



COMMUNICATIONS COMMITTEE MEETING

Tuesday, February 21st, 2023, 9:00 a.m. – Meeting 01/23
By Electronic Participation

- Present: Charles Armstrong, Public Citizen, Committee Chair
Murray Inch, Public Citizen
Tim Jackson, Public Citizen
Cindy Saucier, Councillor, Russell
Bill Smirle, SNC Board Member
Karen Switzer-Howse, Public Citizen
Byron Vienneau, Public Citizen
Tom Van Dusen, Public Citizen
Doug Thompson, Public Citizen
Gerry Boyce, Public Citizen
- Regrets: George Darouze, Board of Directors, Past Chair, ex-officio
Steve Densham, Board of Directors, Vice Chair, ex-officio
Pierre Leroux, Board of Directors, Chair, ex-officio
- Staff: John Mesman, SNC Managing Director of Conservation Lands
and Community Outreach
Erin Thorne, Communications Specialist
Kelsey Smith, Stewardship & Outreach Assistant
Arielle Noonan, Stewardship & Outreach Assistant
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CHAIR'S REMARKS

Charles Armstrong, Committee Chair, called the February 21st, 2023, Communications Committee meeting to order at 9:10 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-01/23

Moved by: Bill Smirle

Seconded by: Doug Thompson

RESOLVED THAT:

The Members approve the Communications Committee main and supplemental agendas of February 21, 2023, as submitted.

CARRIED

DECLARATION OF CONFLICT OF INTEREST

Cindy Saucier declared a conflict of interest on item 6e – Community Environmental Grant and will not vote on the Eco East application.

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

Gerry Boyce joined the meeting at 9:25 am.

APPROVAL OF:

COMMUNICATIONS COMMITTEE MEETING MINUTES OF November 30, 2022

RESOLUTION NO. CMN-02/23

Moved by: Doug Thompson

Seconded by: Byron Vienneau

RESOLVED THAT:

The Members approve the Communications Committee meeting minutes of November 30, 2022.

CARRIED



NEW BUSINESS

REQUEST FOR APPROVAL: ELECTION OF COMMITTEE CHAIR

RESOLUTION NO. CMN-03/23 Moved by: Byron Vienneau
Seconded by: Doug Thompson

RESOLVED THAT: The Committee Members appoint John Mesman,
Managing Director, Property, Conservation
Lands and Community Outreach as Acting
Committee Chair; and.

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

CARRIED

ELECTION OF COMMITTEE CHAIR

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

First Call for Nominations:

Moved by: Doug Thompson Charles Armstrong be nominated for Chair,
Communications Committee.

Charles Armstrong 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, Communication Committee.

Approval of the following Motion:

RESOLUTION NO. CMN-004/23 Moved by: Byron Vienneau
Seconded by: Doug Thompson

RESOLVED THAT: For the year 2023, and until the Joint Standing
Committee meeting of 2024, that Charles
Armstrong be elected as Chair of the
Communications Committee.

CARRIED



RECEIVE AND FILE: 2023 COMMITTEE MEMBERSHIP

RESOLUTION NO. CMN-05/23

Moved by: Tom Van Dusen

Seconded by: Tim Jackson

RESOLVED THAT:

The Communications Committee recommends the following Committee membership to the Board of Directors for 2023:

- Charles Armstrong, Public Citizen
- Bill Smirle, SNC Board Member
- Gerry Boyce, Public Citizen
- Murray Inch, Public Citizen
- Tim Jackson, Public Citizen
- Doug Thompson, Past Board Member
- Karen Switzer-Howse, Public Citizen
- Cindy Saucier, Public Citizen
- Tom Van Dusen, Van Dusen Communications
- Byron Vienneau, Public Citizen
- Pierre Leroux, SNC Chair, ex-officio
- Steve Densham, SNC Vice Chair, ex-officio
- George Darouze, SNC Past Chair, ex-officio

CARRIED

REQUEST FOR APPROVAL: MAPLE EDUCATION PROGRAM UPDATE

RESOLUTION NO. CMN-06/23

Moved by: Tim Jackson

Seconded by: Byron Vienneau

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

The Committee took a break at 10:05 am.

The Committee reconvened at 10:15 am.



REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS PROGRAM UPDATE

RESOLUTION NO. CMN-07/23

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

RESOLVED THAT:

The Communications Committee recommend that the Board of Directors approve amendments to the Community Environmental Grants Program to allow applications for community garden and tree planting projects.

CARRIED

REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-08/23

Moved by: Murray Inch
Seconded by: Karen Switzer-Howse

RESOLVED THAT:

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

- Eco East
- Rockland Community Garden
- The River Institute
- Poutmasters
- St. Albert Optimist Club

CARRIED

REQUEST FOR APPROVAL: CATEGORY 3 PROGRAM BUSINESS CASE DEVELOPMENT

RESOLUTION NO. CMN-09/23

Moved by: Doug Thompson
Seconded by: Gerry Boyce

RESOLVED THAT:

The Communications Committee approve the development of Business Cases for “Category 3: Other Programs and Services an authority determines are advisable”.

FURTHER THAT:

The Communications Committee recommend that the Board of Directors support the development of Category 3 Programs and Service agreements for



Private Land Stewardship and the Land Securement Program.

FURTHER THAT:

Committee members be directed to provide feedback on the Business Cases and provide stakeholder testimonials.

CARRIED

REQUEST FOR APPROVAL: 2022 ANNUAL REPORT

RESOLUTION NO. CMN-10/23

Moved by: Doug Thompson
Seconded by: Gerry Boyce

RESOLVED THAT:

That the Communications Committee recommend that the Board of Directors approve the 2022 Annual Report.

CARRIED

ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

- Cindy shared that on January 21st she attended the Living Locally Fair for SNC after a three-year hiatus at St. Thomas Aquinas in Russell. Over 80 vendors attended the event. The Russell Village will be celebrating its 125th anniversary in 2023, events will be happening throughout the year. Russell Rocks happening on Friday, February 24th, a concert series raising money for charity events.
- Byron inquired about meeting with the Municipalities with members of the committees in the coming months.
- Bill mentioned that the Township of North Dundas has had many 'Meet Me on Main Street' events for the last 6 years and says that it is very popular, Russell will be having their first event this year.
- Murray thanked SNC for recognizing the Oak Valley Pioneer Park volunteers for their work at the Park with a gift basket over the holidays.
- Gerry inquired about a potential snowmobile crossing at the Chesterville Dam, wondering if there was any update for the Nation Valley Snowmobile Club.



B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

The Committee had no recommendations for 'Friends of SNC' at this time.

DATE OF NEXT MEETING:

- Joint Standing Committee Meeting: Thursday, March 23, 2023 at 1:00 pm
- Communications Committee Meeting: Thursday, March 23, 2023 at 3:00 pm

ADJOURNMENT:

RESOLUTION NO. CMN-011/23 Moved by: Gerry Boyce

RESOLVED THAT: The Communications Committee meeting of
February 21, 2023 be adjourned at 11:18 a.m.

CARRIED

Charles Armstrong,
Committee Chair.

/ks

John Mesman,
SNC Managing Director of Conservation
Lands and Community Outreach.