



SOUTH NATION  
**CONSERVATION**  
DE LA NATION SUD

## **Watershed Advisory Committee**

# **Meeting Agenda**

**Date:** June 24<sup>th</sup>, 2025

**Time:** 12:00 p.m.

**Location:** Watershed Room, SNC

**Address:** 38 Victoria Street, Finch, ON K0C 1K0



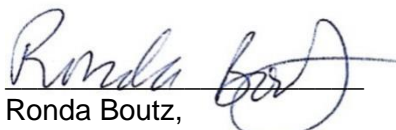


## Watershed Advisory Committee

# Meeting Agenda

June 24<sup>th</sup>, 2025 at 12:00 p.m.

1. Traditional Land Acknowledgement: John
2. Chair's Remarks
3. Approval of Agenda (Supplemental Agenda)
4. Declaration of Conflict of Interest
5. Approval of Watershed Advisory Committee meeting minutes of March 25<sup>th</sup>, 2025 3-10
6. Business Arising:
  - a. Update: 2025/2026 Private Land Stewardship Fee Schedule: Ronda Verbal
7. Staff Update Presentation
8. Community Engagement: Roundtable
9. New Business:
  - a. Update: Update: Grants Sub-Committee Meeting of June 16<sup>th</sup>, 2025: Ronda 11
  - b. Request for Approval: Woodlot Storm Recovery Program Guidelines: Pat 12-14
  - c. Request for Approval: 2025 Resilient Agricultural Landscape Program – Marginal Lands Initiative Guidelines and Structure: Michelle 15-16
  - d. Request for Approval: Communications Plan: RALP - Marginal Lands Initiative: Erin 17-20
  - e. Request for Approval: SNC Logo Evolution and Brand Guide Update: John 21-23
  - f. Request for Approval: SNC Sign Strategy Update: John 24-25
  - g. Update: New SNC Website Demonstration: Erin Presentation
10. Supplemental Agenda (if any)
11. Dates of Upcoming Meetings:
  - a. Watershed Advisory Committee
    - September 23<sup>rd</sup>, 2025 at 12:00 p.m., at SNC Office
    - November 25<sup>th</sup>, 2025 at 12:00 p.m., at SNC Office
  - b. Grants Sub-Committee
    - September 15<sup>th</sup>, 2025 at 9:00 a.m., at SNC Office
    - November 17<sup>th</sup>, 2025 at 9:00 a.m., at SNC Office
12. Adjournment

  
Ronda Boutz,  
Secretary-Treasurer.

/rb



## WATERSHED ADVISORY COMMITTEE MEETING

Meeting No. 01/25

Tuesday, March 25<sup>th</sup>, 2025 at 1:00 p.m.

Watershed Room, SNC

**Members Present:**

Bill Smirle, SNC Board of Directors, Committee Chair  
Matt Alkerton, Member at Large  
Steve Densham, SNC Chair, ex-officio  
Greg Faaren, St. Lawrence Parks Commission  
Tim Fisher, Leeds & Grenville Municipalities  
Jordan Graham, Member at Large  
Dorothy Hamilton, Ontario Woodlot Association – SDG Chapter  
Murray Inch, Volunteer of Oak Valley Pioneer Park  
Genevieve Lajoie, SNC Board of Directors  
Glenn Mackey, ALUS - Ontario East  
Pamela O'Donnell, Member at Large  
Louis Prevost, United Counties of Prescott & Russell  
Tara Redpath, City of Ottawa  
Jean Saint-Pierre, Boisé Est  
Cindy Saucier, Member at Large  
Fred Schueler, Fragile Inheritance Natural History  
François St. Amour, SNC Board of Directors  
Adrian Wynands, SNC Vice Chair, ex-officio  
Peter Young, United Counties of Stormont, Dundas and Glengarry

**Regrets:**

Sarah Burger, Member at Large  
Emilie DeRochie, St. Lawrence River Institute  
Larissa Holman, Ottawa River Keeper  
Alain Jaquemet, Member at Large  
Katherine Kitts, SNC Seconds Vice Chair, ex-officio  
Erica Louttit, Miitig Healing Lodge  
Jackie Kelly-Pemberton, Member at Large, Committee Vice Chair  
Erika Sheridan, Member at Large  
Kayla Sunday, Mohawks of Akwesasne

**Staff Present:**

Carl Bickerdike, Chief Administrative Officer  
Ronda Boutz, Secretary-Treasurer  
Phillip Dagenais, Water Resources Specialist, Monitoring  
Caroline Goulet, Forester  
Tavish MacLeod, Forestry Assistant  
John Mesman, Managing Director, Property, Conservation Lands and  
Community Outreach



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Alexandre Roy-Guay, Forestry Technician  
Kelsey Smith, Stewardship and Outreach Assistant  
Pat Piitz, Team Lead, Property  
Katherine Watson, Coordinator - Early Warning Systems and Watershed  
Plans

Guests: Linda Payant, SNC Board of Directors



**TRADITIONAL LAND ACKNOWLEDGEMENT**

John Mesman, Managing Director, Property, Conservation Lands and Community Outreach, read an Indigenous land acknowledgement.

**CHAIRS REMARKS**

Bill Smirle, Committee Chair, welcomed everyone and called the meeting to order at 12:10 p.m.

**APPROVAL OF WATERSHED ADVISORY COMMITTEE MEETING AGENDA AND SUPPLEMENTAL AGENDA**

RESOLUTION NO. WAC-001/25

Moved by: Pam O'Donnell  
Seconded by: Dorothy Hamilton

RESOLVED THAT:

The Members approve the March 25<sup>th</sup>, 2025 Watershed Advisory Committee meeting main agenda and supplemental agenda as presented.

CARRIED

**DECLARATION OF CONFLICT OF INTEREST**

There were no Declarations of Conflict of Interest.

**APPROVAL OF WATERSHED ADVISORY COMMITTEE MEETING MINUTES OF NOVEMBER 26<sup>TH</sup>, 2024**

RESOLUTION NO. WAC-002/25

Moved by: François St. Amour  
Seconded by: Louis Prevost

RESOLVED THAT:

The Watershed Advisory Committee meeting minutes of November 26<sup>th</sup>, 2024 be approved as presented.

CARRIED

**STAFF UPDATE**

Staff presented project and program updates.



**COMMUNITY ENGAGEMENT (ROUNDTABLE)**

- Matt Alkerton – continues to support the SNC/Delta Youth Hunt
- Fred Schueler – working with North Grenville Environmental Advisory Committee to establish pollinator gardens along roadsides; sits on the River Alliance board and is working on getting them to consider partnerships with conservation authorities
- Greg Faaren – St. Lawrence Parks Commission is working on a signage project, also hopes to move forward with a tree planting partnership with SNC
- Murray Inch – Ottawa Field Naturalists still working on Swamp White Oak documentation in Eastern Ontario, noted that SNC lands have some Swamp White Oak as well as other heritage tree species
- Peter Young – SDG Counties working with North Stormont Township and SNC on a potential partnership regarding a new subdivision
- Glenn Mackey – ALUS Ontario East update on recent meeting
- Tim Fisher – noted some work being completed on the South Branch of the South Nation River with SNC
- Jordan Graham – Farmers for Climate Solutions, in SDG Counties, is offering an opportunity to trial split nitrogen applications
- Cindy Saucier – Russell Township Environmental Committee is hosting an Earth Day Clean Up at the Recreational Trail on April 26<sup>th</sup>, also noted she was the Forest Steward for Two Creeks Forest Conservation Area
- Jean Sainte-Pierre – Riceville Wood Expo being held in September; Radio Canada story on the Woodlot Storm Recovery Program; approximately 200 members of Boisés Est attended a February workshop on the Importance of Forests
- Tara Redpath – City is undertaking the 5-year review of the Ottawa Rural Clean Water Program and will be seeking feedback from the Committee; “Plant Your Space” pilot tree planting program for properties with the urban areas of Ottawa was recently launched
- Genevieve Lajoie – focusing on environment and business opportunities in Casselman, including new horticultural working group partnership with a school on a community garden; would like to see policy developed to allow development of gardens in private front yards, including butterfly gardens
- Dorothy Hamilton – MNR partnership for LiDAR and forest inventory in Southern Ontario, SNC complete and SDG in progress; partnership with MNR to recreate forest history in Southern Ontario and is looking for historical records so they can be digitized under this new initiative; upcoming Ontario Maple Producers event including Conservation Ontario and Conservation Authorities; SDG Chapter of the OWA is celebrating their 20<sup>th</sup> anniversary in 2025
- Adrian Wynands – Grenville Federation of Agriculture banquet held on February 28<sup>th</sup>, including a presentation from SNC on available Clean Water Program funding and Community Environmental Grants; attending Conservation Ontario Annual General Meeting on April 14<sup>th</sup>



- Steve Densham – SNC Annual General Meeting update on new Executive, SNC 2024 Annual Report approved and distribution is pending; Province has moved conservation authorities back under the jurisdiction of the Ministry of Environment, Conservation and Parks

## **NEW BUSINESS**

### **REQUEST FOR APPROVAL: GRANT SUB-COMMITTEE APPOINTMENTS**

RESOLUTION NO. WAC-003/25

Moved by: Murray Inch  
Seconded by: Matt Alkerton

RESOLVED THAT:

The Watershed Advisory Committee appoint the following six members to a Grants Sub-Committee with a term ending December 31<sup>st</sup>, 2026:

- Tara Redpath, City of Ottawa;
- Brendan Jacobs, Ottawa Rural Clean Water Program;
- Glenn Mackey, ALUS-Ontario East;
- Jordan Graham, Member at Large;
- Alain Jaquemet, Member at Large; and
- Pam O'Donnell, Member at Large.

AND FURTHER THAT:

The Watershed Advisory Committee Vice-Chair be appointed as Chair of the Grants Sub-Committee.

CARRIED

### **UPDATE: GRANTS SUB-COMMITTEE MEETING OF FEBRUARY 10<sup>TH</sup>, 2025**

RESOLUTION NO. WAC-004/25

Moved by: Glenn Mackey  
Seconded by: Louis Prevost

RESOLVED THAT:

The Watershed Advisory Committee receive and file the Grants Sub-Committee Meeting of February 10<sup>th</sup>, 2025 update.

CARRIED



**UPDATE: 2024 SNC ANNUAL REPORT**

RESOLUTION NO. WAC-005-/25

Moved by: Adrian Wynands

Seconded by: Greg Faaren

RESOLVED THAT:

The Watershed Advisory Committee receives  
and files the 2024 Annual Report.

CARRIED

**UPDATE: FUNDING SUBMISSION AND PROFESSIONAL SERVICES AGREEMENT**

RESOLUTION NO. WAC-006/25

Moved by: Genevieve Lajoie

Seconded by: Jordan Graham

RESOLVED THAT:

The Watershed Advisory Committee receive  
and file the Funding Submissions and  
Professional Services Agreements update.

CARRIED

**UPDATE: WETLAND RESTORATION STORY MAP**

RESOLUTION NO. WAC-007/25

Moved by: François St. Amour

Seconded by: Greg Faaren

RESOLVED THAT:

The Watershed Advisory Committee receive  
and file the Wetland Restoration Story Map  
update.

CARRIED

**SUPPLEMENTAL AGENDA**

**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS GUIDELINES**

RESOLUTION NO. WAC-008/25

Moved by: Murray Inch

Seconded by: François St. Amour





RESOLVED THAT:

The Watershed Advisory Committee recommend that the Board of Directors approve amendments to the Community Environmental Grants Program to allow applications for community environmental projects events apply for an amount of up to \$500.00.

CARRIED

**UPDATE: SNC FOREST ANNUAL REPORT 2024**

RESOLUTION NO. WAC-009/25

Moved by:

François St. Amour

Seconded by:

Dorothy Hamilton

RESOLVED THAT:

The Watershed Advisory Committee receive and file the SNC Forest Annual Report 2024.

CARRIED

**FOR DISCUSSION: TREE PLANTING SURVIVAL ASSESMENT SUMMARY**

RESOLUTION NO. WAC-010/25

Moved by:

Matt Alkerton

Seconded by:

Jordan Graham

RESOLVED THAT:

Staff circulate a survey for Watershed Advisory Committee input to the 2026 Tree Planting Program; and

FURTHER THAT:

Staff circulate final draft recommendations for the 2026 Tree Planting Program to the Watershed Advisory Committee for their review prior to the June 2025 Board of Directors meeting.

CARRIED

**Steve Densham left the meeting at 3:44 p.m.**

**FOR DISCUSSION: AVAILABILITY OF COMMUNITY DOCUMENTS IN FRENCH (VERBAL)**

Staff will provide agenda covers for Board of Directors and Standing Committee agendas in English and French.



### **DATES OF UPCOMING MEETINGS**

Watershed Advisory Committee:

- June 24<sup>th</sup>, 2025 at 12:00 p.m., at SNC Office
- September 23<sup>rd</sup>, 2025 at 12:00 p.m., at SNC Office
- November 25<sup>th</sup>, 2025 at 12:00 p.m., at SNC Office

Grants Sub-Committee:

- June 16<sup>th</sup>, 2025 at 9:00 a.m., SNC Office
- September 15<sup>th</sup>, 2025 at 9:00 a.m., SNC Office
- November 17<sup>th</sup>, 2025 at 9:00 a.m., at SNC Office

### **ADJOURNMENT**

RESOLUTION NO. WAC-011/25

Moved by: Adrain Wynands

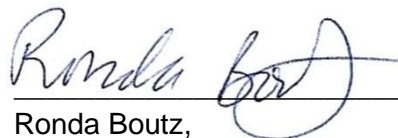
RESOLVED THAT:

The Watershed Advisory Committee meeting of March 25<sup>th</sup>, 2025 be adjourned at 4:11 p.m.

CARRIED

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Bill Smirle,  
Committee Chair.

/lh



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Ronda Boutz,  
Secretary-Treasurer.



**To:** Watershed Advisory Committee  
**From:** Ronda Boutz, Secretary-Treasurer  
**Date:** June 17<sup>th</sup>, 2025  
**Subject:** Update: Grants Sub-Committee Meeting of June 16<sup>th</sup>, 2025

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**RECOMMENDATION:**

The Watershed Advisory Committee receive and file the Grants Sub-Committee Meeting of June 16<sup>th</sup>, 2025 update.

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**DISCUSSION:**

The Grants Sub-Committee a meeting on June 16<sup>th</sup>, 2025 to review project applications under the Eastern Ontario Water Resources Program and Clean Water Program. This report provides a summary of the meeting.

1. The Grants Sub-Committee approved:
  - Eastern Ontario Water Resources Program Grants:
    - Approved 3 project for grant proposals for a total of \$21,500 in funding
      - Eastern Ontario Children's Water Festival: \$5,000
      - 2025 Eastern Ontario Geoscience Open House: \$1,500
      - Advance Early Warning Systems in the SNC Jurisdiction: \$15,000
  - Clean Water Program Projects:
    - Approved 10 project for \$35,625 in grants
      - 1 Clean Water Diversion: \$5,000
      - 2 Cover Crops: \$4,000
      - 5 Erosion Control: \$23,625
      - 1 Septic Replacement: \$2,000
      - 1 Well Decommissioning: \$1,000
    - Denied 2 cover crop projects, applications received after crops planted, retroactive applications are not eligible under the Clean Water Program
2. The Grants Sub-Committee received updates on:
  - 2024 EOWRP Financial Statement – as of May 31<sup>st</sup>, 2025

Ronda Boutz,  
Secretary-Treasurer.



**To:** Watershed Advisory Committee  
**From:** Pat Piitz, Team Lead, Property  
**Date:** June 17<sup>th</sup>, 2025  
**Subject:** Request for Approval: Woodlot Storm Recovery Program Guidelines

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**RECOMMENDATION:**

The Watershed Advisory Committee approve the updated Woodlot Storm Recovery Program Guidelines as presented.

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**DISCUSSION:**

South Nation Conservation (SNC) has been delivering the Woodlot Recovery Program with funding secured from Natural Resources Canada (NRCan) through the 2 Billion Trees Program; the United Counties of Prescott and Russell (UCPR); and the City of Ottawa.

Program Guidelines were developed at the beginning of the Woodlot Storm Recovery Program to reflect eligible activities under the partner funding.

With the successful conclusion of the UCPR provincially funded program in December 2024; funding for storm recovery projects is now limited to the 2 Billion Trees program. City of Ottawa funding will support eligible projects within Ottawa and can leverage the matching funds through the 2 Billion Trees program to complete required work.

Eligibility criteria under 2 Billion Trees Program and City of Ottawa funding requires tree planting to qualify for support to address woodlots affected by the May 2022 Derecho Storm. Woodlot owner reimbursements for work completed by contractors they hired is no longer eligible. All work related to site preparation and tree planting will be coordinated by SNC on the property owner's behalf.

An update to the Program Guidelines is required to reflect this change in eligibility. Staff have drafted a revised Program Guideline, attached for the Committee's review. This Guideline would be effective immediately, however, any projects still in progress will not be affected.

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

Compliance with Budget: The Woodlot Storm Recovery Program is included in the 2025 Budget under Resource Management: Landowner Stewardship and Outreach, pages 14-15.

SNC Policy Adherence: Expenses related to the Program adhere to SNC's Purchasing Policy.

Programs and Services Category: Category 3: Watershed (Other) Programs – Private Landowner Stewardship.

Pat Piitz  
Team Lead, Property.

Attachment: Updated Woodlot Storm Recovery Program Guidelines [Draft]

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## Woodlot Storm Recovery Program - Application Guidelines

On May 21, 2022, a derecho, a narrow line of intense winds up to 190km/hr, caused extensive damage to forested areas in Eastern Ontario from the City of Ottawa eastward through the municipalities of Clarence-Rockland, Alfred-Plantagenet, Champlain, and East Hawkesbury.

A partnership with the Government of Canada is supporting a recovery program for woodlot owners affected by the May 2022 Derecho Storm.

This program is based on the long-standing success of South Nation Conservation's (SNC) Tree Planting and Woodlot Advisory Programs which offer free advice on the management of private woodlots, support the creation of Forest Management Plans, and provide cost-share funding to help source, plant, and tend tree seedlings.

This reforestation program provides funding for storm clean up and site preparation to help prepare sites for tree planting with the objective of restoring the forest, increasing forest resilience through biodiversity, and sequestering carbon.

Future maintenance costs and any tree replacement are the responsibility of the landowner.

The management framework includes a site visit to each interested and eligible landowner's property to determine their site-specific objectives, the preparation of a silvicultural prescription by a qualified forestry professional, a tree planting plan, and survival assessments, all based on the site-specific evaluation. SNC, on behalf of landowners, will administer all work to complete forest restoration.

The goal of the project is to maintain or enhance carbon-storing potential of these forest areas while enhancing biodiversity and resiliency to climate change.

### Eligible Applicants

Woodlot landowners, with a minimum of 4.0 hectares, within the City of Ottawa and the United Counties of Prescott-Russell impacted by the May 2022 derecho storm event.

- Applications will be tracked by registered owner, tax roll and/or property identification number (PIN).
- Landowners must be willing to enter into a site preparation and tree planting agreement with SNC.

**Note:** Funding is limited, and supply of tree seedling is subject to availability, therefore work will be allocated on a first come, first served basis. Additional landowners will be placed on a waiting list.





### **Eligible Costs**

- Permits and approvals
- Supplies and materials directly related to access for cleanup or site preparation (i.e., gravel, culverts, etc.)
- Contract labour and equipment
- Professional fees

### **Ineligible Costs**

- Labour or machinery use of applicant, family dependents, or applicant's business
- Taxes (i.e., HST)

### **Funding**

- 100% of professional services (before taxes)
- 100% of site preparation costs: supplies, materials, contractor equipment and labour (before taxes)
- Subsidized tree planting. Landowner costs: \$0.46 per conifer seedlings and \$0.70 per hardwood seedling, to a maximum landowner fee of \$5,000

***Note: Reforestation is mandatory to access funding for professional services and site preparation.***



**To:** Watershed Advisory Committee  
**From:** Michelle Cavanagh, Team Lead, Special Projects  
**Date:** June 16, 2025  
**Subject:** Request for Approval: 2025 Resilient Agricultural Landscape Program – Marginal Lands Initiative Guidelines and Structure

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**RECOMMENDATION:**

The Watershed Advisory Committee approve the 2025 Resilient Agricultural Landscape Program – Marginal Lands Initiative grant structure as discussed.

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**DISCUSSION:**

The Resilient Agricultural Landscape Program (RALP) – Marginal Lands Initiative is administered by Conservation Ontario on behalf of the Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA). The goal of the initiative is to create or enhance natural features on marginal agricultural lands to reduce greenhouse gas emissions, sequester carbon, and increase ecosystem goods and services.

The Eastern Ontario Farm Stewardship Collaborative (EOFSC) was successful in securing \$500,000 from the RALP – Marginal Lands Initiative with South Nation Conservation (SNC) as the lead applicant and project manager. The EOFSC project will provide cost-share funding to local farmers to complete on-farm environmental stewardship projects. Members of the EOFSC will provide technical support and guidance to landowners during all stages of their projects, from planning and design through to implementation.

Landowner eligibility criteria are defined by OMAFRA and include the following:

- Projects must take place on “farmland” (as per the Municipal Property Assessment Corporation definition of farmland).
- Farmers must have an Environmental Farm Plan (EFP) or be working towards completing the EFP process.
- A Land-Use Agreement with a minimum term of 10 years is required with each landowner.

The following practices are eligible for funding under the RALP – Marginal Lands Initiative:

- Strip planting of perennial cover to create grassed waterways or to manage salinity within a field (includes terraces and farmable berms).
  - Convert marginal and high-risk annual cropland to permanent grassland (or perennial biomass crops; includes establishment of native or tame forages).
  - Creation or widening of buffers (trees or shrubs) in agricultural fields adjacent to surface water sources, as well as other actions to protect existing riparian areas such as reshaping edges and fields.
  - Establishment of pollinator strips or other perennial cover for pollinator habitat or other biodiversity purposes in fields or field margins of existing cropland (area planted with high-value plants that pollinators like).
  - Establishment of shelterbelts for farmyards, livestock facilities, and fields as well as intercropping with trees on annual cropland.
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- Planting of trees or shrubs on marginal or high-risk cropland.
- Wetland restoration, construction of new wetlands.
- Water retention ponds.

The EOFSC reviewed a summary of other stewardship cost-share programs currently available in Eastern Ontario and has proposed the following grant structure for the RALP – Marginal Lands Initiative.

Eligible Project Type	Grant Rate	Annual Incentive Payment
Strip planting of perennial cover	90%	\$100/acre
Creation of permanent grassland (or perennial biomass crops)	90%	\$100/acre
Creation or widening of buffers	90%	\$150/acre
Establishment of pollinator strips or other perennial cover	90%	\$100/acre
Establishment of shelterbelts and intercropping	90%	\$100/acre
Tree and shrub planting	90%	\$150/acre
Wetland restoration or creation	90%	\$150/acre
Water retention ponds	90%	\$100/acre

The grant rate will be reduced if there is other matching funding available for a project. It is proposed that no project is fully paid through grants. A contribution by the farmer ensures that there is the commitment to complete the project and maintain the feature into the future. The incentive payment will start at \$100/acre but could increase depending on the project and location.


All projects will be reviewed by the EOFSC to verify eligibility requirements and evaluate where and how the project fits into local natural heritage systems, watershed plans, and watershed report cards to ensure alignment with regional conservation priorities.

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

Compliance with Budget: This project is not included in the 2025 Budget but will be included in the 2026 Budget, subject to approval.

SNC Policy Adherence: All expenditures for the RALP – Marginal Lands Initiative will adhere to the SNC Purchasing Policy.

Programs and Services Category: Category 3 –Watershed (Other) Programs: Private Landowner Stewardship.

  
Michelle Cavanagh,  
Team Lead, Special Projects.





**To:** Watershed Advisory Committee  
**From:** Erin Thorne, Communications Specialist  
**Date:** June 16, 2025  
**Subject:** Request for Approval: Communications Plan: RALP - Marginal Lands Initiative

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**RECOMMENDATION:**

That Watershed Advisory Committee approve the 2025 Communications Plan developed to support the implementation of the Resilient Agricultural Landscape Program (RALP).

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**DISCUSSION:**

The Resilient Agricultural Landscape Program is being delivered by South Nation Conservation (SNC) on behalf of the Eastern Ontario Farm Stewardship Collaborative over a three-year period (2025-2027) with funding secured in 2025 to support program development, outreach, and implementation. Projects will be funded on a cost-share basis and delivered on agricultural lands to provide lasting environmental benefits.

The Communications Plan was developed to support program development and outreach within the agricultural community to target funding opportunities to farmers and rural landowners.

The Communication Plans aims to:

- Promote the program's environmental goals of greenhouse gas reduction, carbon sequestration, and improved ecosystem services.
- Engage agricultural producers and community stakeholders on program support and availability funding for projects that enhance or improve natural features.
- Support collaboration at the regional and watershed levels in Eastern Ontario, through coordinated outreach and messaging.
- Raise awareness and understanding of the initiative through multi-channel communications (direct mail, event attendance, press releases and targeted media advertisements).

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

Compliance with Budget: Project expenses were not included in the 2025 SNC Budget and will be 100% cost-recovered through the Resilient Agricultural Landscape Program.

SNC Policy Adherence: Activities will adhere to SNC's Brand Design Guidelines, Program Funding Agreement Guidelines, and SNC's Purchasing Policy.

Programs and Services Category: Category 3: Watershed (Other) Programs – Private Landowner Stewardship

Erin Thorne,  
Communications Specialist.

**Attachment:** Communications Plan: Resilient Agricultural Landscape Program

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# Communications Plan

## Resilient Agricultural Landscape Program – Marginal Lands Initiative

June 2025

### Purpose

The Communications Plan supports the implementation of the Marginal Lands Initiative, a component of the Resilient Agricultural Landscape Program. The initiative aims to:

- Create or enhance natural features on marginal agricultural lands to reduce greenhouse gas emissions, sequester carbon, and increase ecosystem goods and services.
- Support projects that restore the environment, increase biodiversity, and improve water quality.
- Provide financial and technical support to agricultural producers for eligible projects.
- Engage stakeholders and rural landowners through targeted outreach.
- Foster regional and watershed-level collaboration.

### Target Audiences

<b>Community Engagement</b>	Partner organizations, digital channels, and community events.
<b>Agricultural Industry</b>	Local agricultural organizations, individual farmers, producer groups.
<b>Indigenous Communities</b>	Eastern Ontario First Nations Working Group members.

### Key Messages

- **Environmental leadership through collaboration:** Farmers can lead climate action by enhancing natural features on agricultural land with program support.
- **Support is available:** Financial and technical assistance helps deliver environmental results.
- **Stronger together:** Watershed collaboration improves land health and agricultural resilience.

## Communications Deliverables

<b>Products</b>	<p>Develop the following products to support program development and outreach:</p> <ul style="list-style-type: none"> <li>• Program Resource and Application Guide (8 pages)</li> <li>• Cost-Share Grant Rates (double sided page)</li> <li>• Frequently Asked Questions (for website only)</li> <li>• Farm Stewardship Partner Roll Up Banner</li> <li>• Regional Partner Map</li> <li>• Program Postcard</li> <li>• Advertisement Graphics (for web and social)</li> <li>• Newspaper Advertisement</li> <li>• Newsletter Style Program Summary (for partner distribution lists)</li> <li>• Online Program Story Map</li> </ul> <p>All products to be produced separately in English and French, program postcard to be bilingual.</p>
<b>Website</b>	<p>Update SNC website with information on eligibility, FAQs, maps, contact links, program guide and other resource materials.</p> <p>Update the Eastern Ontario Farm Stewardship Collaborative website with program information and create connections to partner websites.</p>
<b>Workshops &amp; Events</b>	Host and support partner workshops and attend community fairs.
<b>Advertisements</b>	<p>Ads in <i>Eastern Ontario Agri-News</i>, <i>Standard Freeholder</i>, <i>Seaway News</i>, <i>The Review</i>, <i>Chesterville Record</i>, <i>Le Vision</i>, <i>North Dundas Times</i>, <i>North Grenville Times</i> (Kemptville), <i>Le Droit</i>, <i>Morrisburg Leader</i>, <i>Frontenac News</i>, <i>Hometown News</i> (Smith Falls/ Mississippi Mills/Carleton Place/Lanark/Perth), <i>The Recorder and Times</i> (Brockville), <i>InsideOttawaValley.com</i> (online newspaper – Renfrew, Arnprior), <i>Quinte News</i>, <i>Kingston Herald</i>, etc (\$300–\$600/ad)</p>
<b>Social Media</b>	Monthly paid ads in July, August, September, October, November (\$200/ad)
<b>Direct Mail</b>	Postcard campaign in September targeting rural landowners and farmers.
<b>Press Release</b>	Issue week of September 16; reviewed/approved in August.
<b>Stakeholder Briefings</b>	Host monthly virtual project meetings with Eastern Ontario Farm Stewardship Collaborative partner organizations.

## Timeline & Key Events

<b>PRE-LAUNCH</b>	Spring/Summer 2025	<ul style="list-style-type: none"> <li>• Stakeholder briefings with CO, Ducks, ALUS, EOFSC Partners</li> <li>• Watershed Advisory Committee meeting on June 24<sup>th</sup> (establish cost-share grant ratios, approve communications plan)</li> <li>• Website updates and product development.</li> </ul>
<b>PROGRAM LAUNCH</b>	Fall 2025	<ul style="list-style-type: none"> <li>• Press release prepared (Aug 11), issued by week of Sept 16</li> <li>• Social media ads from July through to November</li> <li>• Newspaper ads in Summer and Early Fall</li> <li>• Postcard mailout campaign in September</li> <li>• Resource Guide distributed at fairs/events</li> </ul>
<b>RECAP &amp; REPORTING</b>	March 2026	<ul style="list-style-type: none"> <li>• First-year summary report</li> <li>• Application submission for Years 2 &amp; 3</li> </ul>

## Budget

The following budget outlines estimated costs associated with implementing the communications deliverables of the project. All amounts are approximate and subject to adjustment based on final scope, distribution area and vendor quotes.

Social Media Advertisements	\$1,000
Displays/Banners	\$1,000
Newspaper Ads (~ 15 publications)	\$7,500
Mail-out (to distribute ~ 80,000 postcards)	\$15,000
Printing (~100,000 postcards)	\$10,000
French Translation	\$1,000
Graphic Design	\$1,000
Misc. printing (posters, signs)	\$500
Total: \$37,000	



**To:** Watershed Advisory Committee  
**From:** John Mesman, Managing Director,  
Property, Conservation Lands, and Community Outreach  
**Date:** June 16, 2025  
**Subject:** Request for Approval: SNC Logo Evolution and Brand Guide Update

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#### **RECOMMENDATION:**

That Watershed Advisory Committee recommend that the Board of Directors approve updates to SNC's Brand Guidelines to support a logo evolution and updates to SNC's colour palette.

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#### **DISCUSSION:**

To improve accessibility, modernize SNC's visual identity, and ensure consistency across digital and physical media, South Nation Conservation (SNC) is proposing an evolution of its corporate logo and associated brand materials.

Key updates include:

- **Font Update:** Replacing the current *Goudy* font with *Axiforma*, SNC's standardized typeface for signage and corporate materials.
- **Colour Refresh:** Updating the logo's primary blue and green to lighter, more accessible shades for improved legibility and digital contrast.
- **Logo Layout:** The recognizable tree emblem remains unchanged, preserving brand continuity and public recognition.

The updated Brand Guidelines also include refinements to SNC's colour palette:

- Adjusted Primary Blue and Primary Green to align with the refreshed logo.
- Addition of a complementary Sky Blue to enhance digital and print flexibility.
- No changes are proposed to the existing secondary or accent colours.

These updates were developed with input from internal staff and external design consultants to ensure that the refreshed brand remains recognizable while improving accessibility and alignment with contemporary design standards.

Brand updates will be gradually applied to signage, digital templates, and printed materials as part of scheduled updates. This phased approach minimizes cost and supports consistent implementation.

Updates will be incorporated into SNC's Visual Identity Guidelines, established in 2021 (BD-027/21).



SOUTH NATION  
**CONSERVATION**  
DE LA NATION SUD

Old



SOUTH NATION  
**CONSERVATION**  
DE LA NATION SUD

New



South Nation  
**Conservation**  
de la Nation Sud

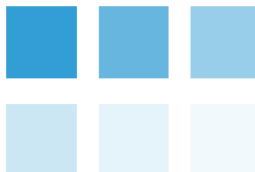
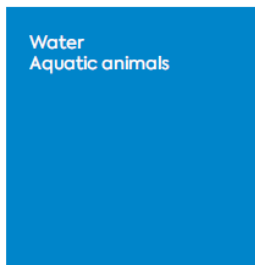


SOUTH NATION  
**CONSERVATION**  
DE LA NATION SUD

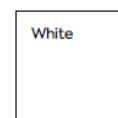
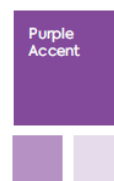
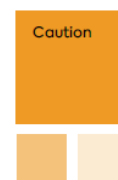
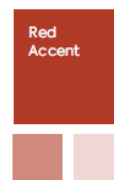
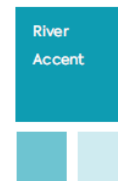
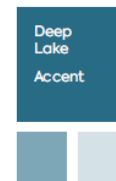
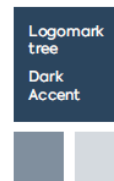


South Nation  
**Conservation**  
de la Nation Sud

### Primary colours



### Secondary colours





SOUTH NATION  
**CONSERVATION**  
DE LA NATION SUD

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

Compliance with Budget: Expenses are included in the 2025 SNC Budget under Corporate Services: Communications, pages 38 and 39.

SNC Policy Adherence: Activities will adhere to SNC's Brand Design Guidelines and SNC's Purchasing Policy.

Programs and Services Category: Category 1: General Operations - Media & Communications Products.

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



**To:** Watershed Advisory Committee  
**From:** John Mesman, Managing Director, Property, Conservation Lands and Community Outreach  
**Date:** June 16, 2025  
**Subject:** Request for Approval: SNC Sign Strategy Update

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**RECOMMENDATION:**

That Watershed Advisory Committee recommend that the Board of Directors approve the updates SNC's Sign Strategy.

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**DISCUSSION:**

This update provides the current progress, recent improvements, and future direction for signage across the watershed.

SNC manages signage across its jurisdiction and is currently updating the following:

- Conservation Area entry signs
- Conservation Area Trailhead signs
- Interpretive and educational signs
- Warning and safety signs at Water Control Structures as required/needed

Key elements of the updated Sign Strategy include:

- A comprehensive audit of over 120 signs at SNC-owned or managed sites, evaluating condition, visibility, relevance, and alignment with SNC branding.
- Introduction of updated signage templates that reflect SNC's current brand guidelines, including designs for entrance, interpretive, and project signage.
- Enhanced accessibility through a review of font sizes, colour contrast, and plain language to align with Accessibility for Ontarians with Disabilities Act (AODA) best practices.
- Use of durable, weather- and UV-resistant materials for all new signs to improve longevity and reduce maintenance requirements.

SNC's Sign Strategy was originally developed to ensure consistent branding, enhance visitor experience, recognize funding and community partners, and uphold accessibility and safety standards. The updated strategy continues to support these objectives while modernizing SNC's signage approach.





SOUTH NATION  
**CONSERVATION**  
DE LA NATION SUD

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

Compliance with Budget: Project expenses were included in the 2025 SNC Budget under Corporate Services: Corporate Communications, pages 38 and 39.

SNC Policy Adherence: Activities will adhere to SNC's Brand Design Guidelines (BD-107/22) and SNC's Purchasing Policy (BD-127/20).

Programs and Services Category: Category 1: General Operations - Media & Communications Products

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