-officio  
Cindy Saucier, Councillor, Russell  
Murray Inch, Public Citizen  
Gerrie Kautz, Board of Directors  
Doug Thompson, Public Citizen  
Tom Van Dusen, Public Citizen  
Byron Vienneau, Public Citizen  
Karen Switzer-Howse, Public Citizen

**Regrets:** Peggy Taylor, Chair, Communications Committee  
Tim Jackson, Public Citizen  
Gerry Boyce, Public Citizen  
Charles Armstrong, Public Citizen  
Gary Barton, Public Citizen  
George Darouze, Board of Directors, Chair, ex-officio  
Pierre Leroux, Board of Directors, Vice Chair, ex-officio

**Staff:** John Mesman, Team Lead, Community Lands and Outreach  
Shannon Gutoskie, Communications Specialist  
Kelsey Smith, Stewardship & Outreach Assistant  
Shannon Murray, Stewardship & Outreach Assistant



**CHAIR'S REMARKS**

John Mesman, Acting Committee Chair called the March 3<sup>rd</sup>, 2022 Communications Committee meeting to order at 3:00pm.

**ELECTION OF ACTING COMMITTEE CHAIR**

RESOLUTION NO. CMN-01/22

Moved by: Gerrie Kautz

Seconded by: Doug Thompson

RESOLVED THAT:

The Members approve John Mesman, Team Lead, Community Lands and Outreach as the Interim Committee Chair for the March 3<sup>rd</sup>, 2022 meeting.

CARRIED

**APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS**

RESOLUTION NO. CMN-02/22

Moved by: Doug Thompson

Seconded by: Karen Switzer-Howse

RESOLVED THAT:

The Members approve the Communications Committee agenda and supplemental agenda of March 3<sup>rd</sup>, 2022 as submitted.

CARRIED

**COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION**

Staff presented project and program updates.



**APPROVAL OF:**

**COMMUNICATIONS COMMITTEE VIRTUAL MEETING MINUTES OF  
NOVEMBER 17, 2021**

RESOLUTION NO. CMN-03/22

Moved by: Karen Switzer-Howse  
Seconded by: Byron Vienneau

RESOLVED THAT:

The Members approve the Communications  
Committee meeting minutes of November 17, 2021.

CARRIED

**NEW BUSINESS**

**UPDATE: 2022 COMMITTEE CHAIR AND MEMBERSHIP**

RESOLUTION NO. CMN-04/22

Moved by: Doug Thompson  
Seconded by: Byron Vienneau

RESOLVED THAT:

The Communications Committee receive and file the  
2022 Committee Chair and Membership report.

CARRIED

**UPDATE: SOCIAL MEDIA AND WEBSITE**

RESOLUTION NO. CMN-05/22

Moved by: Murray Inch  
Seconded by: Cindy Saucier

RESOLVED THAT:

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

CARRIED



**UPDATE: MUNICIPAL INFORMATION DAY**

RESOLUTION NO. CMN-06/22

Moved by: Murray Inch

Seconded by: Karen Switzer-Howse

RESOLVED THAT:

That the Communications Committee receive and file SNC'S plan to host a virtual 2022 Municipal Information Day.

CARRIED

**REQUEST FOR APPROVAL: SNC 75KM CHALLENGE**

RESOLUTION NO. CMN-07/22

Moved by: Gerrie Kautz

Seconded by: Byron Vienneau

RESOLVED THAT:

That the Communications Committee approve the 75km Challenge Guide.

CARRIED

**REQUEST FOR APPROVAL: MAPLE EDUCATION PROGRAM UPDATE**

RESOLUTION NO. CMN-08/22

Moved by: Karen Switzer-Howse

Seconded By: Tom Van Dusen

RESOLVED THAT:

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

CARRIED



**REQUEST FOR APPROVAL: 2022 YOUTH FISH CAMPS**

RESOLUTION NO. CMN-09/22

Moved by: Byron Vienneau

Seconded by: Tom Van Dusen

RESOLVED THAT:

The Communications Committee recommend that the Board of Directors approve SNC's planned delivery of the 2022 recreational fishing programs, subject to local public health restrictions.

CARRIED

**REQUEST FOR APPROVAL: 2022 "FRIENDS OF SNC" GOLF TOURNAMENT**

RESOLUTION NO. CMN-010/22

Moved by: Doug Thompson

Seconded by: Gerrie Kautz

RESOLVED THAT:

The Communications Committee recommend to the Board of Directors that staff proceed with planning a golf tournament in Fall 2022, including seeking quotes for a venue.

CARRIED

**REQUEST FOR APPROVAL: VIDEO PRODUCTS**

RESOLUTION NO. CMN-011/22

Moved by: Karen Switzer-Howse

Seconded by: Gerrie Kautz

RESOLVED THAT:

The Communications Committee approve the 2022 Video Products Plan and discuss recommended future Video Product ideas.

CARRIED



**REQUEST FOR APPROVAL: 2021 ANNUAL REPORT**

RESOLUTION NO. CMN-012/22      Moved by: Doug Thompson  
Seconded by: Gerrie Kautz

RESOLVED THAT:      That the Communications Committee recommend  
that the Board of Directors approve the 2021  
Annual Report.

CARRIED

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

RESOLUTION NO. CMN-013/22      Moved by: Byron Vienneau  
Seconded by: Gerrie Kautz

RESOLVED 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 2022.

CARRIED

**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS**

RESOLUTION NO. CMN-014/22      Moved by: Cindy Saucier  
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:

- Trinity Bible Church of Ottawa
- The River Institute
- St. Albert Optimist Club
- St. Albert Primary School

CARRIED



## **ROUNDTABLE DISCUSSION**

### **A. COMMUNITY ENGAGEMENT ACTIVITIES**

- Cindy reminded everyone of Earth Hour on March 26<sup>th</sup>, 2022. Comments were also shared on SNC's Earth Day online campaign.
- Murray mentioned that the Oak Valley Pioneer Park Committee hasn't met yet to plan their upcoming year, but they hope to open the Park on May 10<sup>th</sup> and the field day will take place the week before. He also asked for the 2021 Oak Valley Pioneer Park financial report when it is ready.
- Doug mentioned that the 2022 IPM is in North Grenville in September 2022 and commented on SNC's past support of the IPM in North Stormont 2015. Comments confirmed that Rideau Valley CA has contacted SNC to discuss plans for attendance at the 2022 IPM.
- Karen mentioned the Warwick Winter Hike was a great event. Comments were shared on updates to trail signs, through SNC's Sign Strategy, along with a discussion on park benches.
- Bill thanked SNC staff on their hard work and most recently for putting together a package for the new North Dundas Council member. Comments were shared on the desire to repeat the SNC Municipal Councillor Packages following the next election.
- Byron mentioned the Wendover Western Festival will be happening this year in July and will keep staff posted on other events happening in the Township of Alfred Plantagenet. Comments were also shared on ice thickness along the South Nation River near Plantagenet.

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

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

### **DATE OF NEXT MEETING:**

Wednesday, June 8<sup>th</sup>, 2022 at 9:00am



**ADJOURNMENT:**

RESOLUTION NO. CMN-015/22

Moved by: Karen Switzer-Howse

Seconded by: Cindy Saucier

RESOLVED THAT:

The Communications Committee meeting of  
March 3<sup>rd</sup>, 2022 be adjourned at 5:05pm

CARRIED

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Peggy Taylor,  
Committee Chair.

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John Mesman,  
Team Lead, Community Lands and Outreach.

/ks



**COMMUNICATIONS COMMITTEE  
ELECTRONIC MEETING**

April 14<sup>th</sup>, 2022 – Meeting 02/22

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Members Emailed: Bill Smirle, Board of Directors, Past Chair, ex-officio  
Tim Jackson, Public Citizen  
Gerry Boyce, Public Citizen  
Byron Vienneau, Public Citizen  
Gary Barton, Public Citizen  
Gerrie Kautz, Board Member  
Murray Inch, Public Citizen  
Cindy Saucier, Councillor, Russell

Unavailable: Peggy Taylor, Chair, Communications Committee  
Tom Van Dusen, Public Citizen  
Karen Switzer-Howse, Public Citizen  
Doug Thompson, Past Board Member  
Charles Armstrong, Public Citizen





**NEW BUSINESS**

**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS**

RESOLUTION NO. CMN-016/22

Moved by: Tim Jackson

Seconded by: Gerry Boyce

RESOLVED THAT:

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

- The Knights of Columbus
- The Greely Community Association
- The Township of Alfred & Plantagenet

CARRIED

The following electronic votes were received regarding the Request for Approval: Community Environmental Grants report.

Yea: 8

Nay: 0

As a result of the majority vote for the resolution, the Acting Chair declared the motion carried.

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Peggy Taylor,  
Committee Chair.

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John Mesman,  
Team Lead, Community Lands and Outreach.

/ks



**To:** Communications Committee  
**From:** John Mesman, Team Lead, Communications  
**Date:** February 23, 2022  
**Subject:** Request for Approval: Election of Committee Chair

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**RECOMMENDATION:**

The Committee Members appoint John Mesman, Team Lead, Community Lands and Outreach as 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.

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**DISCUSSION:**

Since the last meeting, Chair Peggy Taylor has resigned from her position on the Communications Committee due to prior volunteer commitments.

As per the South Nation Conservation (SNC) Standing Committees Terms of Reference, each Standing Committee must appoint a Chair annually.

As Election Chair, I will solicit nominations from Committee Members for the Chair position. If only one nomination is made, there will be a motion to approve the nominated Chair. If multiple nominations are made for these positions, I will conduct a vote using the procedures outlined in Appendix A.

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

Compliance with Budget:

No impact on the 2022 SNC Budget.

SNC Policy Adherence:

The Election of Committee Chair adheres to the SNC Standing Committees Terms of Reference and the SNC Administrative By-laws.

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John Mesman,  
Team Lead, Community Lands and Outreach.



### **Election Procedures**

1. Election Chair declares the position vacant, according to *SNC's Administrative Bylaws*
  2. Call for nominations 3 times for election of Chair (no seconder required)
  3. Approval of the following motion:
    - Moved by:
    - Seconded by:
      - That for the year 2022, and until the Joint Standing Committee Meeting of 2023,
        - That Mr./Ms. \_\_\_\_\_ be elected as Chair of the Communications Committee
  4. Chair assumes their office
- 

### **SNC Election Procedures if there is more than one candidate for Chair**

1. Election Chair declares the position vacant, according to *SNC's Administrative By-laws*
2. Election procedures for Chair
  - Nominations require no seconder
  - Election chair calls for nominations from the floor
  - If a nominee does not wish to accept, they should decline immediately
  - If there are no further nominations from the floor, election chair asks if there are any further nominations
  - If none are forthcoming, the election chair declares nominations closed
  - Where a vote is required, ballots will be distributed and scrutineer(s) appointed
  - Announcement of results
3. Chair assumes their office



## **Appendix A**

### **Procedures for Election of Officers**

#### **Voting**

- B1.1 Voting shall be by secret ballot.
- B1.2 No Member may vote by proxy.
- B1.3 "Majority Vote" means half of the votes plus one.

#### **Acting Chair**

- B2.0 The Committee shall appoint a person, who is not a voting Member, as Acting Chair for the purpose of the election of Committee Chair.

#### **Scrutineers**

- B3.1 The Acting Chair shall call a motion for the appointment of one or more persons, who are not Committee Members or Staff of the Authority, to act as scrutineers.
- B3.2 A Committee Member, who will not stand for election, may be appointed as an additional scrutineer if requested.
- B3.3 All ballots shall be destroyed by the scrutineers after the vote.

#### **Election Procedures**

- B4.0 The Acting Chair shall advise the Members that the election will be conducted in accordance with the Act as follows:
  - a) the election shall be conducted in the following order:
    - i. Election of the Chair, who shall be a Member of the Committee;
  - b) the Acting Chair shall ask for nominations;
  - c) only current Members of the Committee who are present may vote;
  - d) nominations shall be called three (3) times and will only require a mover;
  - e) the closing of nominations shall require both a mover and a seconder;



- f) each Member nominated shall be asked to accept the nomination. The Member must be present to accept the nomination unless the Member has advised in writing or by email in advance of the election of their willingness to accept the nomination;
- g) if there is only one nominee, the individual shall be declared into the position by acclamation;
- h) in the event of an election, each nominee shall be permitted not more than three (3) minutes to speak for the office, in the order of the alphabetical listing by surnames;
- i) upon the acceptance by nominees to stand for election to the position of office, ballots shall be distributed to the Members by the scrutineers for the purpose of election and the Acting Chair shall ask the Members to write the name of one individual only on the ballot;
- j) the scrutineers shall collect the ballots, leave the meeting to count the ballots, return and advise the Acting Chair who was elected by Majority Vote.

#### **Majority Vote required**

- B5.1 A Majority Vote shall be required for election.
- B5.2 If there are more than two nominees, and upon the first vote no nominee receives the majority required for election, the name of the person with the least number of votes shall be removed from further consideration for the office and new ballots shall be distributed.
- B5.3 In the case of a vote where no nominee receives the majority required for election and where two or more nominees are tied with the least number of votes, a special vote shall be taken to decide which one of such tied nominees' names shall be dropped from the list of names to be voted on in the next vote.

#### **Tie vote**

- B6.1 Should there be a tie vote between two remaining candidates, new ballots shall be distributed, and a second vote held.
- B6.2 Should there still be a tie after the second ballot a third vote shall be held.
- B6.3 Should there be a tie after the third vote, the election of the office shall be decided by lot drawn by the Acting Chair or designate.



**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship and Outreach Assistant  
**Date:** May 26, 2022  
**Subject:** Update: 2022 Free Tree Pick Ups

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**RECOMMENDATION:**

That the Communications Committee receive and file the update on the 2022 Municipal Tree Giveaway activities.

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

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**DISCUSSION:**

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

The Community Free Tree campaigns aim to support the following objectives:

- Promote forest conservation;
- Share information on the status of forest cover in Eastern Ontario;
- Identify municipal support for forest conservation and tree planting;
- Connect with additional people to share SNC Tree Planting Program info;
- Enlist future tree planting partners through SNC programs;
- Engage people in the stewardship of their local environment;
- Provide families eco-friendly activities through the COVID-19 Pandemic;
- Help spruce up, green, and naturalize watershed communities.

The 2022 SNC Free Tree Pick Ups took place throughout the month of May with 18 pick up locations within SNC's partner municipalities.

This year's activities were branded as "Free Tree Pick Ups" and were delivered in a revised format through the ongoing COVID-19 Pandemic.

An online reservation portal was used to provide people with an opportunity to request free tree seedlings. Information including contact information, addresses, municipality, and preferred tree species were collected.

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

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Municipalities helped co-host curbside pick ups where residents were given a specific time to pick up their bundle of 5 tree seedlings.

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

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

- \$2,290 from SNC's Online Wood Auction (CMN-004/21)
- \$1,750 from Forest Ontario (to reduce the tree seedling purchase price by \$0.25/tree)
- \$3,500 from 5 partner municipalities (to support the distribution of additional trees)
- \$750 from the Raisin Region Conservation Authority (for the 3 shared municipalities)

To thank frontline workers, SNC also donated 500 White Spruce seedlings to the Winchester District Memorial Hospital, the Glengarry District Memorial Hospital, and the Cornwall Community Hospital during National Nurses' Week.

SNC plans to continue with this program and campaign into the future.

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

Compliance with Budget: Funding for the Municipal Tree Giveaway is included in the 2022 SNC Budget under Resource Management: Partner Programs, Forest on page 6.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy. For purchases from \$200 - \$5000, competitive quotes will be obtained where practical.

Program activities are recommendations from the 2018 SNC Report:  
Protecting and Increasing Forest Cover in the South Nation Conservation Jurisdiction.

*Kelsey Smith*

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Kelsey Smith,  
Stewardship and Outreach Assistant



**To:** Communications Committee  
**From:** Shannon Gutoskie, Communications Specialist  
**Date:** May 26, 2022  
**Subject:** Update: SNC Social Media Policy

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**RECOMMENDATION:**

That the Communications Committee receive and file the Social Media Policy update;

Further that the Committee recommend that the Board of Directors approve the updated Social Media Protocols.

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**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 Committee discussions identified the need for a Social Media Policy to help manage online expectations and to reduce risk to the organization. Social media plays an expanding role in the everyday lives and work of 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 SNC 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.

SNC presented draft social media policy considerations to the Communications Committee in September 2021 to solicit feedback. Staff were directed to obtain legal review and present an updated version to the Board of Directors for approval (CMN-057/21).

**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 84 and 85.

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

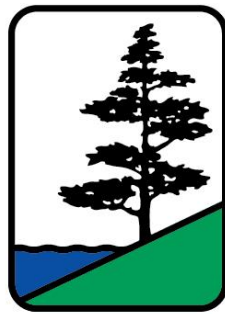
*Shannon Gutoskie*

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Shannon Gutoskie,  
Communications Specialist

Attachment: Draft SNC Social Media Protocols (Updated)

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## **Social Media Protocols**

**January 20, 2022**



| Revision No. | Board Approval Date | Details |
|--------------|---------------------|---------|
| 1            | TBD                 | TBD     |



## General

- 1.1 The primary objective of SNC's social media presence is to communicate accurate, relevant and timely information to watershed residents, municipal partners, local businesses, and visitors.
- 1.2 SNC's social media accounts are managed by the Communications and Outreach Team.

## Social Media Accounts

- 2.1 SNC is present on the following social media networks:

| Network   | Address                             |
|-----------|-------------------------------------|
| Facebook  | South Nation Conservation           |
| Instagram | southnationca                       |
| YouTube   | South Nation Conservation           |
| Twitter   | SouthNationCA                       |
| LinkedIn  | south-nation-conservation-authority |

- 2.3 SNC followers can expect content regarding:
- a) newsworthy information about SNC, conservation, environment, Conservation Authorities;
  - b) SNC initiatives, events, and programs;
  - c) flood forecasting and warning statements;
  - d) low water response statements;
  - e) recreational opportunities at Conservation Areas and SNC properties;
  - f) notifications affecting residents; and
  - g) job opportunities and tenders.



### **Availability**

3. SNC updates and monitors its social media accounts during regular business hours. Comments from users outside of these times will be reviewed at the beginning of the next business day.

### **Follows and Likes**

4. SNC may follow and like social media accounts from its partners or stakeholders. Being followed or liked by SNC does not imply endorsement of any kind.

### **Shares**

5. SNC occasionally shares content it deems of value to its audience. Sharing of content by SNC is not an endorsement of the originator or of any organization mentioned in the message.

### **Comments and Replies**

- 6.1 SNC welcomes feedback and ideas from its followers. All comments and replies will be monitored, and any emerging themes or helpful suggestions will be passed to the relevant staff in the organization.
- 6.2 Comments and replies must be clean and respectful to ensure conversations are in good taste and a positive experience for everyone. They must also be relevant and related to the posted topic.
- 6.3 Comments of the following nature may be hidden, buried, or deleted:
  - a) offensive, profane, hateful, insulting, rude, abusive, aggressive, violent, obscene, explicit, pornographic, or sexual comments;
  - b) content that promotes, fosters or perpetuates discrimination on the basis of race, national or ethnic origin, age, creed, gender, marital status, socio-economic status, physical or mental disability, or sexual orientation;
  - c) personal attacks and/or defamatory statements;
  - d) serious, unproven, unsupported, or inaccurate accusations;



- e) promotional messages for personal gain, advertisement, or solicitation;
- f) content that promotes a candidate for any elected or appointed office;
- g) messages that conduct or encourage illegal activity;
- h) information that could compromise public safety, security, or operations;
- i) information that is in direct violation of an individual's right to privacy;
- j) messages that impersonate or misrepresent someone else;
- k) comments containing spam or posted by anonymous or robot accounts;  
and
- l) unintelligible messages.



**To:** Communications Committee  
**From:** Shannon Gutoskie, Communications Specialist  
**Date:** May 31, 2022  
**Subject:** Update: Kayak Rentals at High Falls Conservation Area

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**RECOMMENDATION:**

The Communications Committee receive and file the update on the Kayak Rental Pilot Project at the High Falls Conservation Area.

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**DISCUSSION:**

In December 2020, the South Nation Conservation (SNC) Board of Directors approved a one-year pilot project to offer recreational, non-motorized watercraft rentals on the South Nation River at the High Falls Conservation Area, conditional on the private business acquiring appropriate insurance and entering into an acceptable cost sharing agreement for the maintenance of amenities at the Conservation Area (BD-182/20).

Permission is required to use Conservation Areas for activities not explicitly permitted. SNC provides facility permits to individuals and groups who wish to reserve an area for a private gathering or activity and SNC may also provide land use permits in accordance with the SNC Fee Schedule. Donations are often received for facility use permits.

Agreements are required for prolonged use, explicit rights, or operation of a private business within Conservation Areas.

SNC has worked with the Municipality of Casselman and the Nation Municipality to explore options for a kayak rental project along the South Nation River. Several individuals and businesses investigated options and were not able to proceed with the opportunity in 2021 due to the limited availability and increased cost of kayaks.

In March 2022, SNC was approached by a Casselman resident who had prepared a business plan with both municipalities to support the pilot project at the Conservation Area.

A one-year pilot agreement is being established with the business "XplorNation" to support kayak rentals Thursday through Sunday from June to September 2022. Insurance certificates, safety plans and waivers have been received to the satisfaction of SNC.

Many Conservation Authorities across Ontario operate recreational activities in their parks and some partner with residents and businesses to deliver programs and services. An agreement must be reached when revenue is being generated from activities and private insurance must be obtained that is satisfactory to the Authority.

Following the seasonal closure of the Conservation Area, a summary report will be provided to review the pilot project and offer recommendations. An appropriate cost-share will also be recommended to support longer-term agreements, subject to approval of the SNC Board of Directors.

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

Compliance with Budget: Staff time to support the management of SNC Conservation Areas is included in the 2022 SNC Budget under Property: Conservation Lands: Conservation Areas, pages 32 and 33.

SNC Policy Adherence: Clause 21(1)(n) of the Conservation Authorities Act enables SNC to collaborate and enter into agreements with municipalities, organizations, and individuals for the purpose of accomplishing its objects.

*Shannon Gutoskie*

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Shannon Gutoskie,  
Communications Specialist.



**To:** Communications Committee  
**From:** Shannon Murray, Stewardship and Outreach Assistant  
**Date:** May 30, 2022  
**Subject:** Request for Approval: Development of SNC Signs

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**RECOMMENDATION:**

The Communications Committee recommends that the Board of Directors approve the updated Sign Design Guide to support the replacement of Conservation Area signs.

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**DISCUSSION:**

Signs within Conservation Areas are created based on approved design standards and must conform with existing legislation and SNC policies to ensure best practices in accessibility, bilingualism, legibility, and brand recognition (CMN-007/21).

Some of the signs in Conservation Areas were created before the Accessibility for Ontarians with Disabilities Act (AODA) was created and many signs are at varying stages of end-of-life and require replacement. Within the AODA, the goal for the province is to be fully accessible by 2025 and all levels of government, private sectors, and non-profits must comply with this legislation.

As the frequency of visitors to Conservation Areas continues to increase, and due to the new Conservation Areas that were developed, SNC began work on a Sign Design Guide in 2021 to comply with these requirements and to design templates that would maintain a consistent and recognizable brand across its properties (CMN-069/21).

Sign audits were completed and feedback was provided by Committee members and staff following the first draft distributed in 2021 (CMN-069/21).

Included within the Draft Guide were templates for the following signs:  
Property Identification, Trailhead Maps, Directional, Informational, and Cautionary Signs.

Staff will present the updated Sign Design Guide to the Board of Directors in June 2022. Once approved, staff will continue to update signs for each Conservation Area and will plan for some sign replacements to begin in late summer.

The development of all future signs will comply with the new approved Design Guide.



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

Compliance with Budget: Contracted Services are included in the 2022 SNC Budget, under Communications & Outreach, Media and Communications Products, pages 92 and 93.

Material costs are included in the 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:** Kelsey Smith, Stewardship and Outreach Assistant  
**Date:** May 24, 2022  
**Subject:** Request for Approval: Community Environmental Grants

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**RECOMMENDATION:**

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

- Chesterville Kayak Club
- Russell Public Library
- Moose Creek Recreational Association

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**DISCUSSION:**

In March 2020, the Communications Committee approved amendments to SNC's Community Environmental Grants Program to allow applications for tree and shrub planting and community garden development in response COVID-19 related event cancellations (CMN-036/20).

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

**Chesterville Kayak Club**

The Chesterville Kayak Club is hosting their annual Poker Run for the first time since 2019 on Saturday, June 11<sup>th</sup> starting at Cass Bridge and finishing at the waterfront in Chesterville. In 2019, there were 90 participants and the club is hoping to build of previous years successes with the 2022 poker run.

The promotion of activities relating to this project will include website, social media and posters throughout the community. The SNC banner will be featured prominently at the finish line of the poker run.

Funding from this grant, if awarded by SNC, will be used to assist in costs associated with the event such as advertising and prizes.



### **Russell Public Library**

The Russell Public Library is working on building a Community Food Garden. The Library Community Garden will be 80 feet by 50 feet in dimension (see attached photo) and will include: in-ground rows for annual crops, raised beds for senior volunteers, two children's experimental areas, a native perennial garden area with fruit trees and pollinator friendly plants, a composting area, a tool shed and a few benches to sit and enjoy the garden. A three-foot wood and wire fence will enclose the garden and a small gate will welcome volunteers. Signage will include information on the garden's mission, how to volunteer, and local sponsors.

The Russell Public Library will use social media accounts and the website to thank SNC for their contribution to the project and their ongoing contribution to the community. In addition, the SNC logo will be added to the community garden sign and on all promotional material.

Funding from this grant if awarded will be used to purchase wheelbarrows for the Library Community Food Garden.

### **Moose Creek Recreational Association**

The Moose Creek Recreational Association is hosting their annual Moose Creek Duck Race on May 28<sup>th</sup> starting at 1:00pm. The race follows yellow rubber ducks down the Moose Creek in encouragement of getting the community out to enjoy the natural wonder and beauty that the creek has to offer. There is an open spot right in the middle of the Park that you can access the Moose Creek, however it is under enjoyed and their goal is to have more people enjoy the Moose Creek.

The Association will display an SNC banner at the event and add the logo to any social media advertising.

Funding from the grant if awarded will go towards the community centre, future events for children of the community, and maintenance of the creek shoreline.



Below is a summary of Community Environmental Grant Funding for 2022:

| Community Environmental<br>Grant Money Dispersed<br>(2022) | Community<br>Environmental Grant<br>Money Under Review | Remaining<br>Funds |
|------------------------------------------------------------|--------------------------------------------------------|--------------------|
| \$2,800                                                    | \$900                                                  | \$7,200            |

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

Compliance with Budget: Funding for Community Environmental Grants is included in the 2022 SNC Budget under Communications and Outreach: Partnership Development on pages 88-89.

SNC Policy Adherence: Disbursement of Community Environmental Grants is compliant with the Purchasing Policy – Purchasing Limits/Authorized Buyers – Team Lead's approved limit of up to \$3,000.

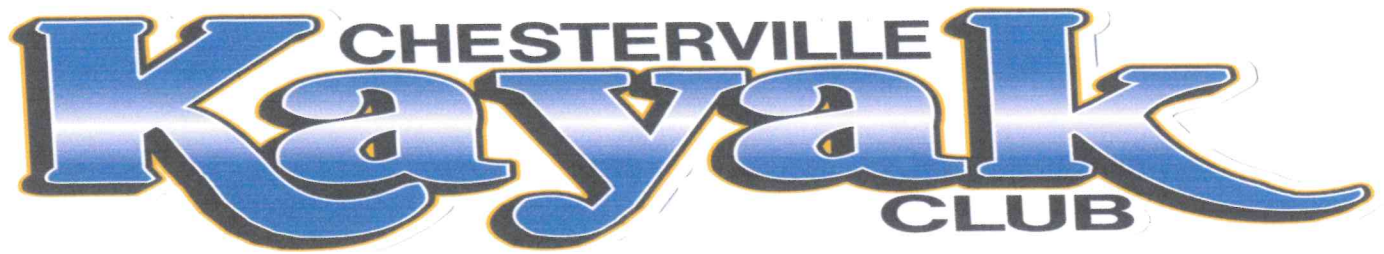
*Kelsey Smith*

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Kelsey Smith,  
Stewardship and Outreach Assistant

Attachments: Community Environmental Grant - Application Letters

ESTABLISHED IN 2010



14890 County Rd. 9  
Berwick, ON  
K0C 1G0  
613-346-7095

**Founder &**  
Bernie Curran

**President:**  
Michael Kearns

**Past President:**  
Bonnie MacIntosh

**Secretary:**  
Wayne LaPrade

**Treasurer:**  
Kim Smith

**Membership:**  
Heather McDiarmid

**Website Editor:**  
Miles Gordon

**Event  
Co-Ordinators:**  
Tammy Dupuis  
Miles Gordon

May 2, 2022

South Nation River Conservation Authority  
P.O. Box 29  
38 Victoria St.  
Finch, ON K0C 1K0  
Attention: Communications and Outreach Department

To Whom It May Concern,

On behalf of the Chesterville Kayak Club I want to take this opportunity to apply for the \$300.00 Community Environmental Outreach grant for 2022.

Our club and its members enjoy and promote the use of the South Nation River for kayaking activities. We will use the \$300.00 to help with the costs associated with this year's annual Poker Run to be held on Sat., June 11. The Poker Run will start at Cass Bridge and end at the waterfront in Chesterville.

The last time the event was held in 2019 (before the Covid-19 pandemic), we had more than 90 participants. It is difficult to predict the number of participants we can expect this year, but we hope to build on our previous success. During the event, we will observe all public health guidelines for keeping participants safe from the Covid-19 virus.

There will be a meal following the Poker Run at Chesterville's Nelson LaPrade Centre. If you have a summer student who wants to participate or come for the meal, they are invited to do so. You can contact me at [wlaprade@yahoo.com](mailto:wlaprade@yahoo.com) or our president, Michael Kearns, at the address on this letterhead.

Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Wayne LaPrade". The signature is written in a cursive style.

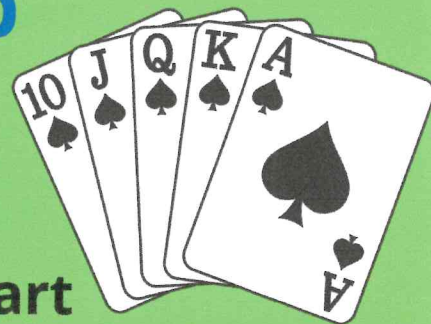
Wayne LaPrade, Secretary

*Meetings held 2nd Tuesday of every month*

# Chesterville Kayak Club

## POKER RUN

### SATURDAY JUNE 11, 2022



**9:00 am Registration \* 10:00 am Start**



**Start : Cass Bridge, SNC Park, HWY 31  
3 KM south of Winchester, ON**

**Finish: Veteran's Park, Chesterville, ON  
(Approximately a 2.5 hour paddle)  
Return shuttle provided**

Registration: \$25

Includes:

- Meal at Nelson Laprade Centre
- Cash prizes for the top five poker hands
- Share the wealth
- Fun for everyone



**[www.chestervillekayakclub.com](http://www.chestervillekayakclub.com)**



Dear Communications & Outreach Department,

The Township of Russell Public Library/Bibliothèque publique du canton de Russell is **applying for a \$300 Community Garden grant to assist with the cost of buying wheelbarrows for the Library Community Food Garden**. The garden will be located in the green space behind the Russell Branch Library. This property is owned by the Catholic District School Board of Eastern Ontario and leased to the Township of Russell for use by the Township of Russell Public Library. All parties are informed about the project and are in support of its construction.

The Library Community Garden will be 80 feet by 50 feet in dimension (see attached photo) and will include: in-ground rows for annual crops, raised beds for senior volunteers, two children's experimental areas, a native perennial garden area with fruit trees and pollinator friendly plants, a composting area, a tool shed and a few benches to sit and enjoy the garden. A three-foot wood and wire fence will enclose the garden and a small gate will welcome volunteers. Signage will include information on the garden's mission, how to volunteer, and local sponsors.

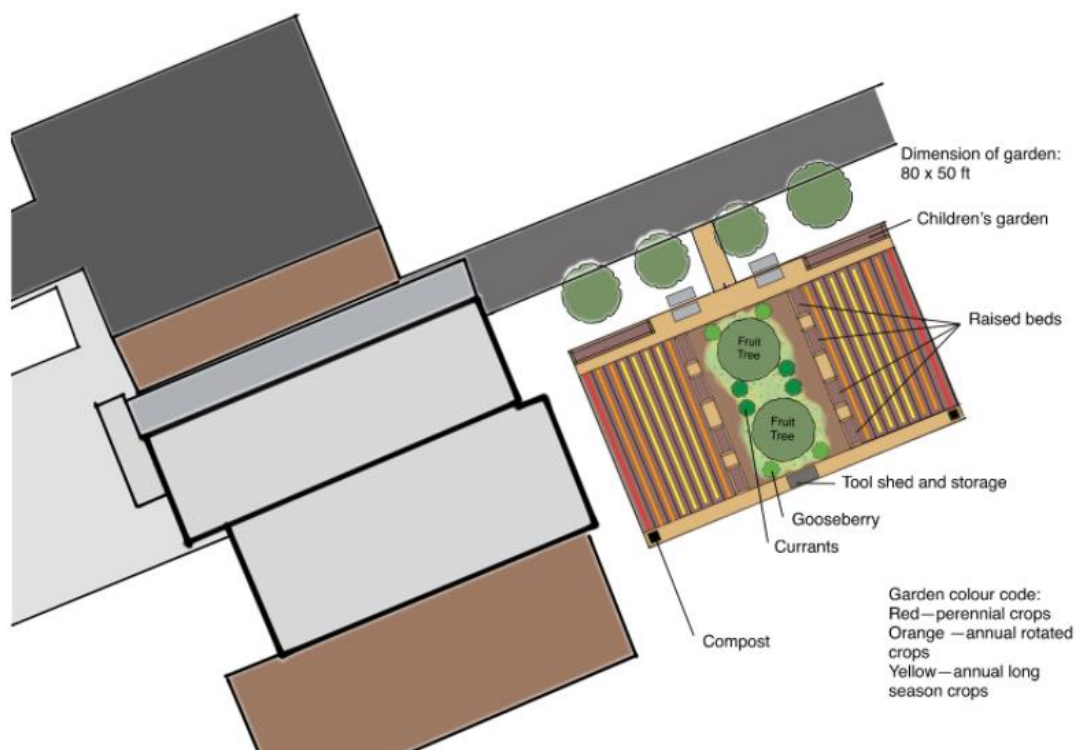
The Library Community Garden will be the first public garden in the area that will be dedicated to the growing and harvesting of food. Our community has well-established parks and flower gardens but there is currently no public space in Russell where food is being grown. We think the library is the best place to establish a community food garden because it is a neutral location located in the heart of Russell and is within walking distance from three elementary schools, two high schools, daycares and retirement residences.

The Library will manage and be responsible for the garden in partnership with local business owner of Pick, Plant & Prune, but volunteers will set-up, plant and maintain the garden throughout the season. The library will safely welcome volunteers of all ages. Connections with our local Girl Guides, Scouting groups and Air Cadets have already been made and teachers from the elementary schools and the high schools have expressed interest in participating in the garden. The Russell and District Horticulture Society have already agreed to assist with this project by helping in the construction of the garden and participating in the Intergenerational Mentorship program. In addition, a weekly harvest from the garden will be donated to the local Good Neighbours' Food Bank and the rest will be shared among the community volunteers.

At all times, the Township of Russell Public Library is committed to following the health guidelines set out for us by the Eastern Ontario Health Unit.

Thank you for considering our application. Should we be successful in receiving the grant the Township of Russell Public Library will use our social media accounts and our website to thank SNC for their contribution to the project and their ongoing contribution to the community. In addition, the SNC logo will be added to the community garden sign and on all official promotional material.

Isabelle Camiré, Interim-CEO  
Township of Russell Public Library  
613-445-5331  
[isabelle.camire@russellbiblio.com](mailto:isabelle.camire@russellbiblio.com)



D2 Community garden Russell Library

Pick, Plant and Prune  
 Jan 14, 2022



## Other Confirmed Sources of Funding

| <b>Confirmed Donations</b>         |                                                                                   |                |
|------------------------------------|-----------------------------------------------------------------------------------|----------------|
| Pick, Plant & Prune                | Buckets for waste<br>Compost bins (2)<br>Design and layout planning               | \$550          |
| Centre du jardin Denise & Sylvain  | Annual plants (all tomato, cucumber, squash, zucchini, pepper and herb seedlings) | \$150          |
| Rona                               | Gift card and 5% rebate on wood purchases                                         | \$250          |
| Home Hardware                      | Spending account and contactor rebate on all expenses                             | \$500          |
| Green Thumb Tree Removal           | Wood chips for mulch                                                              | \$120          |
| Personal Donations                 |                                                                                   | \$500          |
| Russell Police Village Trust Grant |                                                                                   | \$3,600        |
| <b>TOTAL DONATIONS SO FAR</b>      |                                                                                   | <b>\$5,670</b> |
| Total cost of projects             |                                                                                   | <b>\$8,890</b> |
| Funded by the library              |                                                                                   | <b>\$3,220</b> |

April 28, 2022

Dear South Nation Conservation:

Please allow this letter to serve as our grant application for the Community River Grant. The Moose Creek Recreational Association is situated in Moose Creek Ontario. We are a volunteer-run association made up of members of our community serving Moose Creek and area.

We are hosting our annual Moose Creek Duck Race on May 28<sup>th</sup> starting at 1:00pm. The race follows yellow rubber ducks down the Moose Creek in encouragement of getting the community out to enjoy the natural wonder and beauty that our creek has to offer. We have our community clean-up day two weeks prior so that the creek is free of any litter or garbage when the ducks are racing. The goal of our duck race is to promote recreational use of the Moose Creek and the park which the creek runs through. We have several members of the community who come out to watch the ducks cross the finish line. We also provide community volunteer hours to local high school students.

Moose Creek Recreation boasts two ball diamonds, a play structure and an outdoor skating rink. There is an open spot right in the middle of the Park that you can access the Moose Creek, however it is under enjoyed and our goal is to have more people enjoy the Moose Creek, the namesake for which our village is called. The funds from this grant will go towards the community centre, future events for children of the community, and maintenance of the creek shoreline. We have not applied for any other grants for this event, it has been an ongoing fundraising event for the Association.

We would proudly hang a South Nation Conservation banner at our event and add your logo to our social media advertising.

Thank you for your consideration for the grant, and we hope to further discuss as needed. You can contact me directly: Nicole Latour (Treasurer) either by email at [Nicole.g.latour@gmail.com](mailto:Nicole.g.latour@gmail.com) or at the REC email of [MCRAssociation@outlook.com](mailto:MCRAssociation@outlook.com) or by telephone 819-452-4682.

**Nicole Latour**

Treasurer

Moose Creek Recreational Association

PO Box 331, Moose Creek, ON K0C 1W0

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