



SOUTH NATION
CONSERVATION
DE LA NATION SUD

Communications Committee Meeting

March 4, 2021 at 1:00 pm





SNC Remarks on Virtual Meetings



Chair's Remarks



Approval of Communications Committee Agenda (Supplemental Agenda)

Recommendation:

The Members approve the Communications Committee agenda and Supplemental agenda as submitted.



Declaration of Conflict of Interest



Communications Project Update PowerPoint Presentation



SOUTH NATION
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Project Update

Communications Committee

March 4, 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



Update on SNC Operations and Business Continuity



www.nation.on.ca/coronavirus



Outreach: 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,
APPELÉZ votre médecin ou Télésanté Ontario.



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

www.nation.on.ca/coronavirus



Outreach: Conservation Areas Management

NO WINTER TRAIL MAINTENANCE

Hello: the trails at this Conservation Area are seasonally maintained between May and October.

For a list of maintained winter trails, visit: nation.on.ca/recreation/winter-recreation.

Bonjour : les sentier de cette aire de conservation sont entretenus de façon saisonnière entre mai et octobre.

Pour une liste des sentiers d'hiver entretenus, visitez: nation.on.ca/fr/loisirs/r  cr  ation-en-hiver.

WEAR PPE WHEN NEEDED

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

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.

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Get help.

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



PORTER DU EPP AU BESOIN

Utilisez un masque facial lorsqu'il est difficile de vous distancier, ou qu'il est n  cessaire    l'int  rieur.

LAVEZ. VOS. MAINS.

Lavez-vous les mains r  guli  rement avec du savon et de l'eau.
Nettoyez et d  sinfectez les surfaces fr  quemment touch  es.

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APPELEZ votre m  decin ou T  l  sant   Ontario.



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Education: Maple Program Update



Oschmann Forest Conservation Area, Ormond

2021 Maple Education Plan:

- Create maple education videos
- Participate in two maple weekends at Oschmann Forest Conservation Area
- Create and promote a maple education social media campaign



Education: Maple Program Update



Oschmann Forest Conservation Area, Ormond

- NEW paid partnership with OCSB to create two Maple Education videos
 1. Kindergarten through Grade 2
 2. Grade 3 through Grade 6
- Featuring SNC forestry professionals
- Opportunity to showcase career possibilities to youth



Education: Virtual Field Trip Update



St. Lawrence River, Cornwall

St. Lawrence and Ottawa River Virtual Field Trip Modules:

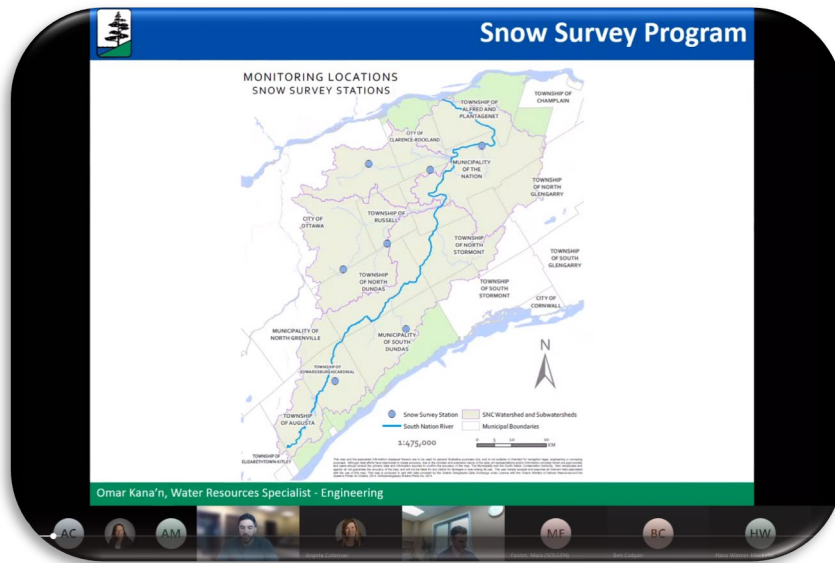
- Let Us Introduce Ourselves
 - The Ottawa River
 - The St. Lawrence River
 - Connecting it All
-
- Working with teachers to review content in coming weeks



Outreach: Annual Flood Forecasting Meeting

Annual Flood Forecasting and Warning Workshop

- March 3, 2021, 10:00 am – 12:00 pm, via Microsoft Teams
- Presentations by SNC staff, International Lake Ontario – St. Lawrence River Board, Ottawa River Regulation Secretariat, and Environment and Climate Change Canada
- Attended by Municipal Staff and Emergency Management Coordinators, First Responders, MNRF and MOECP, and other agencies.



2021 Virtual FFW Workshop



Outreach: Community Free Tree Giveaways



SNC Staff at a Free Tree Pick Up in Spring 2021

Free Tree Program Update

- All partner municipalities have approved hosting giveaways this spring
- 6 Municipalities confirmed matching funds to purchase additional trees
- 5,490 seedlings reserved to support the campaign so far



Outreach: Trees for Nurses



SNC Staff with nurses at WDMH

Free Tree Program Update

- Looking to partner with three local hospital foundations to provide free trees to nurses during Nurses Week!
- Partnered with WDMH last spring



Outreach: Community Environmental Grants



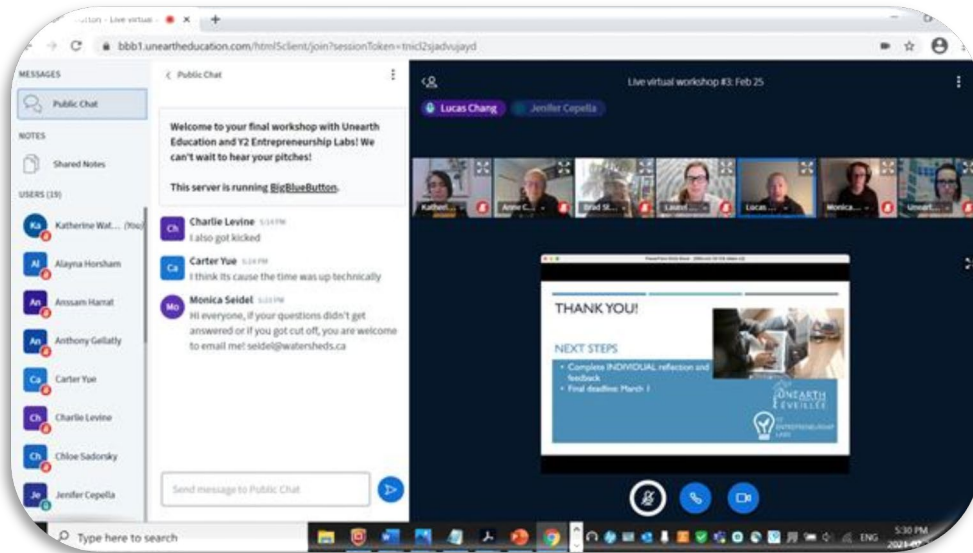
SNC staff after planting in Augusta Township

Community Environmental Program Update

- Call out for community groups following last Committee Meeting
- Inquiries have started to come in regarding eligible projects and interest



Outreach: Virtual Staff Engagement and Continued Mentorship



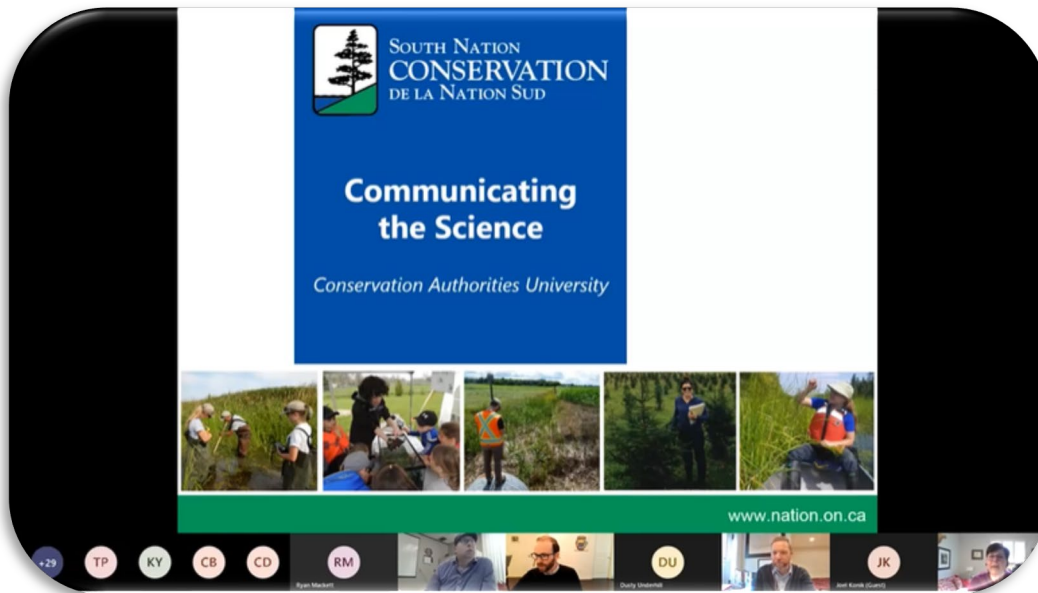
SNC staff continue to support virtual training and mentorship opportunities

- Career Network Event
- SHSM Environmental Panels
- MentorAbility Program

SNC Staff speaking at networking event



Outreach: CAU Presentation



- Presented at Conservation Authorities University on Communications Business Area
- Communicating the Science

CAU Presentation – February 11, 2021



Outreach: Ice Conditions and Safety



Ice fishing hut on the South Nation River in Casselman, 2014

- SNC recommending anglers remove ice huts before March 15th deadline
- Ice surveys conducted last week recorded ice as thin as 15 cm near huts in Casselman
- Press release issued by SNC and covered in CBC News, Brockville Recorder, TVC22 Clarence-Rockland, Cornwall Seaway News, My Prescott Now, etc.



Outreach: Winter Recreation

Travel
By Peter Johansen

Trekking The Trails

Snowshoe bliss in the Warwick Forest

FIFTY-FIVE PLUS

Lifestyle Magazine

January/February 2021
Ottawa Edition
Complimentary

Ron MacLean's
Wisdom and
Knowledge

It's not all about the hockey

Be Careful Not to
Breach Your Duties

When acting as an
attorney for property

Trekking
the Trails

Snowshoe bliss in
the Warwick Forest

you can find on the trail. The snowshoeing is a great way to enjoy the forest, and the trails are well-maintained and easy to follow.

The six-kilometer trail, shared with the occasional cross-country skier and snowmobiler, took us past clearly differentiated stands of trees. To one side was a rainbow of deciduous species: red maple, white elm, green ash, black cherry. On the other side, we passed cathedrals of white cedar, white pine, white spruce. I couldn't have identified most of them, especially in winter, but an interpretive brochure we'd downloaded beforehand helped. It took no expertise, however, to see some tracts were planted in tidy rows while others were naturally haphazard. Nor did we need a biology degree to find pervading calm.

Greater experience in animal tracking might have helped us spot resident wildlife, though. It's rich with critters, thanks to the forest's 650 hectares, unusually large forest cover for this region. The forest is home to white-tailed deer and raccoons, and folks have observed birds as diverse as the Cooper's hawk, wild turkey and black-capped chickadee. We found none of them, though, even if bare branches made bird sightings easier.

But we did spot tracks (a moose, perhaps?). A scattering of blood suggested some poor animal had suffered a recent wound. Through the year, the forest attracts mink, ducks, geese and songbirds—thanks in part to wetlands there. That makes Warwick a four-season destination.

We learned, too, the forest wasn't always a forest. In colonial times, trees were harvested for such industries as shipbuilding, and in the 19th century land was cleared for farming. Alas, the soil was shallow

and not very fertile. The forest was a natural habitat, and the soil was shallow.

magazine 18 January/February 2021



PHOTO: OMAR SAWKA

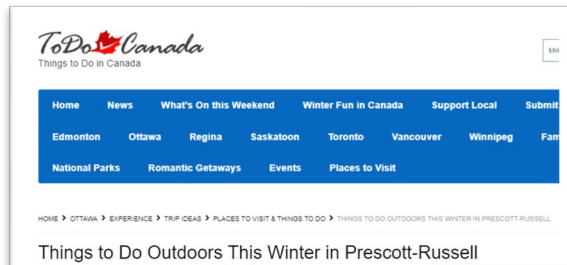
*The Curious Trekker exercises both
mind and body through snowshoeing.*

Fifty-Five Plus Magazine 19 January/February 2021

Warwick Forest featured in Fifty-Five Plus Magazine

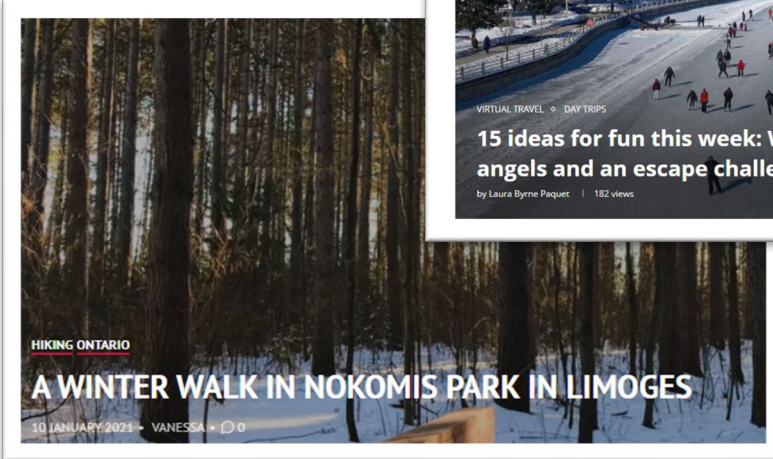
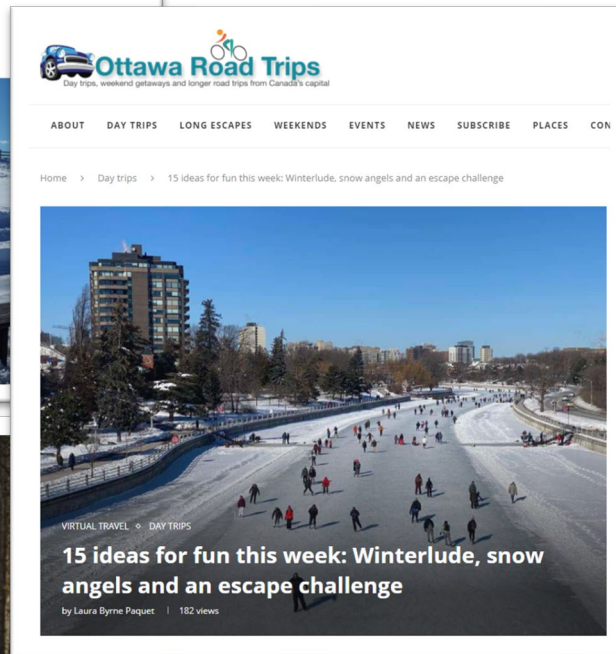


Outreach: Winter Recreation



Conservation Areas featured in online blogs:

- Ottawa Road Trips: Warwick Forest Conservation Area
- To Do Canada: Reveler, Jessup's Falls, and J. Henry Tweed Conservation Areas
- Au-delà du paysage: Nokomis Park





Outreach: Invasive Species Awareness Week



SNC Staff removing buckthorn

- Invasive Species Awareness Week ran from February 22nd until February 26th on social media channels
- SNC participated by raising public awareness and working to control invasive species across its 12,000 acres of public lands in Eastern Ontario



Outreach: Invasive Species Awareness Week



SNC Staff removing buckthorn

- After an invasive species arrives it can be almost impossible to remove it. You can help prevent the spread of invasive species by:
 - Cleaning your hiking and fishing gear after use.
 - Cleaning your boat before entering a different body of water.
 - Not moving firewood.
 - Using native bait while fishing and not dumping your bait bucket into the water when you're finished.
 - Planting only native species in your garden and yard.
 - Checking your pet's paws when travelling with them.



Tender Opportunities: Call Out for Harvest Tenders



Warwick Forest, North Stormont

- SNC is calling on interested contractors to submit tenders to undertake sustainable harvesting operations this year.
- Press release issued detailing how sustainable forest harvesting follows forest management plans and how harvest operations are needed to help transform plantations into healthy, naturalized forests.



Outreach: Upcoming Virtual Meetings



2019 FFW Workshop

Eastern Ontario First Nations Working Group

- March 9th

Board of Directors AGM

- March 18th

Annual Logging Contractors Meeting

- April 1st

Municipal Information Day

- April 8th (TBD)

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Approval of Communications Committee meeting minutes of February 10th, 2021

Recommendation:

The Members approve the Communications Committee meeting minutes of February 10 as submitted.

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Election of Committee Chair:

Recommendation:

The Committee Members appoint John Mesman, Team Lead, Communications as the Acting Committee Chair; and

FURTHER THAT: SNC Administrative By-law 15.3:

'All elections shall be in accordance with the Procedures for Election of Officers' be adhered to.

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2021 Communications Committee Membership

Recommendation:

The Communications Committee recommends the following Committee membership to the Board of Directors for 2021:

- Charles Armstrong, Public Citizen
- Gerry Boyce, Public Citizen
- Gary Barton, Public Citizen
- Murray Inch, Public Citizen
- Tim Jackson, Public Citizen
- Gerrie Kautz, Board Member
- Doug Thompson, Past Board Member
- Cindy Saucier, Councillor, Russell
- Peggy Taylor, Past Board Member
- Tom Van Dusen, Van Dusen Communications
- Byron Vienneau, Public Citizen
- Sharon Dunn, Public Citizen
- Karen Switer-Howse, Public
- George Darouze, SNC Chair, ex-officio
- Pierre Leroux, SNC Vice Chair, ex-officio
- Bill Smirle, SNC Past Chair, ex-officio

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Request for Approval: Homeowner's Conservation Guidebook

Recommendation:

The Communications Committee recommend that the Board of Directors approve SNC's Homeowner's Conservation Guidebook to be provided to new homeowners.

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Update: Municipal Information Day

Recommendation:

The Communications Committee receive and file SNC's plan to host a virtual 2021 Municipal Information Day.

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Request for Approval: Seek Quotes for 2021 Golf Tournament

Recommendation:

The Communications Committee recommend to the Board of Directors that staff proceed with tentatively planning a golf tournament in Fall 2021, including seeking quotes for a venue in the jurisdiction.

Further that the Committee direct staff to provide an update at the next meeting.

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Request for Approval: 2021 Youth Fish Camps

Recommendation:

The Communications Committee recommend that the Board of Directors approve SNC's planned delivery of the 2021 recreational fishing programs, subject to local public health restrictions.

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Request for Approval: 2020 Annual Report

Recommendation:

That the Communications Committee recommend that the Board of Directors approve the 2020 Annual Report.

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Supplemental Agenda (if any)



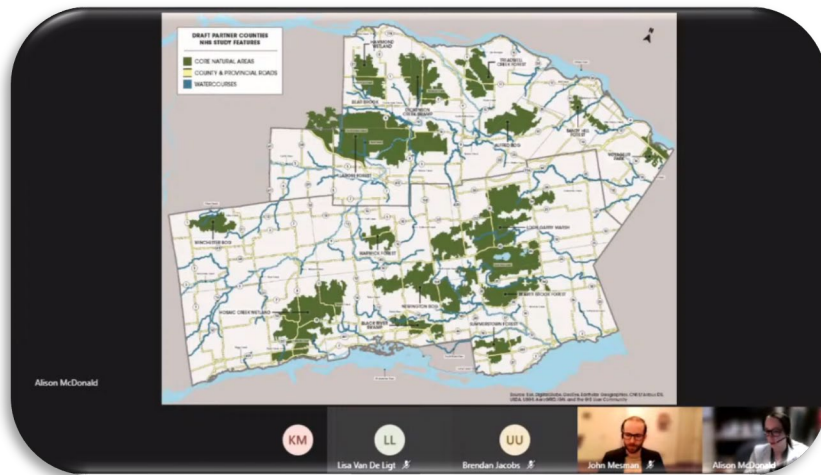
Update: Natural Heritage System Public Engagement

Recommendation:

The Communications Committee receive and file an update on the Natural Heritage System (NHS) communications plan and public engagement activities.



NHS Public Engagement: Info Sessions





Public Information Sessions

- February 9 (SDG)
- February 10 (UCPR)
- Hosted live on YouTube
- 300 people tuned-in to watch



NHS Public Engagement: Advertising



Meeting Notice: Natural Heritage Study

South Nation Conservation invites residents to attend online public information sessions on draft Natural Heritage System (NHS) study maps developed for the United Counties of Stormont, Dundas and Glengarry (SDG), and Prescott and Russell (UCPR). Feedback will assist in updating Official Plan policies for both Counties.

Please join us online:

Tuesday, February 9, 2021, at 7:00pm (SDG)
Wednesday, February 10, 2021, at 7:00pm (UCPR)
Stream live at www.youtube.com/SouthNationCA

To learn more about the NHS, access draft maps, frequently asked questions, and report keystone wildlife sightings, visit:
www.nation.on.ca/nhs

For more information: 1-877-984-2948 | info@nation.on.ca

Avis de réunion : Étude du patrimoine naturel

La Conservation de la Nation Sud invite les résidents à assister à des séances d'information publique en ligne sur les ébauches de cartes d'étude concernant le système du patrimoine naturel (SPN) élaborés pour les Comtés unis de Stormont, Dundas et Glengarry (SDG), ainsi que pour Prescott et Russell (CUPR). Les commentaires recueillis aideront à mettre à jour les politiques du plan officiel pour les deux comtés.

Bien vouloir vous joindre à nous en ligne :

Mardi 9 février 2021, à 19h00 (SDG)
Mercredi 10 février 2021, à 19h00 (CUPR)
Diffusion en direct sur www.youtube.com/SouthNationCA

Pour en savoir plus sur le SPN, accéder aux ébauches de cartes, aux questions fréquemment posées et signaler l'observation d'espèces clés de la faune, visitez le site www.nation.on.ca/nhs

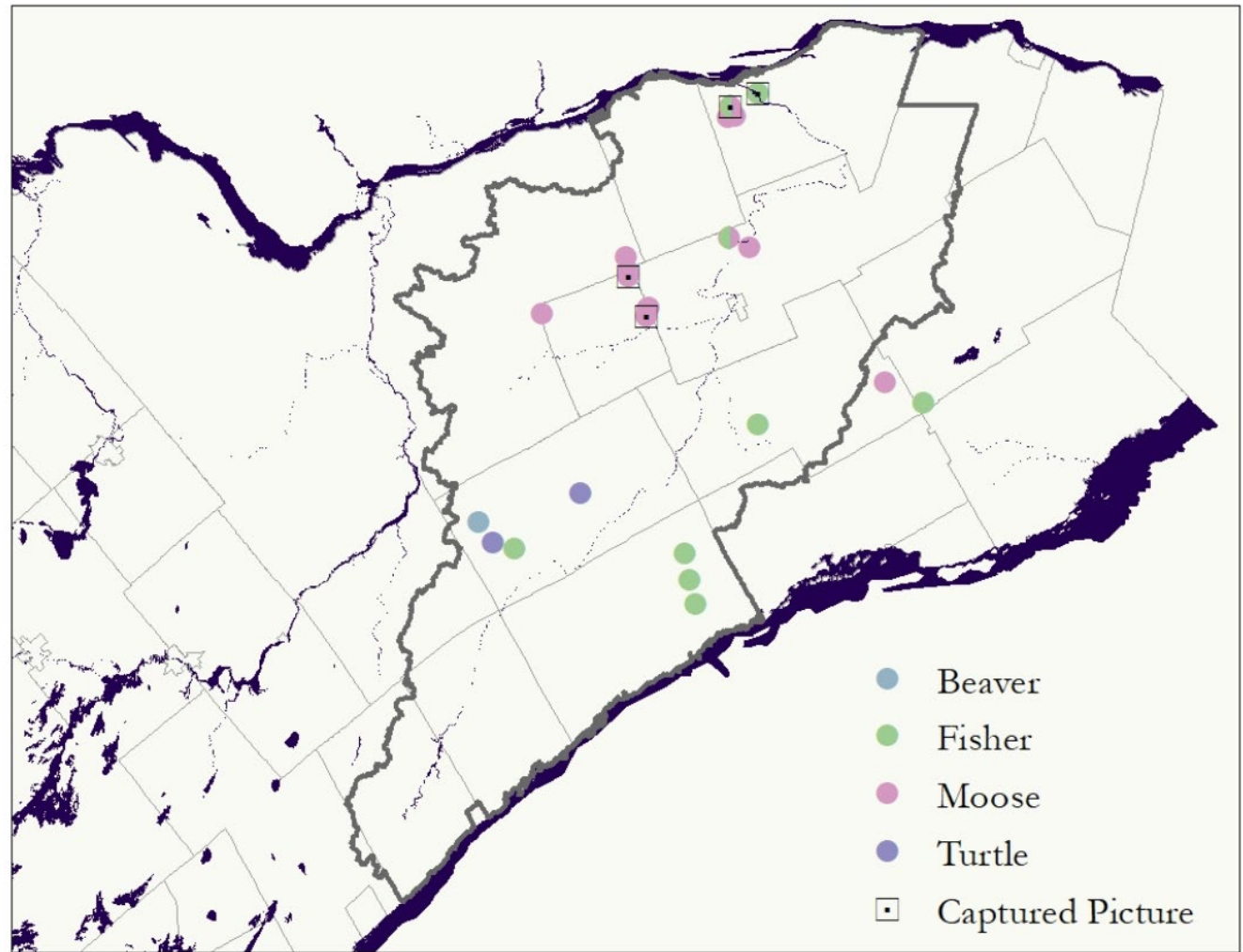
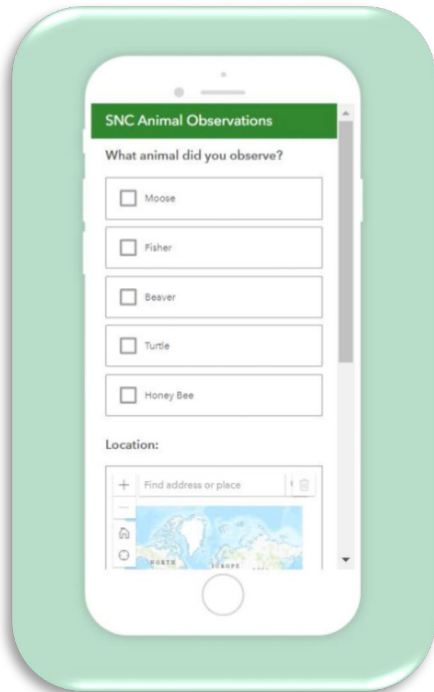
Pour plus d'informations : 1-877-984-2948 | info@nation.on.ca

Newspaper advertisement ran first week of January:

- Morrisburg Leader
- Glengarry News
- Cornwall Seaway News
- Chesterville Record / Russell Villager
- Eastern Ontario AgriNews
- Edition André Paquette
- The Review
- Nation Valley News



NHS Public Engagement: Wildlife Sightings



30 submissions received



NHS Public Engagement: Wildlife Sightings





NHS Public Engagement: Wildlife Sightings





NHS Public Engagement: Media Graphics





NHS Public Engagement: Online Story Map



Available at www.nation.on.ca/nhs



NHS Public Engagement: Social Media Campaign

South Nation Conservation
Published by Hootsuite @ · January 20 ·

Moose are one of the keystone species in our #NaturalHeritageSystem.

Moose rely on forests for shelter, sufficient food, and cover from predators. They move between different types of forests throughout the seasons to best meet these needs.

Moose numbers are often highest in parts of forests that promote the growth of young trees and shrubs, which provide nutritional food for moose. But they also require mature vegetation as tree canopy provides critical shelter during summer and winter.

Moose populations can decline if one or more key habitat components is lacking.

Have you seen a moose lately? Report your wildlife sighting here to help SNC determine wildlife corridors and linkages in the NHS: <https://bit.ly/3oDBvbW>

Want to learn more or provide feedback on the #NaturalHeritageSystem? Public meetings are taking place online on February 9th for SDG and February 10th for UCPR. For more information, draft maps, and frequently asked questions, please visit www.nation.on.ca/nhs

#NaturalHeritage #WildlifeWednesday #Conservation

South Nation Conservation
Published by Hootsuite @ · January 21 ·



There are three components that make up a #NaturalHeritageSystem: Cores, Linkages, and Enhancements.

Enhancement areas improve existing NHS features (Linkages and Cores) by restoring critical ecological functions (e.g. reforesting idle land or planting tree buffers along watercourses to help increase forest cover, reduce erosion, and create habitat for wildlife). The NHS aims to identify public areas in need of environmental enhancements on the landscape.

DOY: SNC offers subsidies to landowners for tree planting along waterways to enhance and restore watercourses, protect water quality, and reduce erosion. More info on these subsidies here: <https://bit.ly/3bpAnF9>

Want to learn more or provide feedback on the #NaturalHeritageSystem? Public meetings are taking place online on February 9th for SDG and February 10th for UCPR. For more information, draft maps, and frequently asked questions, please visit www.nation.on.ca/nhs

#NaturalHeritage #NaturalHeritageSystem #Conservation #SDG #UCPR #NHS



3,054 People Reached 396 Engagements 57 12 Com

605 People Reached 14 Engagements Boost Unavailable

- Bilingual posts every day in January promoting the NHS and its public info sessions and online tools
- Over 88,000 interactions



NHS Public Engagement: In the News



Alison McDonald
South Nation Conservation

UCPR and SDG Counties Partner with SNC for Natural Heritage Systems Study

PROVIDED BY SNC

FINCH, Ontario - The United Counties of Prescott and Russell (UCPR), as well as the United Counties of Stormont, Dundas, and Glengarry (SDG) have partnered with South Nation Conservation (SNC) to complete a Natural Heritage Systems (NHS) study in Eastern Ontario.

An NHS is a network of interconnected natural features such as forests, rivers, wetlands, and agricultural lands. These systems are made up of core natural areas and natural linkages that support wildlife movement and natural processes necessary to maintain biological diversity, natural functions, and ecosystems.

Strong natural heritage systems protection is necessary to maintain and enhance long-term quality of life, environmental health, and economic prosperity in the region.

As a provincial requirement, both Counties identify NHS policies in their Official Plans to protect the ecological integrity of these areas. Through a unique partnership, the Conservation Authority is completing an updated study on behalf of both Counties to ensure these policies remain appropriate, effective, and implementable.

SNC has also been working with the Raisin Region Conservation Authority and 14 municipalities in both Counties, along with indigenous partners and other special interest groups to best redefine the NHS while finding

a balance between indigenous ecosystems and the importance of agricultural and other land uses in the region.

The updated draft NHS maps are available for viewing on SNC's website at www.nation.on.ca/nhs, as well as frequently asked questions, an interactive story map, and a link to download a free smartphone application where residents can report sightings of moose, fishers and other wildlife to help SNC identify local corridors and natural linkages.

SNC will also be live streaming public presentations on the new draft NHS maps via their YouTube channel (www.youtube.com/SouthNationCA) on the following dates:

Tuesday, February 9, 2021 at 7:00 pm (SDG)

Wednesday, February 10, 2021 at 7:00 pm (UCPR)

Area residents and stakeholders are invited to tune-in to learn more about the NHS maps and may pose questions via YouTube's live chat feature. Those who wish to provide additional feedback may also complete an online feedback form or request a virtual meeting with SNC in February. Feedback received will assist in updating Official Plan policies for both Counties.

"We look forward to working with the Counties, our partners, and hearing from area residents on ways to best conserve these natural features and areas for future generations," says Alison McDonald, SNC's Approvals Lead.

Eastern Limits

STORIES FROM EASTERN ONTARIO

Farming fits in

I've been covering agriculture and rural affairs long enough to remember when farmers were often seen as the villains by freshly minted environmentalists out to save the natural world.

Not to say that farmers were completely blameless when it



BY TOM VAN DUSEN

The writer lives in Russell County.
tomvandusen99@yahoo.com

came to degrade the landscape. Errors many of which rectified. But the mental dog-every practice was so risky.

We've come a long way from the mental dog-every practice which hit the when environment first became

New system maps future landscapes in SDG, Prescott-Russell

Jordan Haworth

Feb 10, 2021 • February 10, 2021 • 2 minute read • [Join the conversation](#)



Handout/Cornwall Standard-Freeholder/Postmedia Network A South Nation Conservation photo of an observation deck at the Warwick Forest in North Stormont. Handout Not For Resale supplied

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Roundtable Discussion

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



Correspondence (if any)



Date of Next Meeting

Wednesday, June 16, 2021 at 9:00 a.m.



Adjournment

Recommendation:

The Communications Committee meeting of March 4, 2021 be adjourned at _____.

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