



SOUTH NATION
CONSERVATION
DE LA NATION SUD

Communications Committee Meeting

June 10, 2020 at 9:00 am





SNC Remarks on Virtual Meetings



Chair's Remarks



Approval of Communications Committee Agenda (Supplemental Agenda)

Recommendation:

The Members approve the Communications Committee agenda as submitted.



Declaration of Conflict of Interest



Communications Project Update PowerPoint Presentation



SOUTH NATION
CONSERVATION
DE LA NATION SUD

Project Update

Communications Committee

June 10, 2020





The Team: Communications and Outreach

John Mesman, Team Lead, Communications and Outreach

- **Taylor Campbell**, Communications Specialist
- **Kelsey Smith**, Stewardship & Outreach Assistant II
- **Carley Hutchinson**, Stewardship & Outreach Assistant
- **Karen Paquette**, Fisheries Technician

- **Cindy Saucier**, Environmental Outreach Steward
- **Tim Jackson**, Environmental Outreach Steward
- **Mary Guest**, Environmental Outreach Steward



Update on SNC Operations and Business Continuity



www.nation.on.ca/coronavirus



Conservation Areas Management



COVID-19 PRECAUTIONS



PRÉCAUTIONS CONCERNANT LA COVID-19

Hello: the trails at this site are available for walking only. Please do not access closed structures or facilities.

Conservation Areas help improve physical and mental health, please respect rules and direction from health authorities.

You must maintain distancing, not litter and keep your pets on leash at all times.

Bonjour : les sentiers de ce site sont disponibles uniquement pour la marche. Veuillez ne pas accéder aux structures fermées ou aux installations.

Les aires de conservation contribuent à améliorer la santé physique et mentale, veuillez respecter les règles et les directives des autorités sanitaires.

Vous devez garder vos distances, ne pas jeter vos déchets et garder vos animaux en laisse en tout temps.

The health, safety and well-being of South Nation Conservation staff, volunteers, clients and visitors remains a top priority.

All buildings and washroom facilities are closed.
Some trails remain open for passive recreation.

WASH. YOUR. HANDS

Wash your hands with soap and water regularly.
Clean and disinfect frequently touched surfaces.

Cover a cough or sneeze.

Cover with a sleeve or tissue.

Don't touch.

Avoid touching eyes, nose or mouth with unwashed hands.

Keep your distance.

Avoid close contact with people.
Maintain a safe social distance of 2 metres.

Stay home.

Stay home as much as possible. Limit number of essential trips.
If you experience respiratory symptoms like a fever or cough, self-isolate.

Get help.

If you experience symptoms of COVID-19,
CALL your doctor or Telehealth Ontario.



La santé, la sécurité et le bien-être du personnel, les bénévoles, les clients et les visiteurs de la Conservation de la Nation Sud demeurent une priorité absolue.

Tous les bâtiments et les toilettes sont fermés.
Certains sentiers restent ouverts pour les loisirs passifs.

LAVEZ. VOS. MAINS.

Lavez-vous les mains régulièrement avec du savon et de l'eau.
Nettoyez et désinfectez les surfaces fréquemment touchées.

Couvrez une toux ou un éternuement.

Couvrir avec une manche ou un mouchoir.

Ne touchez pas.

Évitez de toucher les yeux, le nez ou la bouche avec des mains non lavées.

Gardez vos distances.

Évitez les contacts étroits avec les gens.
Maintenez une distance sociale de sécurité de 2 mètres.

Rester à la maison.

Restez à la maison autant que possible. Limitez le nombre de voyages essentiels.
Si vous ressentez des symptômes respiratoires comme une fièvre ou une toux, isolez-vous.

Obtenir de l'aide.

Si vous ressentez des symptômes de COVID-19,
APPELEZ votre médecin ou Télésanté Ontario.



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1-877-984-2948
info@nation.on.ca

www.nation.on.ca/coronavirus



Conservation Areas Remain Open



Conservation Areas with recreational trails remained open.

Conservation Areas with river access opened beginning May 16th

- Staff continue to inspect weekly, maintain trail systems and plan for summer/fall projects



All Conservation Areas are now open to the public.



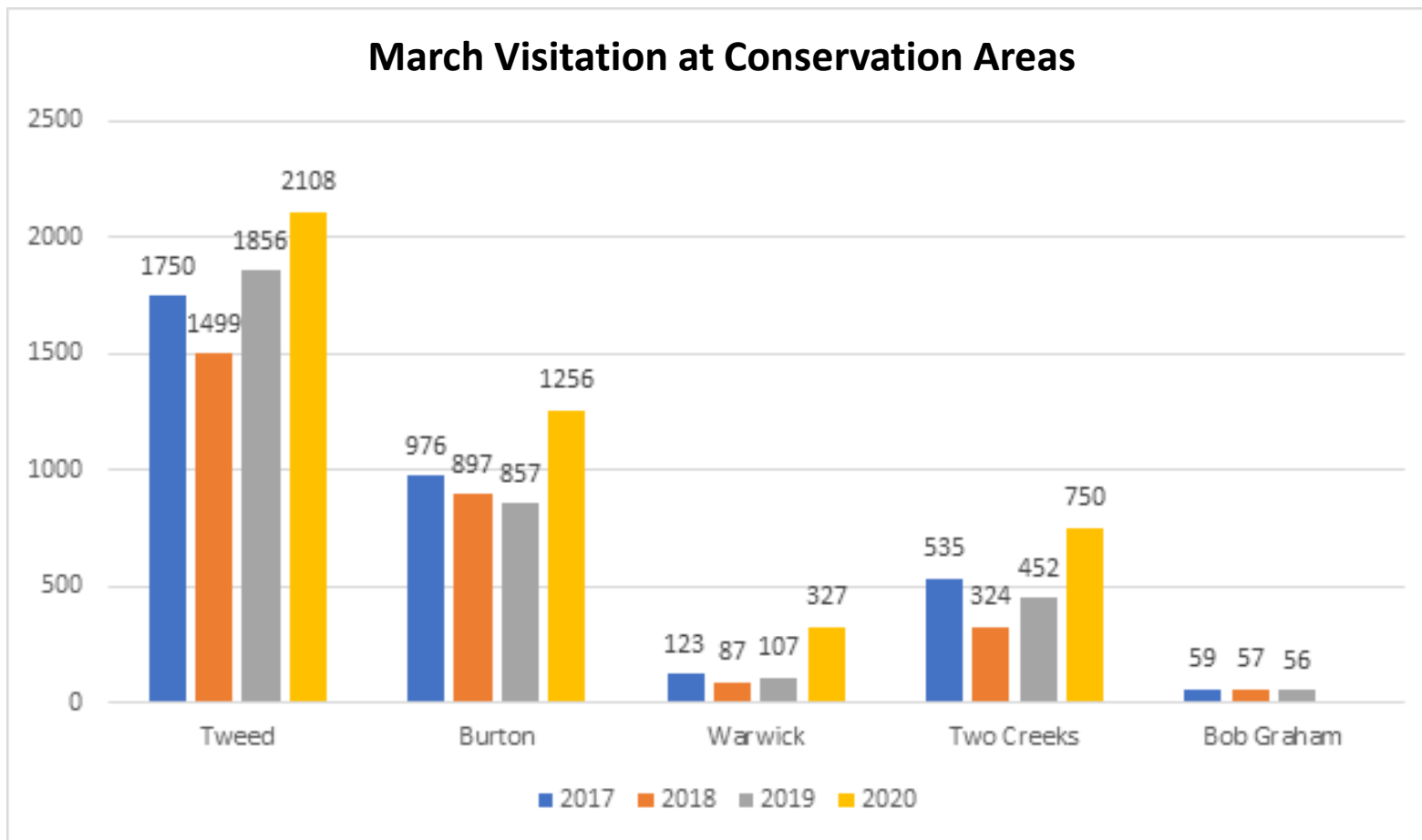
Conservation Area Management

Spring Conservation Area Maintenance Underway

Jessup's Falls Conservation Area
Plantagenet

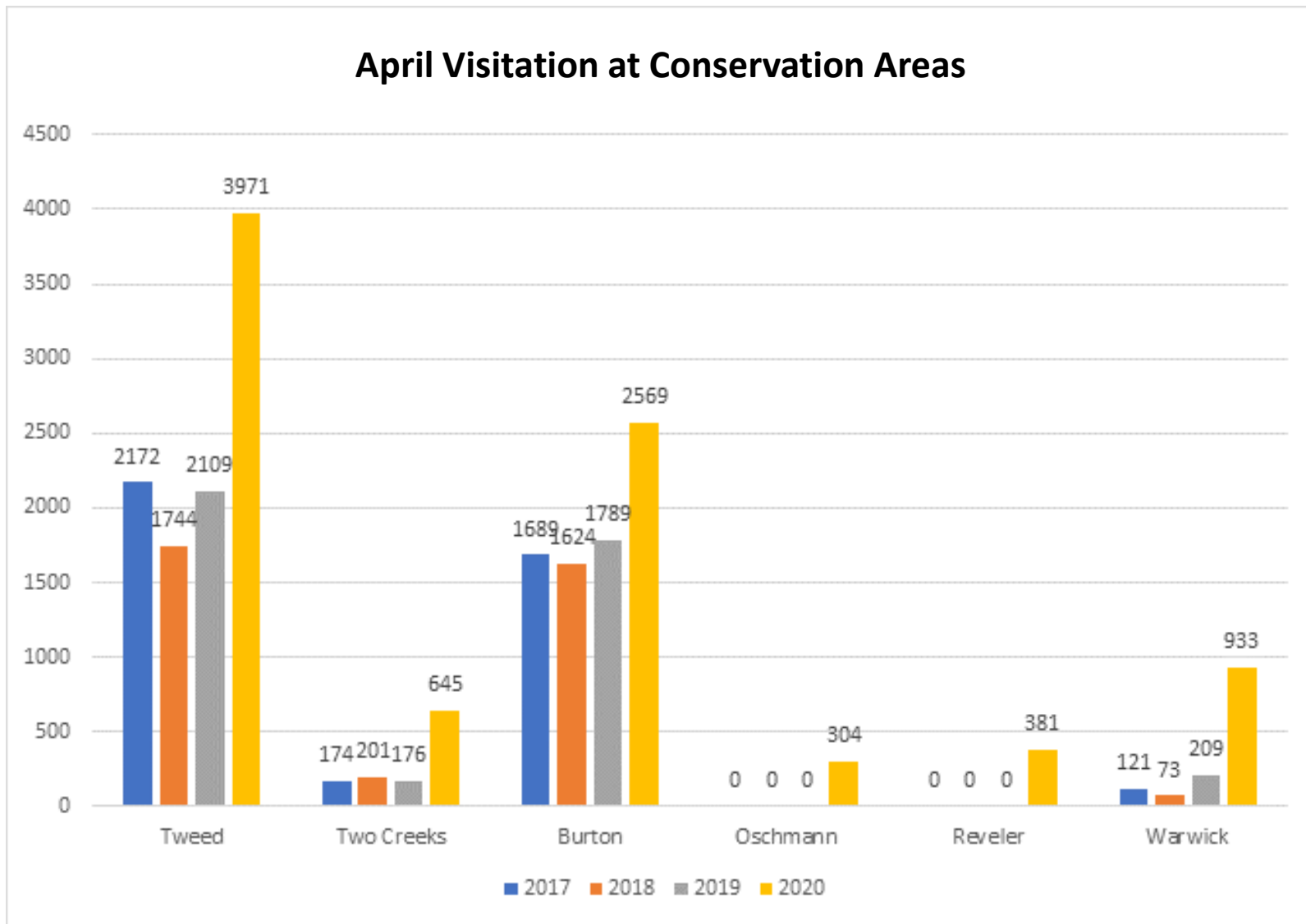


Conservation Areas Use: March Statistics





Conservation Areas Use: April Statistics





Step into Nature at a Conservation Area Near You





Step into Nature at a Conservation Area Near You





Step into Nature at a Conservation Area Near You





Step into Nature at a Conservation Area Near You





Step into Nature at a Conservation Area Near You





Outreach: Landowner Stewardship Programs



COVID-19 COMMUNITY RESPONSE

Latest Update on Changes to
SNC Operations and Business Continuity

Environmental Landowner Stewardship Programs Proceed

Support provided to:

- Implement new standard operating procedures for services provided
- Adjust scheduling to support site visits and program delivery
- Create digital tools to support program administration
- Communicate support for contactless site visits



Community Free Tree Pick Ups and Deliveries



2019 Free Tree Recipient!

Revised Spring Free Tree Pick Ups

- 17,500 free tree seedlings distributed
- Coordinated approach with participating municipalities

Report and discussion included on Committee Agenda

- Item #6 d.: pages 21-22



Outreach: Ash Tree Replacement Program

RECOGNIZE THIS PATTERN?

Cost-share funding is available to
City of Ottawa property owners
with Ash trees affected by the
Emerald Ash Borer!

Visit nation.on.ca/eab to learn how to apply today!

2020 City of Ottawa Ash Tree Replacement Program

- Soft launch June 2020 (Communication with waiting list applicants, arborists and partners)
- Full launch July 2020 (Advertising, targeted promotions, etc.)



Saying Thanks to Frontline Workers



500 tree seedlings donated to nursing staff at the Winchester District Memorial Hospital and Dundas Manor on May 14th for National Nursing Week



Outreach: SNC Media Coverage

STANDARD-FREEHOLDER

NEWS ▾ SPORTS ▾ ENTERTAINMENT ▾ LIFE ▾ MONEY ▾ OPINION ▾ OBITUARIES

South Nation takes its environmental education online



Lindsay Winters, Special to the Standard-Freeholder

Published on: May 12, 2020 | Last Updated: May 12, 2020 6:31 PM EDT



A44000534
VOLUME 156 No. 21

The Leader

A Family Newspaper Serving the Community for MORE THAN A CENTURY

WEDNESDAY, MAY 20, 2020

MERRIDALE, ONTARIO

Students will not return to classrooms



CORNWALL EXPRESS

LE MERCREDI 20 MAI 2020 | VOL. 10, NUMERO 7 | WWW.CORNWALLSEAWAYNEWS.COM

La CNS fait don de 500 arbres au personnel de première ligne

COMMUNIQUÉ DE PRESSE DE LA CNS

NATION SUD, Ontario - La Conservation de la Nation Sud (CNS) a fait don aujourd'hui de 500 plants d'arbres à l'hôpital District Memorial de Winchester (HDMW) et à la maison de retraite du Manoir Dundas, qui seront distribués aux infirmières et infirmiers pour la Semaine nationale des soins infirmiers.

Les semis d'épinette blanche et de sapin baumier remis sont issus de stocks restants du programme de plantation printanière de l'Office de protection de la nature. La CNS s'est associée à la Fondation de l'HDMW pour les attribuer au personnel infirmier de North Dundas.

« Nous voulons montrer notre reconnaissance au personnel soignant de première ligne de notre communauté, qui a travaillé sans relâche tout au long de cette pandémie », explique Taylor Campbell, spécialiste en communications à la CNS. « Nous espérons que ces arbres serviront de signe d'espoir



≡ leDroit

Recherche



8 mai 2020 23h04

La Conservation de la Nation Sud inclut désormais l'entièreté de la Cité de Clarence-Rockland

Partager



ANI-ROSE DESCHATELETS
Le Droit



Outreach: New Jurisdiction in Clarence-Rockland



SNC Board of Directors Meeting in February 2020

SNC Jurisdiction Expansion Approved in Clarence-Rockland

- City of Clarence-Rockland (January 2020), South Nation Conservation (February 2020), Province of Ontario (May 2020)



Outreach: New Provincial Day of Action on Litter



May 12, 2020 was Ontario's new Day of Action on Litter

- SNC's annual clean up activities in Conservation Areas, along streams, and the annual Cache-In-Trash-Out were cancelled due to COVID-19
- Online social media campaign launched to promote safe community clean ups activities





Education: Stream of Dreams



Vimy Ridge Public School
2019 Installation



Rescheduled for Fall 2020 and Spring 2021

- 4 schools confirmed for Stream of Dreams
- Programming and scheduling will follow the most up-to-date directives from health authorities



Education: Specialist High Skills Major Programs



2019 Ottawa River Environmental Learning Summit

Ottawa River Environmental Learning Summit

- Rescheduled for Fall 2020/Spring 2021
- Partnership with Ottawa Carleton District School Board at MacSkimming Outdoor Education Center



Outreach: Community Events & River Races

2020 CANOE AND KAYAK RIVER EVENTS

Don't miss out on these canoe and kayak events hosted every year!

ACTIVITÉS DE CANOË ET DE KAYAK SUR LES RIVIÈRES EN 2020

Ne manquez pas ces activités de canoë et de kayak organisées chaque année!



38 rue Victoria Street
Finch, ON K0C 1K0

T: 1.877.984.2948
info@nation.on.ca
NATION.ON.CA

Check partner websites for details on these eco-friendly family activities and don't forget to step outdoors and into nature at a Conservation Area near you!

APRIL 19, 2020 Raisin River Canoe Race
MAY 23, 2020 Spencerville Mill's South Nation River Canoe Poker Run
JUNE 13, 2020 Chesterville Kayak Club South Nation River Poker Run
JULY 1, 2020 Alfred Plantagenet's Ottawa River Race
AUGUST 15, 2020 Cardinal Legion Branch 105's St. Lawrence River Poker Run



Consultez les sites web des partenaires pour obtenir des détails sur ces activités familiales écologiques et n'oubliez pas de visiter une aire de conservation près de chez vous!

19 AVRIL 2020 Course de canoës sur la rivière Raisin
23 MAI 2020 Course « poker » de canoës sur la rivière Nation Sud au moulin de Spencerville
13 JUIN 2020 Course « poker » du Club de kayak de Chesterville sur la rivière Nation Sud
1ER JUILLET 2020 Course d'Alfred Plantagenet sur la rivière des Outaouais
15 AOÛT 2020 Course « poker » de la filiale 105 de la Légion de Cardinal sur le fleuve Saint-Laurent

Postcard developed in February to promote partner river races this summer

- All partner river races, and several community events are cancelled
- SNC continues to support community partners and develop online tools and campaigns



Project: Future Conservation Area in Augusta



Aerial view of new SNC Property on McCrea Road in Augusta Township

- \$31,500 in Federal funding received to create a new Conservation Area
- First SNC property in Augusta, access to the South Nation River
- 9.1 acres transferred from Augusta Township to SNC



Project: Future Conservation Area in Augusta



Mayor Doug Malanka and SNC's Pat Piitz stand next to a temporary project sign installed at the future Conservation Area site on May 26th



Project: J. Henry Tweed Conservation Area

RESTORATION WORK IN PROGRESS TRAVAUX DE RESTAURATION EN COURS

SNC will be undertaking restoration work at the J. Henry Tweed Conservation Area between 2020 and 2022 thanks to support provided by Ontario Power Generation.

Main activities throughout 2021 and 2022 will include native tree and shrub planting to help reduce erosion, repairing existing erosion and streambank stabilization, removing hazard trees, and restoring in stream habitat to increase biodiversity. Staff will be conducting field assessments and surveys throughout 2020 to support this work.

Sections of the park's recreational trail may temporarily close.

La CNS entreprendra des travaux de restauration à l'aire de conservation J. Henry Tweed entre 2020 et 2022 grâce au soutien fourni par Ontario Power Generation.

Les principales activités en 2021 et 2022 comprendront la plantation d'arbres et d'arbustes indigènes pour aider à réduire l'érosion, réparer l'érosion existante et stabiliser les berges, l'enlèvement d'arbres dangereux et restaurer l'habitat du ruisseau pour accroître la biodiversité. Le personnel effectuera des évaluations et des enquêtes sur le terrain tout au long de l'année 2020 pour soutenir ce travail.

Des sections du sentier récréatif du parc pourraient être fermer temporairement.



**SOUTH NATION
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For more information | Pour plus d'informations :

1-877-984-2948 | info@nation.on.ca

ONTARIOPOWER
GENERATION

Temporary project signs installed at J. Henry Tweed Conservation Area in Russell for upcoming restoration work in partnership with Ontario Power Generation.



Project: W.E. Burton Conservation Area

RESTORATION WORK IN PROGRESS TRAVAUX DE RESTAURATION EN COURS

Work is planned through June and July to restore portions of the Conservation Area trail which was damaged due to bikes and motorized vehicles.

Restoration work includes: trail closures, tree removal, trail resurfacing, new fencing, native plant and tree replanting. A portion of the trail will be closed for 2 years and a new temporary trail will be opened to maintain the trail loop. Additional day closures will be scheduled through June and July where Ash and other dead trees will be removed from this site.

This Conservation Area trail is for walking only, mountain bikes and motorized vehicles are not permitted. If you see something, say something. Please help us maintain this beautiful area for people to enjoy.

Des travaux sont prévus en juin et juillet pour restaurer des portions du sentier de l'aire de conservation endommagées par les vélos et véhicules motorisés.

Les travaux de restauration comprennent : la fermeture du sentier, l'enlèvement d'arbres, le resurfacement du sentier, de nouvelles clôtures, la plantation de plantes et d'arbres indigènes. Une partie du sentier sera fermée pendant 2 ans et un nouveau sentier temporaire sera ouvert pour maintenir la boucle du sentier. Des jours supplémentaires de fermeture sont prévus en juin et juillet pour enlever les frênes et autres arbres morts.

Ce sentier de l'aire de conservation est réservé à la marche, les vélos tout terrain et les véhicules motorisés n'y sont pas autorisés. Si vous êtes témoin de quelque chose, signalez-le. Aidez-nous à maintenir la beauté pour que les gens puissent en profiter.



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For more information | Pour plus d'informations : 1-877-984-2948 | info@nation.on.ca

Temporary project signs installed at W.E. Burton Conservation Area in Russell for upcoming restoration work scheduled due to habitat destruction and vandalism from increased usage.



Project: St. Albert Conservation Area

NEW DOCK COMING SOON! UN NOUVEAU QUAI BIENTÔT EN SERVICE!

SNC will be constructing and installing a new larger dock at the St-Albert Conservation Area this year thanks to the support of the United Counties of Prescott and Russell, Desjardins, the St-Albert Cheese Factory, the St-Albert Community Group and The Nation Municipality.

La CNS construira et installera un plus grand quai à l'aire de conservation de St-Albert cette année grâce au soutien des Comtés unis de Prescott et Russell, de Desjardins, de la fromagerie St-Albert, du Groupe communautaire de St-Albert et de la municipalité de La Nation.

For more information | Pour plus d'informations :

1-877-984-2948 | info@nation.on.ca



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Groupe communautaire
St-Albert



Project sign for a future new dock in St-Albert, in partnership with UCPR, Desjardins, St-Albert Cheese, the St-Albert Community Association and Nation Municipality.



Project: Embrun Boat Launch

NEW DOCK COMING SOON! UN NOUVEAU QUAI BIENTÔT EN SERVICE!

Thanks to new funding and partner support, SNC will be constructing a new larger replacement dock in 2020 at the Embrun Boat Launch to be installed later in the year.

Grâce à un nouveau financement et au soutien de ses partenaires, la CNS construira un plus grand quai en 2020 à la rampe de mise à l'eau d'Embrun, qui sera installé plus tard dans l'année.

For more information | Pour plus d'informations :
1-877-984-2948 | info@nation.on.ca



SOUTH NATION
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DE LA NATION SUD

Municipalité de
RUSSELL
Township



Draft project sign for a future new dock in Embrun, in partnership with Russell Township and UCPR.









Outreach: Protecting People and Property

Flood Forecasting and Warning & Low Water Response



What We Do

-  Provide municipalities with advanced notice of flooding and low water conditions
-  Model and predict flood events
-  Operate and maintain dams and other water control structures
-  Monitor stream flow
-  Track radar information
-  Conduct snow and ice surveys

21 bilingual Watershed Conditions Statements this year:

- Lower Ottawa River: 3
- South Nation River: 7
- St. Lawrence River: 11

St. Lawrence River:

- Flood Watch in effect – Lake Ontario on track to peak well below 2017 and 2019 record highs

Water levels are within normal range for the South Nation and Lower Ottawa Rivers



SNC Committees: Action Items to June Board Meeting

SNC Standing Committee Meetings



- **Forestry Committee**
 - June 2nd, 2020: 10:00 a.m.
- **Fish and Wildlife Committee**
 - June 2nd, 2020: 3:00 p.m.
- **Clean Water Committee**
 - June 8th, 2020: 9:00 a.m.
- **Communications Committee**
 - June 10th, 2020: 9:00 a.m.

Our Local Environment, We're in it Together.



SOUTH NATION
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Approval of Joint Standing Committee meeting minutes of March 5th, 2020

Recommendation:

The Members approve the Joint Standing Committee meeting minutes of March 5th, 2020 as submitted.



Approval of Communications Committee meeting minutes of March 5th, 2020

Recommendation:

The Members approve the Communications Committee meeting minutes of March 5th, 2020 as submitted

Our Local Environment, We're in it Together.



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Update: Nature at Home Facebook Live Video Series

Recommendation:

The Communications Committee receive and file an update on SNC's Nature at Home Facebook Live video series.



Outreach: Nature at Home Video Series



- New Facebook Live video series to connect with families at home due to COVID-19
- Weekly segments feature field staff are streamed Thursdays at 1:00 pm directly to the SNC Facebook Page
- Over 4,000 views in May



Update: Nature at Home Facebook Live Video Series

Recommendation:

The Communications Committee receive and file an update on SNC's Nature at Home Facebook Live video series.

Our Local Environment, We're in it Together.



SOUTH NATION
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DE LA NATION SUD



Update: Social Media and Website

Recommendation:

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



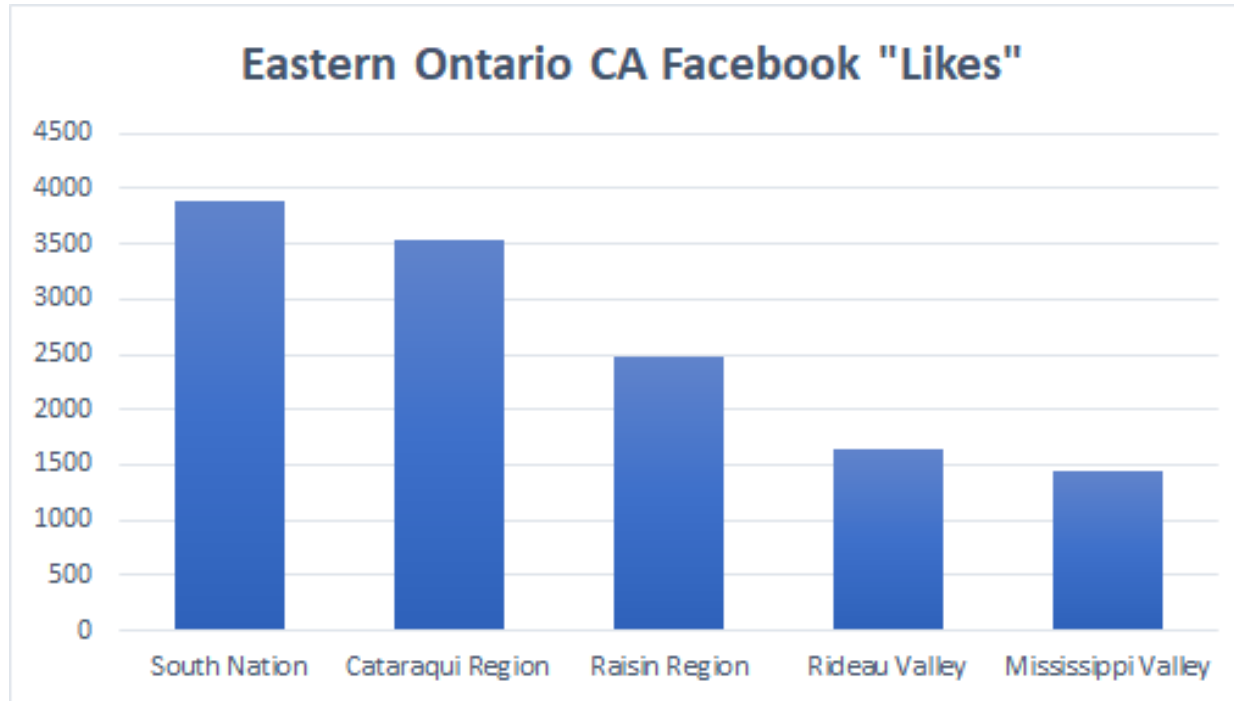
Website and Social Media Update: Facebook



- 20% increase in Facebook “Likes” since the Pandemic started in March
- 33% increase in Facebook “Likes” total since last June
- 3,883 likes as of June 9, 2020



Website and Social Media Update: Facebook



SNC's Facebook popularity compared to other
Eastern Ontario Conservation Authorities



Website and Social Media Update: Facebook



SNC's organic and paid Facebook campaigns have reached over 100,000 people since March



Website and Social Media Update: Facebook

South Nation Conservation
Published by Hootsuite [?] · May 29 at 3:00 PM · 🌐

FOR IMMEDIATE RELEASE: Local Conservation Authorities Plant 180,000 Trees, Distribute Free Seedlings to Residents This Spring Across Eastern Ontario

A municipal and Conservation Authority commitment to improve local forest cover saw both the South Nation and Raisin Region Conservation Authority partner with municipalities from across their watershed jurisdictions to safely distribute 17,500 free trees to local residents through May.

Over 180,000 native trees and shrubs were also planted by the Conservation Authorities across their watershed jurisdictions in Eastern Ontario this spring through various forestry programs, restoration initiatives, and municipal and community partnerships.

Read more here: <https://bit.ly/3gGRjaD>

#treeplanting #trees #reforestation #outdoors #nature #environment
#conservation #carbon #land #EasternOntario #Ontario #forests
#HealthyHikes

The United Counties of Stormont, Dundas, and Glengarry, Prescott et/and Russell



Performance for Your Post

5,755 People Reached

181 Reactions, Comments & Shares

115 Like	60 On Post	55 On Shares
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14 Love	9 On Post	5 On Shares
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33 Comments	29 On Post	4 On Shares
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19 Shares	18 On Post	1 On Shares
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671 Post Clicks

145 Photo Views	65 Link Clicks	461 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post 1 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



Website and Social Media Update: Facebook



South Nation Conservation

Published by Hootsuite [?] · May 22 at 11:54 AM · 🌐

Eager anglers and boaters from across SNC's jurisdiction in Eastern Ontario can (safely) rejoice: we've re-opened public boat launches, river access points and select Conservation Areas, with certain COVID-19 precautions in place.

Play structures and washrooms will remain closed for now; picnic tables will return to gazebos and picnic areas beginning next week.

Distancing directives must continue to be followed: please keep your pets on leash, do not litter, and do not congregate on trails, fishing areas, parking lots or docks. Please be respectful and courteous to other visitors.

SNC also reminds residents that it is unsafe and illegal under the Federal Fisheries Act to fish within 23 metres of a dam: please do not fish near dams or use water control structures to access rivers.

Full list of open and closed parks here: <https://bit.ly/2A2IRkO>

Pictured: Cass Bridge Conservation Area in Winchester, North Dundas.

#Friday #Weekend #TGIF #FridayVibes #Fishing #Boating #EasternOntario #WeekendVibes #FridayVibes #HealthyHikes #WeAreConservation #Nature #Environment #Conservation #SouthNationRiver

Seasonal Conservation Areas & Boat Launches Now Open!



Performance for Your Post

4,588 People Reached

104 Reactions, Comments & Shares

66 Like	27 On Post	39 On Shares
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5 Love	3 On Post	2 On Shares
------------------	---------------------	-----------------------

6 Comments	2 On Post	4 On Shares
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27 Shares	27 On Post	0 On Shares
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208 Post Clicks

26 Photo Views	15 Link Clicks	167 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts



Website and Social Media Update: Facebook

**South Nation Conservation**
Published by Hootsuite [?] · May 26 at 12:01 PM · 🌐

TREES HAVE ALL BEEN DISTRIBUTED
🔴 CONTEST ALERT 🔴
We're giving away 1,200 extra Red Pine tree seedlings!
The first 100 people to do the following will be entered to win bundles of Red Pine seedlings next week:
- Like our Facebook page
- Like this post
- Share this post
- Tag 3 friends in the comments
Winners will be contacted through Facebook Messenger and must be able to pick up trees from our office in Finch next week and plant them right away! 😊
There are still free tree pick up activities this week for those who signed up for our Free Tree Pick Ups. If you haven't received an email back yet, you will before the end of the week; stay tuned!



Performance for Your Post

11,653 People Reached

539 Reactions, Comments & Shares ⓘ

190 👍 Like	121 On Post	69 On Shares
21 ❤️ Love	2 On Post	19 On Shares
1 😲 Wow	0 On Post	1 On Shares
191 Comments	123 On Post	68 On Shares
136 Shares	133 On Post	3 On Shares

577 Post Clicks

66 Photo Views	0 Link Clicks ⓘ	511 Other Clicks ⓘ
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NEGATIVE FEEDBACK

9 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Website and Social Media Update: Facebook



South Nation Conservation

Published by Hootsuite [?] · June 3 at 12:51 PM · 🌐

SNC's public [#ConservationAreas](#) continue to be a safe and inclusive space for everyone to experience and enjoy [#nature](#), equally.

They're popular spots for local [#birders](#) and those interested in natural science, biodiversity and conservation.

Join us in celebrating [#BlackBirdersWeek](#), a social movement reinforcing that the outdoors – and the joy of [#birds](#) – should be safe and welcoming for all people.

More info on the Black Birders Week movement here: <https://bit.ly/3ctK9mF>
[#BlackInNature](#) [#StepIntoNature](#) [#EnviroWeek](#) [#OurNature](#) [#HealthyHikes](#) [#WeAreConservation](#)



Performance for Your Post

1,303 People Reached

18 Reactions, Comments & Shares ⓘ

12 Like	8 On Post	4 On Shares
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4 Love	4 On Post	0 On Shares
------------------	---------------------	-----------------------

0 Comments	0 On Post	0 On Shares
----------------------	---------------------	-----------------------

2 Shares	2 On Post	0 On Shares
--------------------	---------------------	-----------------------

37 Post Clicks

5 Photo Views	5 Link Clicks ⓘ	27 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post **1** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



Website and Social Media Update: Facebook



South Nation Conservation is with Canton d'Alfred et Plantagenet / Township of Alfred and Plantagenet and 5 others at Jessups Falls.

Published by Taylor Campbell [?] · May 15 at 2:00 PM · Plantagenet, ON · 🌐

ADDITIONAL PARKS AND BOAT LAUNCHES OPEN TOMORROW, more opening next week. Our trails remain open for walking!

Washroom facilities, gazebos and picnic areas remain closed for now. Most of our docks are in; remaining docks will be installed next week!

Visitors: take extra care, maintain distancing (two metres from anyone outside your household), don't meet in groups. Dogs are not permitted off leash, please do not congregate when launching boats or fishing, and do not fish near... [See More](#)



WWW.NATION.ON.CA

SEASONAL CONSERVATION AREAS AND BOAT LAUNCHES OPENING:

[Learn More](#)

Performance for Your Post

10,845 People Reached

8,213 3-Second Video Views

126 Reactions, Comments & Shares ⓘ

83 Like	61 On Post	22 On Shares
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7 Love	4 On Post	3 On Shares
------------------	---------------------	-----------------------

2 Wow	2 On Post	0 On Shares
-----------------	---------------------	-----------------------

5 Comments	2 On Post	3 On Shares
----------------------	---------------------	-----------------------

29 Shares	28 On Post	1 On Shares
---------------------	----------------------	-----------------------

565 Post Clicks

89 Clicks to Play ⓘ	88 Link Clicks ⓘ	388 Other Clicks ⓘ
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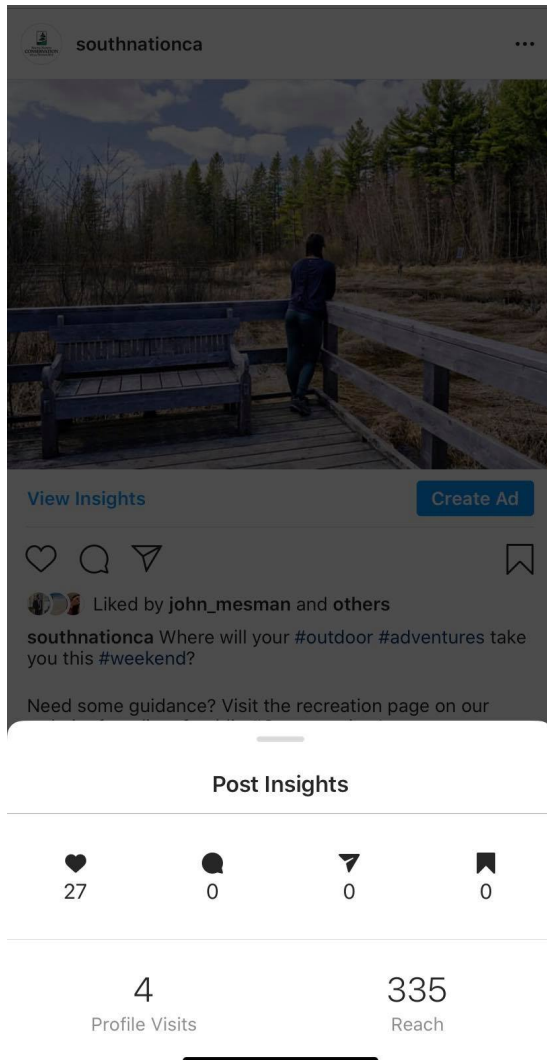
NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Website and Social Media Update: Instagram



SNC's most viewed Instagram post last week:

- 335 views
- Generated 4 profile visits



Website and Social Media Update: Instagram

879 followers
+7 vs. Jun 2 - Jun 9

Growth ⓘ

[See Posts](#)

Overall	9
Unfollowed You	2
Followed You	11



An increase of 9 followers (+1%)
and +89 views last week



Insights

Content

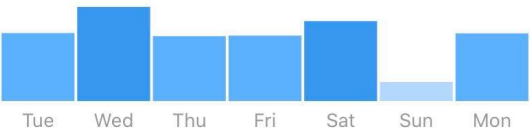
Activity

Audience

Discovery ⓘ

555

Accounts reached from
Jun 02 - Jun 08



Reach

+89 vs. May 26 - Jun 1

555

Impressions

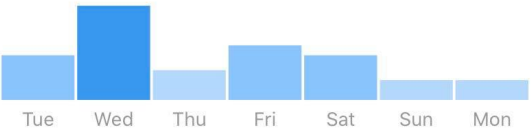
+638 vs. May 26 - Jun 1

3,350

Interactions ⓘ

62

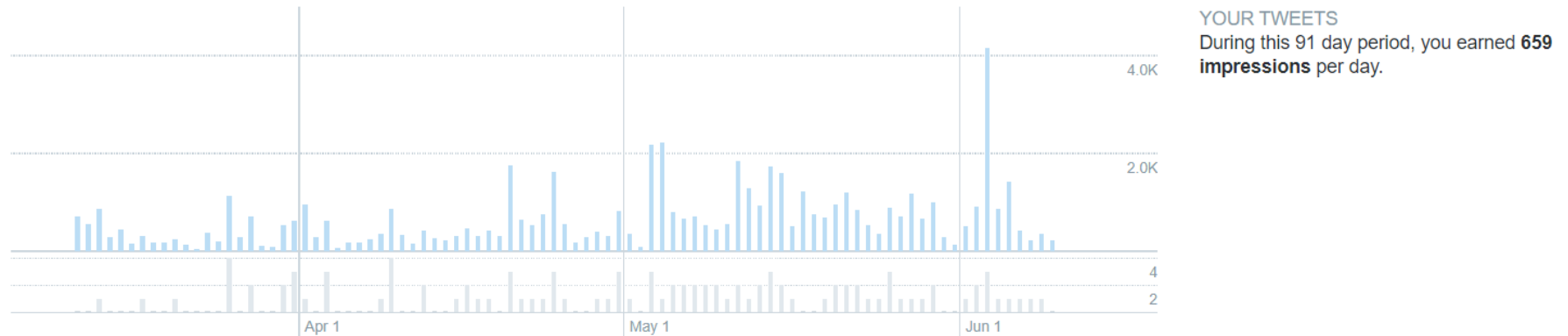
Actions taken on your account from
Jun 02 - Jun 08





Website and Social Media Update: Twitter

Your Tweets earned **60.5K impressions** over this **91 day** period



60,500 Twitter impressions since March, averaging 659 impressions per day



Website and Social Media Update: Twitter

28 day summary with change over previous period



28-day snapshot of Twitter analytics



Website and Social Media Update: Twitter



southnationca
@SouthNationCA



SNC's Conservation Areas are safe and inclusive outdoor natural spaces for everyone to enjoy, equally.
[#BlackBirdersWeek](#) [#BlackInNature](#) [#StepIntoNature](#)
[#WeAreConservation](#)



Conservation Ontario @conont · May 27

"The #outdoors – and the joy of #birds – should be safe and welcoming for all people."
Ontario's #ConservationAreas continue to be a safe and inclusive space for everyone to experience and enjoy #nature equally. #StepIntoNature
audubon.org/news/audubon-s...

Impressions	1,663
Total engagements	11
Likes	5
Detail expands	3
Retweets	2
Hashtag clicks	1



Update: Social Media and Website

Recommendation:

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

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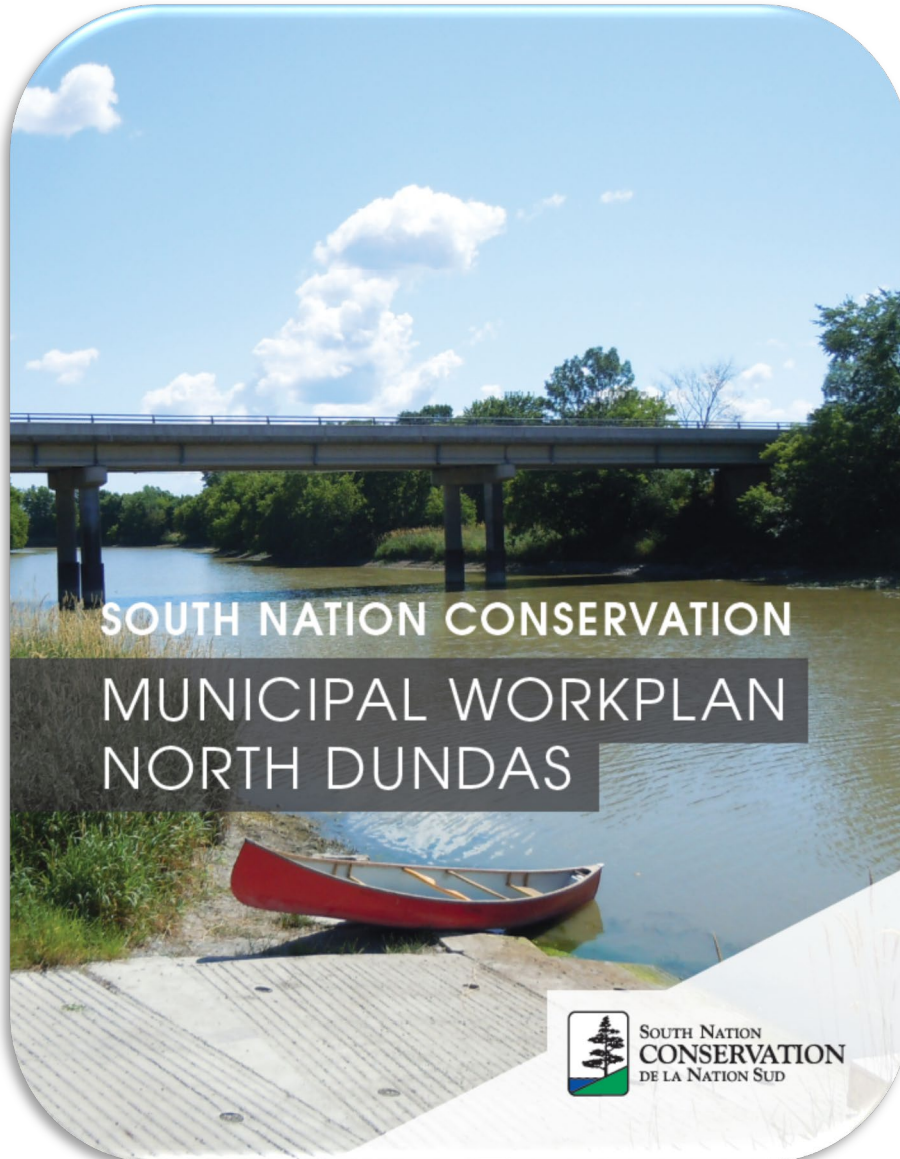
Request for Approval: 2020 Municipal Workplans

Recommendation:

The Communications Committee approve the 2020 Municipal Workplans.



Annual Municipal Workplans



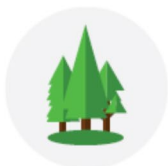
2020 Municipal Workplans:

- Summary of accomplishments to date and annual highlights across municipalities
- 14 English / 5 French
- Available online:
www.nation.on.ca/resources/publications/municipal-workplans



Annual Municipal Workplans

FOSTERING LANDOWNER STEWARDSHIP



WHAT WE DO:

- Plant approximately 140,000 trees per year and provide subsidies on tree purchases for landowners. SNC has planted 3.3 million trees since 1990.
- Offer free site visits and resources to woodlot owners, and offer \$500 grants to help develop forest management plans.
- Provide over \$75,000 annually in funding to landowners for projects that protect water quality through the Clean Water Program.
- Own approximately 12,000 acres of land acquired through donation or purchase, following SNC's Land Securement Strategy.
- Manage over 20,000 acres of Community Forest in Eastern Ontario; 9,467 in the United Counties of Stormont, Dundas and Glengarry (SDG).

TO-DATE, IN NORTH DUNDAS:

- Planted 305,290 trees since 1990.
- Offered 11 woodlot owners our Woodlot Advisory Services since 2011, visiting 334 acres of land.
- Distributed over \$1,350 in forest management grants since 2014, helping protect approximately 140 acres of forest under private ownership.
- Provided over \$236,130 in funding to local landowners for projects that protect water quality since 1998.
- Planted 1,392 trees at 10 sites in SDG as part of the SDG Roadside Tree Project.

2020 PRIORITIES:

- SNC continues to work with its partners through its Forest Conservation Initiative, to implement recommendations from our 2018 Report on "Protecting and Increasing Forest Cover in the South Nation Conservation Jurisdiction."
- Through the Forest Conservation Initiative, SNC will be hosting community free tree activities and has implemented new tree planting subsidies to help plant more trees along fields and watercourses.
- SNC will continue to plant trees, manage community lands, offer resources, work with partners, and help fund important water quality improvement projects.

Fostering Landowner Stewardship

- Trees planted
- Private forests visited; funding provided
- Private forests entered into forest management programs
- Community forest management
- Water quality improvement projects supported; funding provided
- Priority actions in 2020



Annual Municipal Workplans

PROTECTING PEOPLE AND PROPERTY AND SUPPORTING SUSTAINABLE DEVELOPMENT



WHAT WE DO:

- Map floodplains and other natural hazards, review construction and approve projects in and around watercourses, floodplains and wetlands.
- Conduct septic system inspections and permits for 13 municipalities.
- Work to protect drinking water through the Source Water Protection program.
- Flood Forecasting and Warning provides advance notice of flood conditions and updates on watershed conditions during flood events for the South Nation, Ottawa and St. Lawrence Rivers.
- Low Water Response provides declaration of drought conditions and offers guidance for reducing water consumption based on condition severity.
- Operate and maintain 7 water control structures.

TO-DATE, IN NORTH DUNDAS:

- SNC maintains the Chesterville Dam, an important water control structure.
- 25.6 km² of flood hazard maps are regulated.
- 35.9 km of unstable slope has been mapped.
- 7 properties assessed for Risk Management Plans through the Source Water Protection program.

LAST YEAR, IN NORTH DUNDAS:

- 55 septic approvals issued.
- 29 Planning Act application reviews.
- 7 permits processed.
- 2 low water advisory memos issued.
- 43 watershed conditions and flood statements issued.
- Developed planning tools and monitoring guidelines for stormwater facility management.
- SNC undertook concrete repairs at the Chesterville Dam in 2019 thanks to funding provided by federal and provincial governments.
- The Emergency Management Toolkit improved SNC's Flood Forecasting and Warning Program, enhancing SNC's ability to predict floods and provide municipalities with the ability to prepare and respond quickly and efficiently to save lives, prevent or limit property damage, and relieve local financial burdens.

2020 PRIORITIES:

- Provide engineering services to member municipalities as needed.
- Continued maintenance and operation of erosion and water control structures.
- Continue working in the Emergency Management Toolkit consisting of an automated alert system, which provides advanced notice of watershed conditions.

Protecting People and Property and Supporting Sustainable Development

- Water control structure management and floodplain mapping to date
- Planning, septic and regulations program approvals provided
- Watershed conditions statements issued
- Priority actions in 2020



Annual Municipal Workplans

PROVIDING NATURAL SPACES AND RECREATIONAL OPPORTUNITIES



WHAT WE DO:

- Own and manage over 12,000 acres of public, natural spaces.
- Operate 15 day-use parks and trails, including 9 public river access points.
- Protect environmentally significant properties and accept land donations.
- Protect over 7,000 km of fish habitat which support 72 fish species, offering endless recreational fishing opportunities.

RECREATIONAL PARKS AND TRAILS IN NORTH DUNDAS:

In North Dundas, SNC owns and manages 1,156 acres of community land, properties for recreation and several canoe routes, encouraging residents to enjoy local nature:

- **The Oschmann Forest:** This 16-acre forest in Ormond is the new home of SNC's relaunched Maple Syrup Education Program. Recently donated to SNC by the Oschmann Family, the forest features interpretive walking trails, demonstrations of maple syrup production, boasts a great natural legacy and municipal park partnership opportunities.
- **Oak Valley Pioneer Park:** This 10-acre park is both a memorial to Eastern Ontario pioneers and a research site for the many nut tree species; pine, walnut, oak, and butternut.
- **Cass Bridge:** With a floating dock for safe boat launching, views of the South Nation River, and a play structure, this 2.6-acre park makes for a top paddling and picnic destination with over 8,200 visitors in 2019.
- **Camp Sheldrick:** SNC rents this 55-acre wilderness camp to Scouts Canada at no charge during the summer. This property has a cabin, camping area, fire pits, and ample space for outdoor sports and activities.
- SNC also has guides available for avid paddlers seeking to navigate the South Nation River, including three scenic routes that run through North Dundas: Great Blue Heron, King Fisher and Mill Run.

LAST YEAR, IN THE SNC JURISDICTION:

In 2019, SNC's network of 15 Conservation Areas welcomed over 92,800 visitors to hike, geocache, picnic, kayak, canoe, launch their boat, bird watch, fish, and enjoy their local environment.

- SNC installed 100 new signs across its Community Lands to identify ownership and promote sustainable, proper management of forests.
- SNC completed an emergency preparedness inventory to assign civic numbers at all Conservation Areas.

2020 PRIORITIES:

- SNC will continue to work with partner municipalities to increase visitor safety and enhance emergency preparedness at Conservation Areas.
- SNC is committed to regular maintenance and upkeep of parks and trails to ensure accessible recreation for residents. This includes grooming year-round to ensure safe trails during every season.

Providing Natural Spaces and Recreational Opportunities

- Conservation Area parks and trails visitor statistics
- Property repairs, maintenance and improvement projects
- Management of SNC-owned land
- SNC's Land Securement Program
- Priority actions in 2020



Annual Municipal Workplans

MAKING SCIENCE BASED DECISIONS



WHAT WE DO:

- Collect water quality and quantity, stream health, fisheries and forestry data to support stewardship programs and guide sustainable development.
- Invasive species management and species at risk habitat assessments.
- Produce Subwatershed Report Cards and other reports on environmental health.
- Monitor weather and water data at groundwater and surface water monitoring stations.

TO-DATE, IN NORTH DUNDAS:

- 26 sites monitored through the Ontario Stream Assessment Protocol (OSAP).
 - Over 1.32 km of stream has been evaluated for channel morphology, bank stability, stream flow, water quality, and invertebrate and fish community composition. Data guides habitat restoration priorities.
- 4 shoreline restoration projects.
- 1 groundwater monitoring station located at Cass Bridge Conservation Area.
- 3 surface water quantity and quality monitoring stations, located on the South Nation River at South Mountain, Inkerman, and Chesterville.
- In 2019, SNC completed the Upper South Nation Subwatershed Report Card. This report provides information on the state of forest, wetland and surface water quality conditions within the headwaters of the South Nation River and the South Branch of the South Nation River.
- SNC has developed a new hydrological model for the South Nation Watershed which enhances Flood Forecasting and Warning and Low Water Response Programs. Recent updates to the model have improved its simulations of future hydrological conditions using soil moisture and groundwater data.
- 1 municipal drain assessed to provide a classification based on flow and fisheries data.

2020 PRIORITIES:

- Subwatershed Report Cards are produced annually in different regions following a year of monitoring, reporting on surface and groundwater quality along with forest and wetland cover. The recently published report on the Upper South Nation Subwatershed highlights conditions in southern municipalities; SNC will be working on the Castor River Subwatershed Report Card in 2020. Reporting is based on a 5-year rotation of monitoring programs.
- Work with municipal partners to evaluate the sustainability of municipal the water supplies.

Making Science Based Decisions: Monitoring and Reporting

- Water quality and quantity data collection to support SNC programs and development approvals
- Watershed Report Card summary
- Habitat restoration projects and management activities
- Priority actions in 2020



Annual Municipal Workplans

EMPOWERING COMMUNITIES AND YOUTH



WHAT WE DO:

- Deliver curriculum-based education programs to over 2,000 local youth every year; including Youth Fish Camps, Youth Hunt Apprenticeships, the Stream of Dreams Community Art and Environmental Education Program, and the Maple Syrup Education Program.
- Regularly attend community events and fairs to network with residents and highlight SNC's programs and services.
- Offer over \$10,000 in Community Environmental Grants to non-profit community groups.
- Partner with school boards to deliver environmental high school program certifications.

LAST YEAR, IN THE SNC JURISDICTION:

- SNC worked closely with partner agencies to sponsor or cohost river races along the South Nation River, Ottawa River and St. Lawrence River.
- SNC hosted high school students at various project sites for Specialist High Skills Major certifications towards their high school diplomas.
- SNC delivered the Stream of Dreams program to over 1,000 local students.
- Thanks to support from Federal and Provincial funding agencies, SNC hires several local summer students every year from across its 4,384 square-kilometer jurisdiction in Eastern Ontario.
- SNC hosted dozens of local youth at its annual Fish Camps and Hunt Apprenticeship Programs.
- SNC worked with its local partners to help organize and host community events across the jurisdiction.
- SNC relaunched its Maple Syrup Education Program for the 18th season at the Oschmann Forest in North Dundas. The not-for-profit education program hosted over 500 local students in 2019, providing them with a hands-on environmental learning experience at a local sugar shack.
 - Students learn about the process of maple syrup production as it has evolved from First Nations traditions through to modern day production techniques. The program supplements the Ontario science curriculum and includes key teachable moments in areas of natural heritage, forest management, and ecosystem habitats.

2020 PRIORITIES:

- SNC will work with municipalities and partner agencies to adapt and create new ways to connect with local communities and youth during Covid-19 such as online campaigns, 'Nature at Home' live educational facebook series and digital media learning opportunities.
- SNC will continue to work with its regional partners and member-municipalities to deliver meaningful environmental education and host community events across the jurisdiction.
- SNC will work with partners to create a new strategic vision and plan to position the Authority beyond the year 2020.

Empowering Communities and Youth

- Youth education programming
- Outreach activities and events
- Support for environmental initiatives and community projects
- Innovative ways to stay connected with local communities
- Priority actions in 2020



Request for Approval: 2020 Municipal Workplans

Recommendation:

The Communications Committee approve the 2020 Municipal Workplans.

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Update: 2020 Free Tree Pick Ups and Deliveries

Recommendation:

The Communications Committee receive and file the update on the 2020 Municipal Tree Giveaway activities; and

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



Community Free Tree Pick Ups and Deliveries



2019 Free Tree Recipient!

Revised Spring Free Tree Pick Ups

- Over 150 households per municipality selected to receive bundles of free tree seedlings
- Coordinated approach with participating municipalities enabled direct delivery in some areas, and curbside pick-ups in others



Community Free Tree Pick Ups and Deliveries



SNC launched an online reservation portal,
which received over 3,000 requests for free trees!

Order confirmations with delivery or pick up info was communicated directly.



Community Free Tree Pick Ups and Deliveries



Revised Spring Free Tree Pick Ups

- Deliveries were completed by municipal staff
- Curbside Pick Ups were organized by SNC staff





Community Free Tree Pick Ups and Deliveries

Over 17,500 free tree seedlings were provided this year!



**Free Tree
Pick-Ups**



Update: 2020 Free Tree Pick Ups and Deliveries

Recommendation:

The Communications Committee receive and file the update on the 2020 Municipal Tree Giveaway activities; and

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

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Request for Approval: Community Environmental Grants Program Amendment

Recommendation:

The Communications Committee approve amendments to the Community Environmental Grants Program to allow applications for certain community environmental projects.

Further that the Communication Committee direct staff to engage with community groups and past project partners to support new funding applications.



Community Environmental Grants Program



Burr Oak Tree Planting in Russell in 2018

Provide support for community environmental engagement activities through COVID-19:

- Community Tree Planting
- Community Gardens

Request for Program Guideline Amendment for 2020 only; to be reviewed at year-end by Committee



Request for Approval: Community Environmental Grants Program Amendment

Recommendation:

The Communications Committee approve amendments to the Community Environmental Grants Program to allow applications for certain community environmental projects.

Further that the Communication Committee direct staff to engage with community groups and past project partners to support new funding applications.

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Request for Approval: Golf Tournament Cancellation

Recommendation:

The Communications Committee approve the cancellation of this year's annual Friends of SNC Fundraising Golf Tournament due to the COVID-19 Pandemic.

Further that the Committee direct staff to identify new opportunities for safe fundraising events in the fall.



Friends of SNC Golf Tournament



Friends of SNC Golf Tournament
August 8, 2019 at Upper Canada Golf Course

COVID-19 Tournament Update:

- Was scheduled for August 28, 2020 at Metcalfe Golf Club
- Exploring options for alternative fundraising events in the fall
- Local charity and municipal golf tournaments also cancelled



Friends of SNC Golf Tournament



Projects previously funded by golf tournament revenue include:

- Maple Syrup Education Program
- The Oschmann Forest Conservation Area Development
- Forest Stewards Program Creation
- New accessibility features at parks including docks and bridges





Request for Approval: Golf Tournament Cancellation

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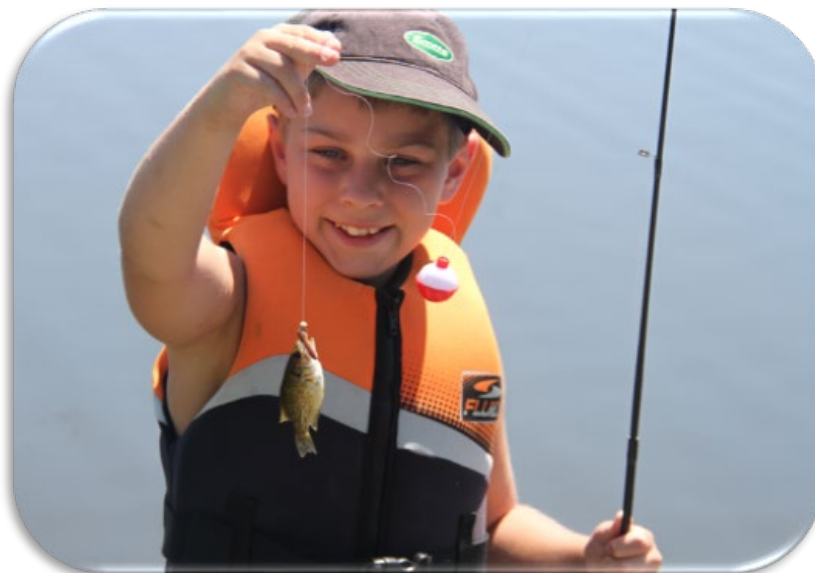
Request for Approval: Revised 2020 Fish Camp Program Delivery

Recommendation:

The Communications Committee approve SNC's revised program delivery for the 2020 Youth Fish Camps in July and August, subject to cancellation.



Youth Fish Camps



2019 Youth Fish Camp At High Falls Conservation Area



Request for Approval: Revised 2020 Fish Camp Program Delivery

Recommendation:

The Communications Committee approve SNC's revised program delivery for the 2020 Youth Fish Camps in July and August, subject to cancellation.

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Supplemental Agenda (if any)



Roundtable Discussion

- a. Community Engagement Activities
- b. Recommendations for 'Friends of SNC'



Correspondence (if any)



Date of Next Meeting

July 10th, 2020



Adjournment

Recommendation:

The Communications Committee meeting of June 10th, 2020 be adjourned at _____.

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