



SOUTH NATION
CONSERVATION
DE LA NATION SUD

Project Update

Communications Committee

February 10, 2021





The Team: Communications and Outreach

John Mesman, Team Lead, Communications and Outreach

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

- **Cindy Saucier**, Environmental Outreach Steward
- **Tim Jackson**, 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: Welcome to one of South Nation Conservation's public Conservation Areas!

Please maintain distancing, not litter and keep your pets on leash at all times. Please do not fish within 23 metres of a water control structure, and do not use bicycles on our trails, our paths are for walking only, unless otherwise indicated.

Bonjour : Bienvenue dans l'une des aires de conservation publiques de la Conservation de la Nation Sud!

Veillez garder vos distances, ne pas jeter vos déchets et garder vos animaux en laisse en tout temps. Veuillez ne pas pêcher à moins de 23 mètres d'une structure de contrôle de l'eau, et n'utilisez pas de vélo sur nos sentiers, nos sentiers sont réservés à la marche, sauf à l'indication contraire.

The health, safety and well-being of our staff and visitors remains a top priority.
Some buildings remain closed. All of our parks and trails are open.



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 when possible.
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 et les visiteurs demeurent une priorité absolue.
Certains bâtiments restent fermés. Tous nos parcs et sentiers restent ouverts.

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.
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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Conservation Areas Management



CLOSED



FERMÉ

Hello: this Conservation Area is seasonally closed between November and April.

Please do not access closed facilities. For a list of maintained winter trails, visit: nation.on.ca/recreation/winter-recreation.

Bonjour : cette aire de conservation est fermée de façon saisonnière entre novembre et avril.

Veillez ne pas accéder aux installations fermées. Pour une liste des sentiers d'hiver entretenus, visitez: nation.on.ca/fr/loisirs/récréation-en-hiver.

WEAR PPE WHEN NEEDED

Use a face mask when it's difficult to distance or required indoors.

WASH. YOUR. HANDS.

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Stay home.

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Get help.

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PORTER DU EPP AU BESOIN

Utilisez un masque facial lorsqu'il est difficile de vous distancier, ou qu'il est nécessaire à l'intérieur.

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.

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Conservation Area Updates: Warwick Forest



Warwick Forest was closed for approximately 5-6 weeks while forest management and harvesting operations were underway along the South Trail within the SDG Forest.

Staff plan to re-open the South Trail by Friday, February 12th



Conservation Area Updates: Warwick Forest



- North trail closed for several days in January due to fallen trees from heavy snow.



Warwick Forest Conservation Area, January 2021

Warwick Forest Conservation Area, January 2021



Outreach: Trail Grooming Promotion

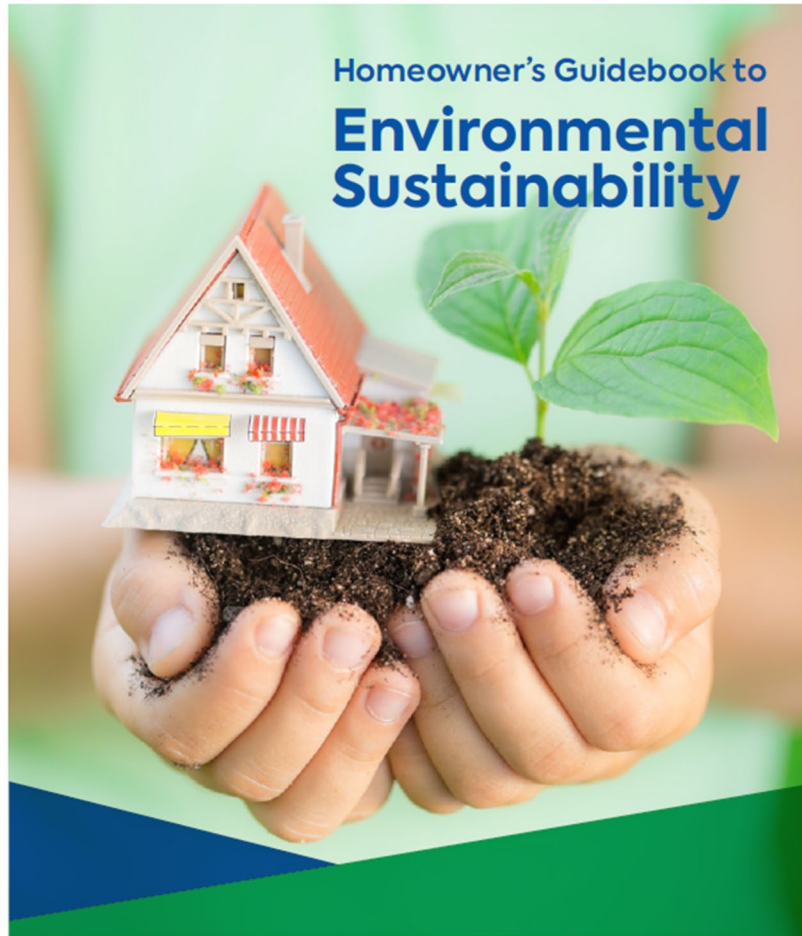


New video on social media promoting SNC's groomed recreational trails.

SNC grooms over 30 km of trails in select Conservation Areas and municipal parks throughout Eastern Ontario.



Product Development: Homeowner's Guidebook



Homeowners Conservation Guidebook

- Subdivision agreements can require builders to create guides to the satisfaction of their Conservation Authority to be provided to every new owner.
- SNC reviews 3 to 5 new guides every year.
- This new guide would streamline efforts and provide consistent, best messaging.
- To be completed in February and brought back to Committee in March.



Product Development: Chesterville Dam Signage



New warning signage developed for the Chesterville Dam.
Signs follow provincial accessibility guidelines for dam safety.
SNC updates warning signage as needed.



Protecting People and Property: Flood Forecasting and Warning

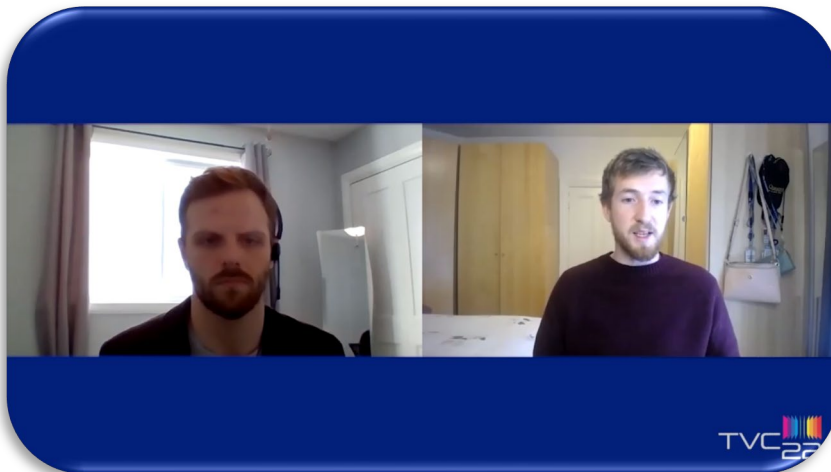


Watershed experienced heavy rain and above freezing temperatures throughout the holiday season:

- Water Safety Statement issued by SNC on December 23, 2020
- Chesterville Dam needed to be operated by staff on Christmas Day
- Time-lapse video of Dam operations taken on Christmas morning



Outreach: Ice Conditions and Safety



SNC Communications Specialist Taylor Campbell on TVC22
Clarence-Rockland discussing ice safety and conditions,
January 22, 2021

Local News

South Nation Conservation urges caution near ice

Standard-Freeholder staff

Jan 18, 2021 • January 18, 2021 • 2 minute read



It's tempting in mid-January to step onto ice, but also extremely dangerous, because of the above-average temperatures that have prevailed so far in 2021. Handout/Cornwall Standard-Freeholder/Postmedia Network Handout Not For Resale Supplied

FINCH — The calendar says mid-January.

But Mother Nature hasn't been listening apparently, and South Nation Conservation wants people to hear this: venturing out onto ice after what's been weeks of mild winter weather can be a dangerous undertaking.



Outreach: 2021 Tree Planting Goals



SNC staff at a planting site in Cardinal, Spring 2020

Tree Planting Program Update

Record Goal Set: plant over 200,000 trees

Over 227,900 tree seedlings are now reserved for Spring 2021!

- Over 3.2 million trees planted by SNC since 1990
- 165,000 trees planted in 2020



Outreach: Municipal Tree Giveaways



SNC Staff at a Free Tree Pick Up this spring

Working with Municipal Partners to plan the 2021 Tree Giveaways

- 16 giveaways planned for Spring
- \$500 per municipality allocated from SNC Budget
- Report will be brought back to Committee in March with program details



Fundraising: Friends of SNC Golf Tournament



Friends of SNC Golf Tournament at Nation
Golf Club in Curran, August 2018

- Preliminary discussions on hosting Friends of SNC Golf Tournament in 2021, including venue selection and format
- Dependent on public health guidelines, local restrictions and sponsorship opportunities
- Tournament cancelled last year due to COVID-19; alternatively, SNC hosted an online Art Auction
- Report will be brought back to Committee in March with details



Education: Youth Fish Camps



2019 Youth Fish Camp at Cass Bridge CA

- Staff hope to host Youth Fish Camps in 2021, depending on public health guidelines
- A report will be brought to Committee in March for consideration



Outreach: City of Ottawa Ash Tree Program



Replacement Tree in Orleans

- 2020 funding fully allocated in December
- 730 total trees removed and replaced
- \$191,884.34 allocated to projects
- Total of 108 projects funded
- Since 2018 a total of 1,793 trees have been replaced



Outreach: Virtual Meetings



2019 FF&W Information Session

Natural Heritage Study Public Meetings

- SDG – February 9, 2021
- UCPR – February 10, 2021

Flood Forecasting & Warning Info Session

- March 3, 2021

Eastern Ontario First Nations Working Group

- March 9, 2021

Logging Contractor's Meeting

- April 1, 2021

Municipal Information Day

- April 2021



Partner Counties Planning Study: Natural Heritage System



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Prescott
Russell



Raisin Region
Conservation Authority

SNC is undertaking a Natural Heritage System (NHS) study on behalf of UCPR and SDG Counties in partnership with the Raisin Region Conservation Authority.

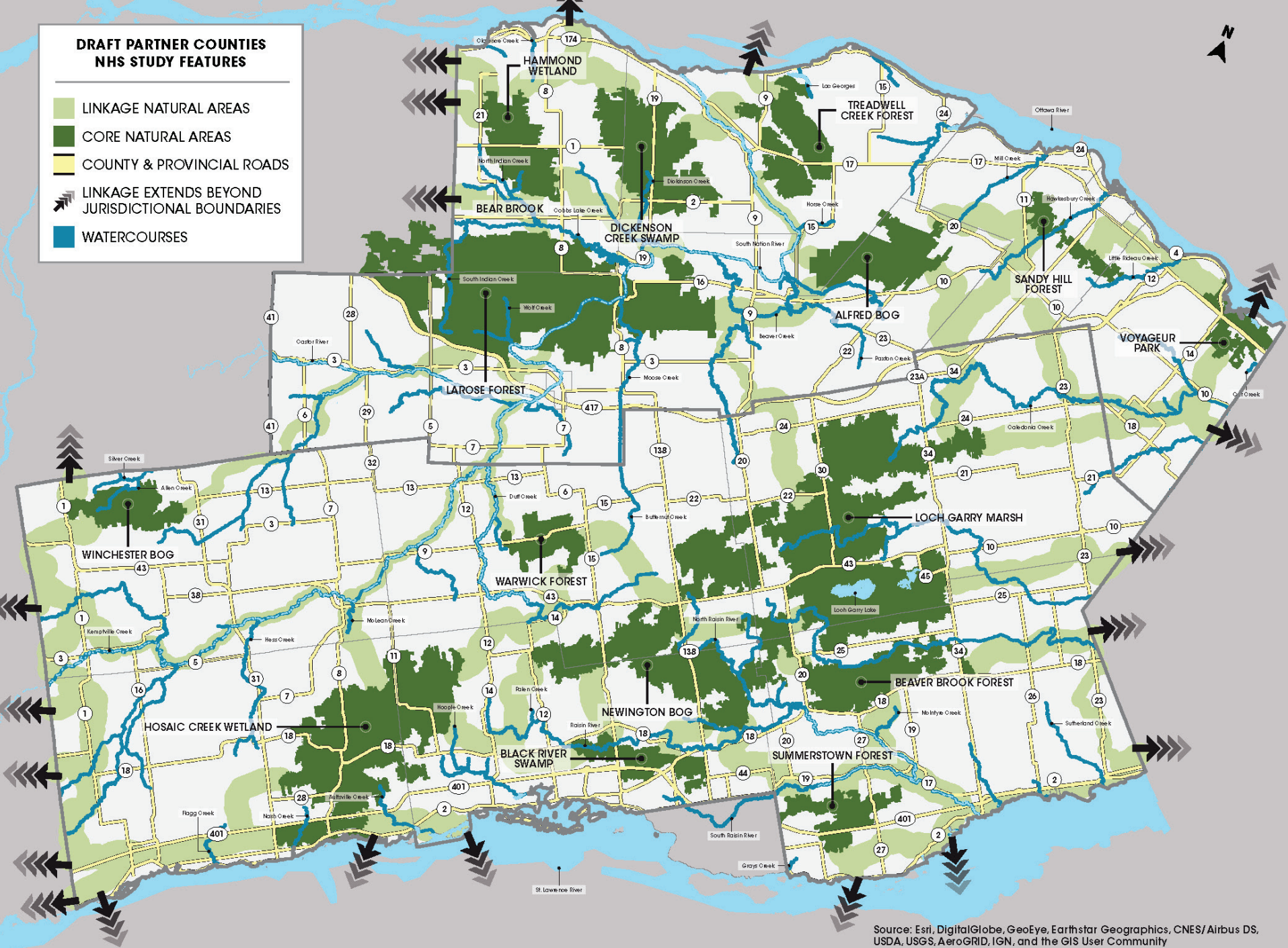
NHS mapping updates to be included in County Official Plans.

Online public information sessions:

- February 9 at 7:00 pm for SDG residents
- February 10 at 7:00 pm for UCPR residents
- Livestreamed via SNC's YouTube Channel

DRAFT PARTNER COUNTIES NHS STUDY FEATURES

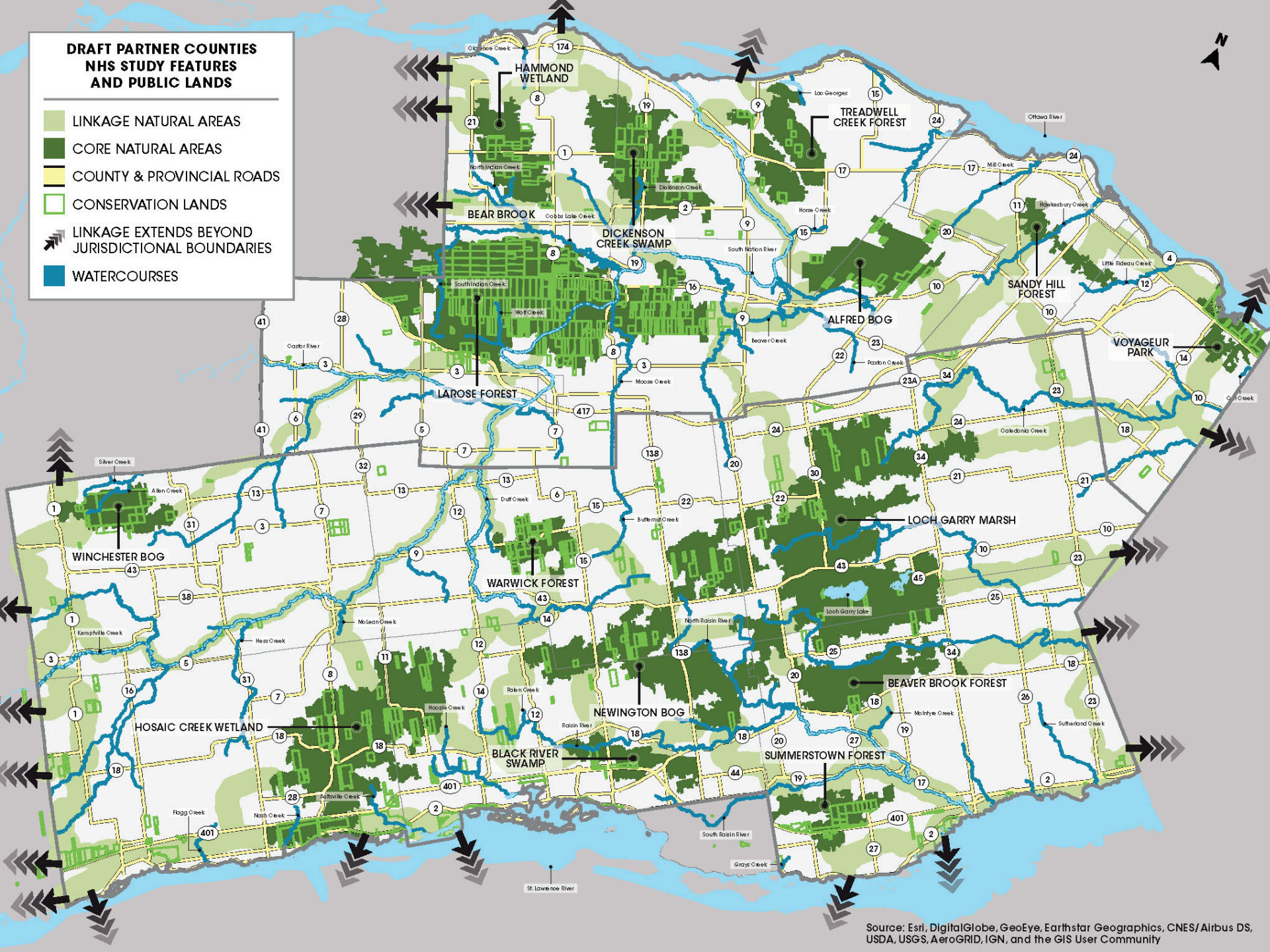
- LINKAGE NATURAL AREAS
- CORE NATURAL AREAS
- COUNTY & PROVINCIAL ROADS
- LINKAGE EXTENDS BEYOND JURISDICTIONAL BOUNDARIES
- WATERCOURSES



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

DRAFT PARTNER COUNTIES NHS STUDY FEATURES AND PUBLIC LANDS

- LINKAGE NATURAL AREAS
- CORE NATURAL AREAS
- COUNTY & PROVINCIAL ROADS
- CONSERVATION LANDS
- LINKAGE EXTENDS BEYOND JURISDICTIONAL BOUNDARIES
- WATERCOURSES



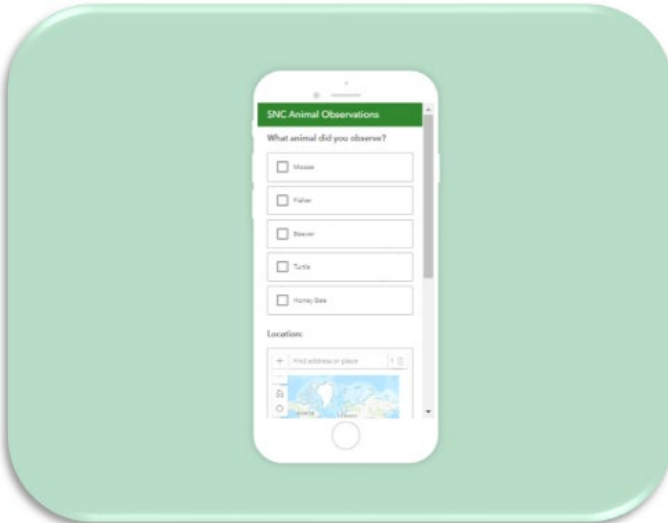


Partner Counties Planning Study: Natural Heritage System



New public engagement tools developed to support the NHS study available at www.nation.on.ca/nhs:

- Draft NHS maps
- Interactive ArcGIS story map
- Survey123 tool to report wildlife sightings
- Policy framework document
- Public feedback forms
- Meeting request forms
- Frequently asked questions document





Partner Counties Planning Study: Natural Heritage System



Watch Conservation Authority and County staff explain the NHS while onsite at various natural areas throughout the region.

NHS public engagement report to be presented to the Committee in March.

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Approval of Communications Committee meeting minutes of September 9 and 28, 2020

Recommendation:

The Members approve the Communications Committee meeting minutes of September 9 and 28 as submitted.

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Update: 2020 Conservation Areas Visitor Report

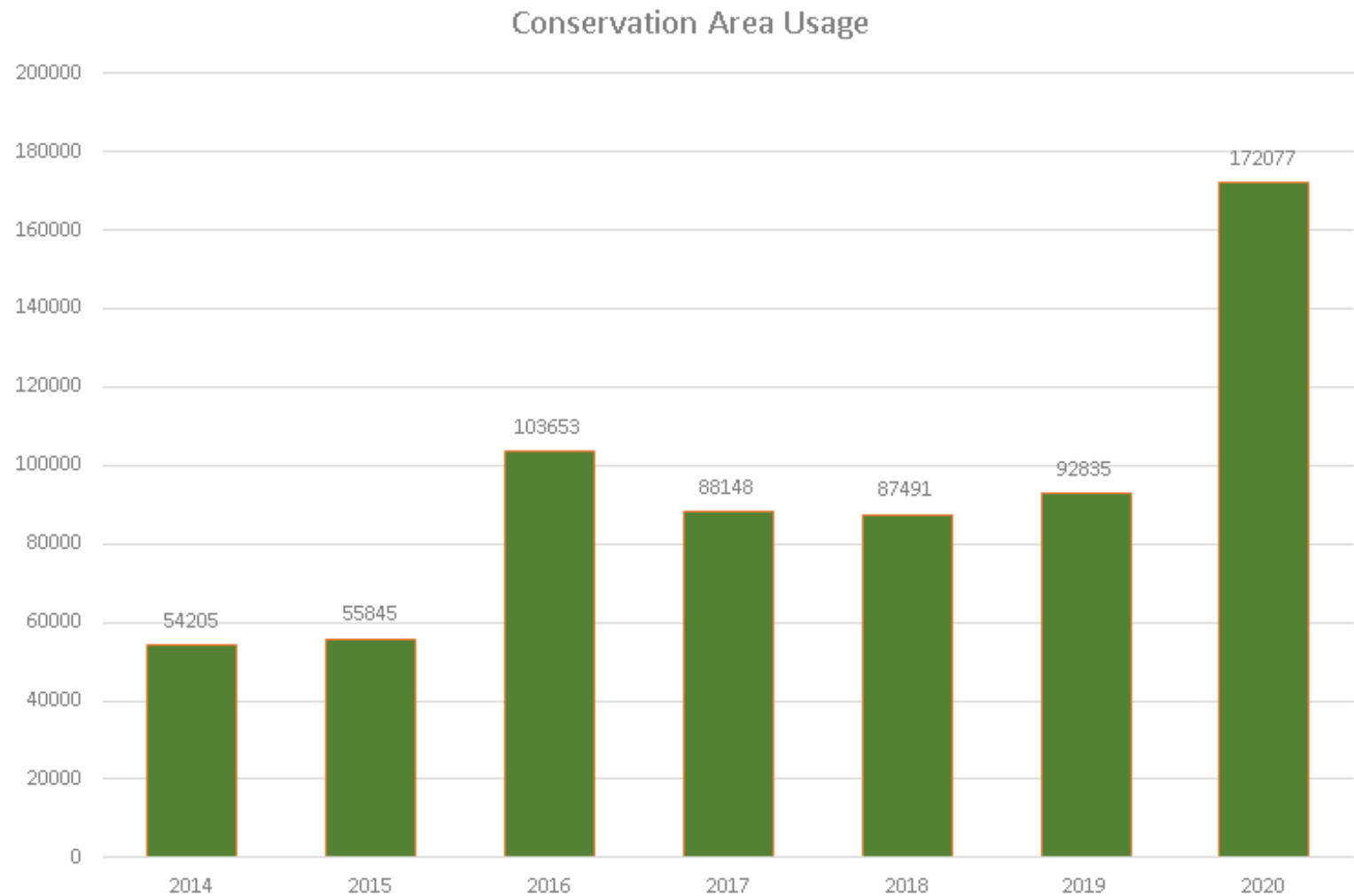
Recommendation:

That the Communications Committee receive and file the 2020 Conservation Areas Visitor Report Summary; and

Further that the Communications Committee direct staff to create an annual Conservation Area Monitoring Report for the SNC Board of Directors.



Conservation Areas Visitor Report





Update: Art for Trees Auction Proceeds

Recommendation:

The Communications Committee receive and file an update on the 2020 Art for Trees online art auction.

Further that the Communications Committee approve allocating funds raised from the 2020 Art for Trees online art auction to the 2021 Community Free Tree Giveaways.



Fundraising: Art for Trees Auction Success



Olivia Wright of Brinston, South Dundas donated her painting of a Red-headed Woodpecker

Art for Trees Online Art Auction

- Ran from October 7 until October 29, 2020 using www.32auctions.com
- 18,232 auction webpage visitors
- 125 bidders
- 244 bids placed
- 33 items donated
- Raised nearly \$6,500 for Community Tree Giveaways

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Update: Ottawa and St. Lawrence River Virtual Field Trip

Recommendation:

That the Communications Committee receives and files Ottawa and St. Lawrence River Virtual Field Trip report.

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Request for Approval: Revised 2021 Stream of Dreams Program

Recommendation:

That the Communications Committee approve SNC's revised program delivery for the 2021 Stream of Dreams Community Art and Environmental Education Program; and

Further that the Communication's Committee recommend that the Board of Directors approve the updated program fee of \$15 per participant.

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Request for Approval: Visual Identity Guidelines

Recommendation:

The Communications Committee approve South Nation Conservation's updated Visual Identity Guidelines.

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Request for Approval: Maple Education Program Update

Recommendation:

The Communications Committee approve the revised maple education outreach initiatives and recommends that the Board of Directors approve postponing the on-site tours for the 2021 Maple Education Program at the Oschmann Forest Conservation Area.

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Request for Approval: Community Environmental Grants Program Update

Recommendation:

The Communications Committee receive and file the update on the 2020 Community Environmental Grants Program; and

Further that the Communications Committee recommend that the Board of Directors approve amendments to the Community Environmental Grants Program to allow applications for certain community environmental projects in 2021.



Agenda Item #6 g.: pages 37-42



Chesterville Green Gang 2020 Tree Planting

- All funds were allocated in 2020
- 19 grants provided for tree planting and community garden initiatives



Agenda Item #6 g.: pages 37-42



SNC staff planting trees in Augusta

Staff Support for Grant Planting Projects

- Directly supported 7 projects
- Including sourcing, delivering and planting trees
- Sourced and purchased trees for 8 projects
- Provided direct funding for 4 projects

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Supplemental Agenda (if any)



- **Update: 2020 Social Media and Website Overview**
- **Recommendation:**

That the Communications Committee receive and file the 2020 Social Media and Website Overview Update.

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Roundtable Discussion

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



Correspondence (if any)



Date of Next Meeting

Communications Committee Meeting:
March 4th at 3:00 p.m.



Adjournment

Recommendation:

The Communications Committee meeting of February 10th, 2021 be adjourned at _____.

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