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## **Communications Committee**

# **Meeting Agenda**

**Date:** Wednesday June 7<sup>th</sup>, 2023

**Time:** 9:00 am

**Location:** SNC Administration Office



## Communications Committee

### Meeting Agenda

Wednesday, June 7<sup>th</sup>, 2023 at 9:00 am

1. Chair's Remarks
2. Approval of Communications Committee Agenda
3. Declaration of Conflict of Interest
4. SNC Project Update – PowerPoint Presentation: Staff
5. Approval of Communications Committee Meeting Minutes:
  - a. March 23<sup>rd</sup>, 2023 3-6
  - b. May 9<sup>th</sup>, 2023 7-8
6. New Business:
  - a. Update: 2023 Free Tree Pick Ups – Kelsey 9-10
  - b. Request for Approval: 2023 Friends of SNC Golf Tournament – Erin 11
  - c. Request for Approval: Community Environmental Grants – Kelsey 12-16
7. Roundtable Discussion
  - a. Community Engagement Activities
  - b. Recommendations for 'Friends of SNC'
8. Correspondence
9. Date of Next Meeting:
  - Wednesday, September 6<sup>th</sup>, 2023 at 9:00am
10. Adjournment

John Mesman,  
Managing Director, Property, Conservation Lands, and Community Outreach



## COMMUNICATIONS COMMITTEE MEETING

Thursday, March 23<sup>rd</sup>, 2023, 3:00 p.m. – Meeting 02/23

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Present: Charles Armstrong, Public Citizen, Committee Chair  
Tim Jackson, Public Citizen  
Cindy Saucier, Past Councillor, Russell  
Bill Smirle, SNC Board Member  
Byron Vienneau, Public Citizen  
Tom Van Dusen, Public Citizen, Former Board Member  
Doug Thompson, Public Citizen, Former Board Member  
Karen Switzer-Howse, Public Citizen (virtual)  
Murray Inch, Public Citizen (virtual)

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  
Gerry Boyce, Public Citizen

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

Guests: Adrian Wynands, Deputy Mayor, Augusta  
Rene Lalonde, Program Representative, Guest (virtual)



**COMMUNICATIONS COMMITTEE  
ELECTRONIC MEETING**

May 9<sup>th</sup>, 2023 – Meeting 03/23

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Members Emailed: Bill Smirle, SNC Board Member  
Tim Jackson, Public Citizen  
Gerry Boyce, Public Citizen  
Byron Vienneau, Public Citizen  
Cindy Saucier, Past Councillor, Russell  
Doug Thompson, Public Citizen

Unavailable: Tom Van Dusen, Public Citizen  
Karen Switzer-Howse, Public Citizen  
Charles Armstrong, Public Citizen  
Murray Inch, Public Citizen





**NEW BUSINESS**

**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS**

RESOLUTION NO. CMN-019/23

Moved by: Doug Thompson

Seconded by: Bill Smirle

RESOLVED THAT:

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

- St. Daniels Council
- EscarpAction Jessup's Falls
- Chesterville Kayak Club
- Crysler Community Garden
- Augusta Township
- Ottawa Rotary Youth Forest
- The Russell Library

CARRIED

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

Yea: 6

Nay: 0

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

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Charles Armstrong,  
Committee Chair.

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John Mesman,  
Team Lead, Community Lands and Outreach.

/ks



**CHAIR'S REMARKS**

Charles Armstrong, Committee Chair, called the March 23<sup>rd</sup>, 2023, Communications Committee meeting to order at 3:35 p.m.

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

RESOLUTION NO. CMN-012/23      Moved by: Byron Vienneau  
Seconded by: Tim Jackson

RESOLVED THAT:                      The Members approve the Communications Committee main and supplemental agendas of March 23<sup>rd</sup>, 2023 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:**

**COMMUNICATIONS COMMITTEE MEETING MINUTES OF FEBRUARY 21<sup>st</sup>, 2023**

RESOLUTION NO. CMN-013/23      Moved by: Bill Smirle  
Seconded by: Byron Vienneau

RESOLVED THAT:                      The Members approve the Communications Committee meeting minutes of February 21<sup>st</sup>, 2023.

CARRIED

**NEW BUSINESS**

**UPDATE: SOCIAL MEDIA AND WEBSITE**

RESOLUTION NO. CMN-014/23      Moved by: Byron Vienneau  
Seconded by: Tim Jackson



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

CARRIED

**REQUEST FOR APPROVAL: 2023 YOUTH FISH CAMPS**

RESOLUTION NO. CMN-015/23      Moved by: Tim Jackson  
Seconded by: Cindy Saucier

RESOLVED THAT: The Communications Committee recommend that the Board of Directors approve SNC's planned delivery of the 2023 recreational fishing programs.

CARRIED

**REQUEST FOR APPROVAL: 2023 'FRIENDS OF SNC' GOLF TOURNAMENT**

RESOLUTION NO. CMN-016/23      Moved by: Byron Vienneau  
Seconded by: Tim Jackson

RESOLVED THAT: The Communications Committee recommend to the Board of Directors that staff proceed with planning a golf tournament for 2023, including seeking quotes for a venue.

CARRIED

**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS**

RESOLUTION NO. CMN-017/23      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:

- Greely Community Association
- The Healing Place Working Group

CARRIED



## **ROUNDTABLE DISCUSSION**

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

- Murray provided updates on the Oak Valley Pioneer Park and noted that the park will be getting shagbark hickory seeds to plant this year.
- Bill presented to the North Dundas Council on the 2022 SNC Annual Report and 2023 SNC Budget.
- Cindy provided updates on the “March It On Out” event in Russell Township and shared reminders and discussions on Earth Hour from 8:30pm to 9:30pm on Saturday, March 25<sup>th</sup>.
- Byron will be attending the Ottawa River Floodplain Open house on March 29<sup>th</sup>, discussion included event overview and volunteer support.
- Adrian Wynands provided an update on SNC presentation at the Grenville Federation of Agriculture Banquet and that Augusta Township is starting a new composting program for residents.

### **B. RECOMMENDATIONS FOR ‘FRIENDS OF SNC’**

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

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

- Wednesday, June 7<sup>th</sup>, 2023 at 9:00 am

### **ADJOURNMENT:**

RESOLUTION NO. CMN-018/23      Moved by: Byron Vienneau

RESOLVED THAT:      The Communications Committee meeting of March 23<sup>rd</sup>, 2023 be adjourned at 4:43 p.m.

CARRIED

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Charles Armstrong,  
Committee Chair.

/ks

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





**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship and Outreach Assistant  
**Date:** May 31, 2023  
**Subject:** Update: 2023 Free Tree Pick Ups

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**RECOMMENDATION:**

That the Communications Committee receive and file the update on the 2023 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;
- Help spruce up, green, and naturalize watershed communities.

The 2023 SNC Free Tree Pick Ups took place throughout the month of May with 15 pick up locations within SNC's partner municipalities.

As part of Raisin Region Conservation Authority's (RRCA) 60<sup>th</sup> Anniversary, the RRCA supported and collected the information for tree giveaways in the Township of South Stormont and the Township of North Glengarry.

This year's activities were branded as "Free Tree Pick Ups" and were delivered in a revised format through the online reservation system.

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 two thousand requests were received and SNC worked through the month of May to

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schedule pick-up days. Tree seedlings were secured on a first-come-first-served basis.

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

Over 7,500 free tree seedlings were handed out, with 80-150 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:

- \$4,398.50 from the Friends of SNC Golf Tournament (CMN-034/22)
- \$1,750 from Forest Ontario (to reduce the tree seedling purchase price by \$0.25/tree)
- \$2,500 from 4 partner municipalities (to support the distribution of additional trees)

To thank frontline workers, SNC also donated 300 Red Pine 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 2023 SNC Budget under Resource Management: Partner Programs, Forest on page 7.

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,  
Stewardship and Outreach Assistant



**To:** Communications Committee  
**From:** Erin Thorne, Communications Specialist  
**Date:** May, 31 2023  
**Subject:** Friends of South Nation Golf Tournament – 2023 Venue Discussion

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**RECOMMENDATION:**

The Communications Committee receive and file the 2023 SNC Golf Tournament Report.

Further that the Communications Committee recommend that the SNC Board of Directors approve the tournament venue and date.

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**DISCUSSION:**

Last year, 94 golfers participated in the Friends of SNC Golf Tournament. A total of \$4398.50 in net proceeds were received and directed toward Free Tree Pick Ups as part of SNC's Forest Conservation Initiative (CMN-034/22).

The proposed 2023 tournament date is Friday, August 11, 2023.

SNC received quotes from the following golf courses to host this year's tournament:

- Metcalf Golf Club – not available
- Upper Canada Golf – not available
- Casselview Golf and Country Club is available
- Nation Golf Club is available

Based on the availability of each golf course and the quotes received, staff are recommending that the tournament be held at Casselview Golf and Country Club.

The current quote provided by the Casselview is \$86 per person for 18-hole golf, cart, shotgun start at 9:00 am and buffet breakfast beginning at 8:00am. The golf club also has optional BBQ lunch options.

Staff propose following the same tournament format, established in 2017.

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

Compliance with Budget: Funding for the Golf Tournament is included in the 2018 Budget, under Communications and Outreach – Education and Events on page 108.

SNC Policy Adherence: All SNC expenses related to the golf tournament will adhere to SNC's Purchasing Policy for purchases of \$200 up to \$5,000.

Erin Thorne  
Communications Specialist

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**To:** Communications Committee  
**From:** Kelsey Smith, Stewardship and Outreach Assistant  
**Date:** May 31, 2023  
**Subject:** Request for Approval: Community Environmental Grants

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**RECOMMENDATION:**

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

- Avonmore Elementary
- Spencerville Mill Foundation
- Camp Kagama

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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 attached application form has been used to support the following \$300 grant options:

- Community Environmental Outreach Grant
- Agri-Environmental Grant
- Heritage Grant
- Tree and Shrub Planting
- Community Garden

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

**Avonmore Elementary School**

Avonmore Elementary School plans to create a pollinator garden to promote environmental sustainability and community involvement. In 2022, the school built and maintained a vegetable garden and would like to expand with a permanent pollinator garden close to that site.

Funding from the grant will be used to purchase mulch, soil, and some perennials.



### **Spencerville Mill Foundation**

The Spencerville Mill Foundation is hosting their annual Canoe Poker Run on May 27<sup>th</sup>. The event takes place from O'Hagons bridge and ends at the Spencerville Mill as guests canoe or Kayak on the South Nation River.

Funding from this grant will assist in costs associated with hosting the poker run.

### **Camp Kagama**

Camp Kagama is working on a tree planting project this year to add more trees to the site following the many storms throughout the past year.

Funding from this grant will assist in purchasing caliper sized trees.

Below is a summary of Community Environmental Grant Funding for 2023:

<b>Community Environmental Grant Money Dispersed (2023)</b>	<b>Community Environmental Grant Money Under Review</b>	<b>Remaining Funds</b>
\$5,100	\$900	\$4,900

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

Compliance with Budget: Funding for Community Environmental Grants is included in the 2023 SNC Budget under Communications and Outreach: Partnership Development on pages 90-91.

SNC Policy Adherence: Disbursement of Community Environmental Grants is compliant with the Purchasing Policy – Purchasing Limits/Authorized Buyers – Team Lead's approved limit of up to \$5,000.

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Kelsey Smith,  
Stewardship and Outreach Assistant.

Attachments: Community Environmental Grant - Application Letters

Thursday, May 11, 2023

To Whom It May Concern, regarding The Community Environmental Grants Program:

Avonmore Elementary School Council plans to create a pollinator garden to promote environmental sustainability and community involvement. This would be in conjunction with activities that already take place at the school. We would like to submit this application for a \$300 grant to complete the garden project.

In 2022, we built and maintained a vegetable garden at the school and would like to expand with a permanent pollinator garden close to that site. Extra veggies and herbs from that garden were donated to the Community Food Share last summer, and we plan to do the same this year. The pollinator garden will benefit the growing vegetables and engage people in the whole ecosystem. Students have already started planting flower seeds in pots, to then go into the pollinator garden. Several classes are also exploring bees and butterflies which will tie curriculum and outside learning into our project.

The location picked for the garden is easily accessible to the community and already promotes everyday use, as it is in the front part of the school yard and has our Little Library (with books that are switched over based on the season and relevant activities). The school has already permitted our use and we are covered for council activities.

We currently have a volunteer who will lead a group of interested families till the plot, lay fresh soil, plant annual and perennial flowers and shrubs, and maintain the garden - even when school is out for the summer. Our plan is to start this project on May 27th, 2023 and hope that it can be in use for years to come. The grant funds will be used to purchase mulch, soil, and some perennials. School Council will cover the cost of anything extra for the garden, like tools and seeds.

Thank for this opportunity,

***Gwyn Murray***

Avonmore Elementary School Council Chair

To Whom it may concern:

The Spencerville Mill Foundation requests support for our annual Canoe Poker Run.

The event takes place from O'Hagons bridge and ends at the Spencerville Mill as guests canoe or Kayak on the South Nation River. This is an annual event that has taken place for several decades. Guests frequently comment on the wild life and nature they observe on their trip.

Proceeds from this event will go towards the installation of an elevator at the Mill which will help us meet current accessibility standards in Ontario.

We appreciate any support you can provide.

Sincerely,  
Tim East  
Secretary  
Spencerville Mill Foundation

Good afternoon,

I am reaching out to you today to be considered as one of your applicants for the many grant programs that you offer to non-profit organizations. I have recently involved myself in a tree planting project at Camp Kagama located at Civic # 5781 on Morrison Island which will be taking place June 24-25.

I recently visited the camp and had the chance to view all the damage, there were trees that were there 34 years ago when I was a camper that have been taken down by the several storms we experienced over the last year, including the most recent ice storm.

This camp is very special to me and has left me with wonderful childhood memories and I would love the opportunity to give back.

Funding would be used to assist in purchasing caliper sized trees.

If by chance, we are considered for this grant I am wondering if there would be a banner available? We would love to have it that weekend so we can show your support to all our volunteers and social media followers.

If you require any further information regarding this project, please feel free to reach out to me at anytime.

Thank you for your consideration.

Sincerely,  
Erin Chefero