



SOUTH NATION
CONSERVATION
DE LA NATION SUD

Project Update

Communications Committee

June 16, 2021





The Team: Communications and Outreach

John Mesman, Team Lead, Communications and Outreach

- **Kelsey Smith**, Stewardship & Outreach Assistant
- **Cindy Saucier**, Environmental Outreach Steward
- **Shannon Gutoskie**, Communications Specialist
(will be joining the team later this summer)



SNC 2021 Summer Staff: Welcome Students!



Martin De Langy

Ontario Federation of Anglers and Hunters



Tyler Brisson

Property and Approvals



Gianmarco

Maggiore,
Engineering



Hope Boyle
Stewardship



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!

Veuillez 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.

LAVER. 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.



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

www.nation.on.ca/coronavirus



**COVID-19
PRECAUTIONS**



**PRÉCAUTIONS
CONCERNANT LA
COVID-19**



2 m / 6 ft



Let's work together, by keeping apart.
Travaillons ensemble en gardant notre distances.

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

WEAR PPE WHEN NEEDED

Use a face mask when it's difficult to distance, like in vehicles, bathrooms and common areas.

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 distance of 2 metres.

Stay home.

If you experience respiratory symptoms like a fever or cough, stay home and 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.

PORTER DU EPP AU BESOIN

Utilisez un masque facial lorsqu'il est difficile de vous distancier, comme dans les véhicules, les salles de bain et les espaces communs.

LAVER. 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 de sécurité de 2 mètres.

Rester à la maison.

Si vous ressentez des symptômes respiratoires comme une fièvre ou une toux, rester à la maison, isolez-vous.

Obtenir de l'aide.

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



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info@nation.on.ca

www.nation.on.ca/coronavirus



Outreach: Municipal Information Day



Annual event held by SNC for municipal partners

- Over 75 attendees from 15 Municipalities
- Attendees viewed presentations from 18 SNC Staff



Fostering Landowner Stewardship: 2021 Record Tree Plant



SNC staff supervising contract planters
Larose Forest, Nation Municipality

SNC set new record for numbers of trees planted this spring!

- Contract planting: 158,450
- SNC Crew Planting: 48,750
- Over the Counter Orders: 11,470
- Municipal Tree Pick Ups: 10,700
- **Total: 229,370**



Outreach: Community Free Tree Pick Ups



SNC & RRCA Staff at a Free Tree Pick Up in Spring 2021

Free Tree Pick Up Update

- There were 18 pick up locations throughout the month of May
- 6 Municipalities confirmed matching funds to purchase additional trees
- Over 10,000 seedlings were provided for free to families
- Over 3,000 requests were received
- Summary Report included in Committee Package for review



Outreach: Trees for National Nurses Week



SNC partnered with 3 local hospitals in May to thank nurses and healthcare workers for their continued efforts throughout the COVID-19 pandemic

- Partnered with Winchester District Memorial Hospital, Cornwall Community Hospital and the Glengarry Memorial Hospital
- 1,100 Norway and White Spruce seedlings





Outreach: St. Lawrence and Ottawa River Virtual Field Trip



- The St. Lawrence River and Ottawa River Virtual Field Trip is now complete
- Staff are working with School Boards to distribute this field trip out to students before the end of the school year
- Summary Report included in Committee Package for review



Outreach: SDG Butterflyway Project



SNC is working with volunteers to promote pollinator-friendly practices in Eastern Ontario

- Liaising with volunteer group on local pollinator projects and initiatives
- Inviting municipal partners to the Canadian Wildlife Federation's Eastern Ontario Community of Practice to work with other Rights-of-Way land managers on pollinator pilot projects along roadways
- Co-hosted a webinar for SDG Butterfly Way volunteers and interested community members on May 28, 2021: 'Natures Best Hope' with Dr. Doug Tallamy



Recreation and Outreach: SD&G Library Storywalk



SNC is partnering with the SD&G Library to host a Storywalk at the Warwick Forest Conservation Area in Berwick

- June 19th & June 20th from 10:00 am Saturday to 3:00 pm Sunday
- A StoryWalk® presents the pages from a picture book for walkers to read as they explore a designated trail



Outreach: Provincial Day of Action on Litter



May 11th was Ontario's new Day of Action on Litter (second Tuesday of May)

- 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 up activities, consistent with messaging developed with the Province in 2020 to support the new "Day of Action"
- Staff completed property clean up activities without the use of volunteers



Outreach: Findlay Creek Community Clean Up



Findlay Creek Tree Giveaway, 2018

The Findlay Creek Community Clean Up is now planned for Saturday, June 26th at the Diamond Jubilee Park in Ottawa

- This clean up coincides with the Clean Up the Capital Initiative
- Was previously postponed due to the Stay-at-Home Order
- SNC will once again have native shrubs available for residents assisting in the clean up event



Funding: Support for Wetland and Community Clean-Up



\$3,000 in funding was awarded from UnSmoke Canada to support an environmental clean up in the Findlay Creek Community.

- Funding will help organize some clean-up and restoration work in the Findlay Creek and Leitrim Wetland area
- Programming has been postponed due to the COVID-19 Pandemic
- SNC has permission to defer use of the funding until a larger group of volunteers can safely be organized



Stewardship and Outreach: City of Ottawa Ash Tree Replacement

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!

- Soft program launch in June 2021
(Communication with waiting list applicants, arborists and partners)
- Full launch in July 2021 (advertising and targeted promotions)



Recreation: New Dock Installation



New dock at the 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 :
1-877-584-2948 | info@nation.on.ca



All SNC and partner docks were opened as of May 20th with all seasonal Conservation Areas opened as of May 21st, 2021.

- Portable washroom facilities will be installed and cleaned daily at most sites beginning this week
- New docks have been installed at the Embrun Boat Launch and St. Albert Conservation Area thanks to funding from the United Counties of Prescott-Russell and community partners



Recreation: Ash Tree Removal Work



Cass Bridge Conservation Area

Communicating Conservation Area restoration work to the public

- SNC recently closed the Cass Bridge Conservation Area in Winchester to help complete ash tree management work
- SNC is currently removing excess logs and ash trees at the Oschmann Forest Conservation Area in Ormond to donate firewood to the House of Lazarus
- Cass Bridge was closed June 7th & 8th
- Oschmann Forest is closed from June 15th to 18th



Recreation: Augusta Park Opening



Augusta Township New Park

- Staff plan to open the new park in Augusta in August, with a soft launch in July 2021
- A Board Report will follow in August to approve the designation and management of the Conservation Area through agreement with the Township of Augusta



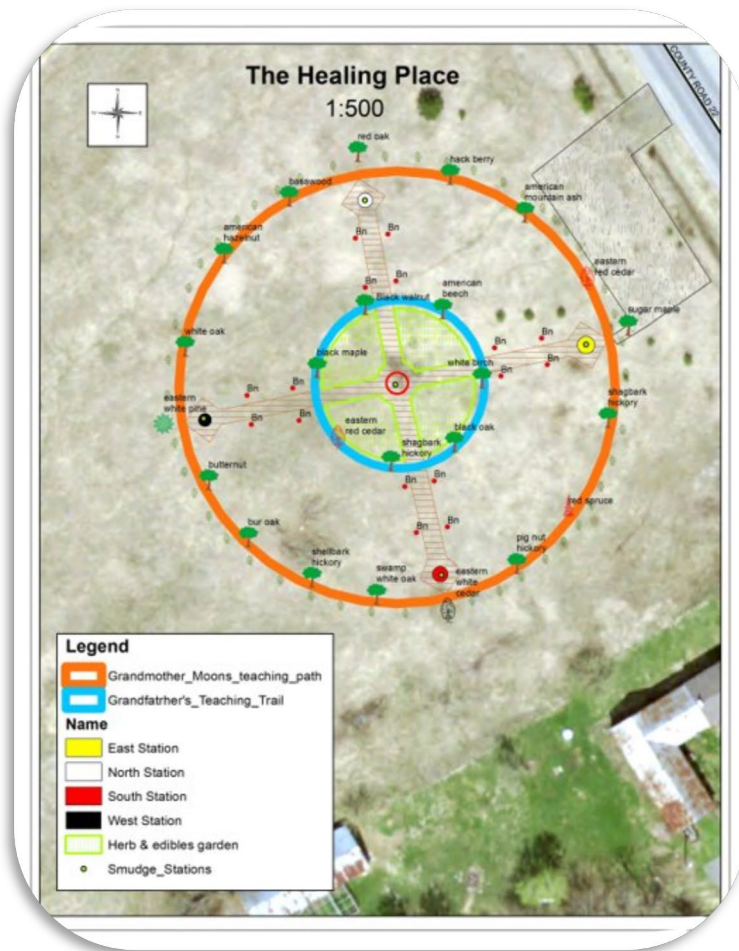
Protecting Natural Spaces and Engaging Communities



- New entrance sign will be installed at “The Healing Place” in Shanly (SNC 170)
- Project in partnership with Indigenous and Community partners



Protecting Natural Spaces and Engaging Communities

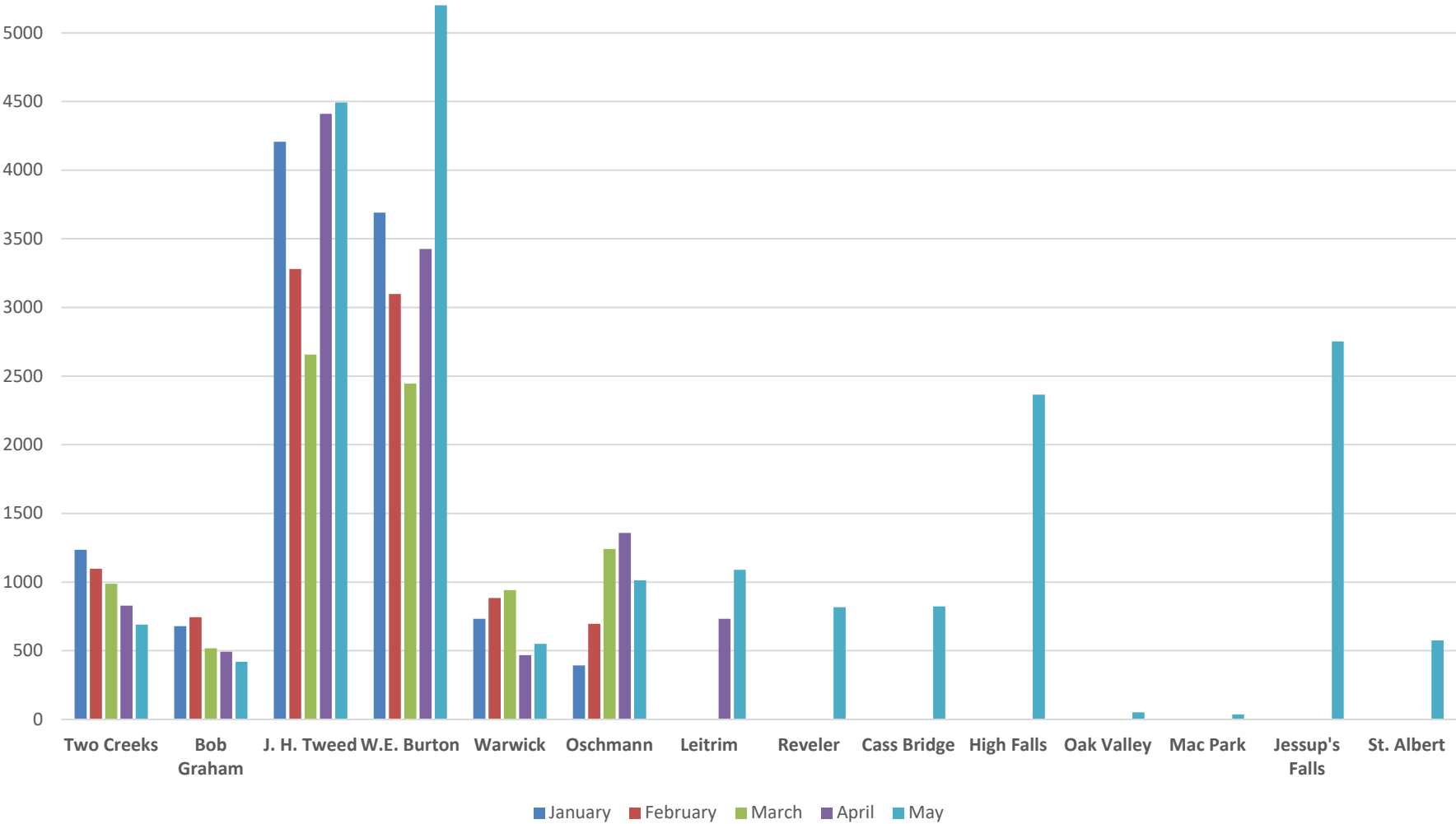


- Virtual Event hosted last Fall 2020 to open the property with project partners, more work is planned in 2021-2022 with support from Ontario Power Generation
- SNC Staff tied orange ribbons to trees planted for every Child remains recently found at the Residential School in Kamloops



Recreation: Monthly Park Visitation Stats

Visitors Recorded at SNC Conservation Areas (January - May 2021)





Protecting People and Property: Floodplain Studies



- SNC was recently awarded three contracts for projects submitted to the National Disaster Mitigation Program for:
 - Bear Brook and Tributaries Floodplain
 - Ottawa River Floodplain
 - SNC/RVCA/MVCA Flood Vulnerability Assessment
- Work will be completed by March 31, 2022
- Staff have been working on collecting information for mail outs and calls on upcoming Floodplain Survey Requests within the City of Ottawa
- Coordinating permission to access private property for survey locations for 80+ properties



Outreach: Ag Canada Survey Requests



Stuffed envelopes to property owners to explain research projects

- SNC was asked to assist Agriculture and Agri-Food Canada with monitoring the effect of varying natural capital on biodiversity population dynamics
- SNC sent letters to residents whose properties are located at municipal drains that are of interest to survey
- Staff collected information for mail outs and called owners to request permission for Federal Government partners to survey municipal drains on a weekly basis
- \$5,650 was received to support this work



Fundraising: Update on Online Donation Portal



SNC's Fundraising Plan was updated at the end of 2019 to support online donations and charitable receipts for donors who contribute funding to SNC Programs, Conservation Areas, Land Securement, Tree Planting and Youth Environment Programs (CMN-046/19)

- \$2,074.31 has been received online through nation.on.ca/donate at SNC's CanadaHelps Portal between January and June 2021
- Since making the switch to the online portal after updating the Fundraising Plan, \$4,711.61 in online donations have been processed (2020-21)



Fundraising: SNC Memorial Trees and Donations



Ian Mitchell, former Committee Chair,
Memorial Bench in SNC Conservation Area

Donation Program Forms were updated by staff and committee in 2020 (CMN-046/20)

- Since then, 2 donations have been received for memorial benches and 5 donations for memorial trees
- Some installations are postponed until family commemorative events can be coordinated with the installations

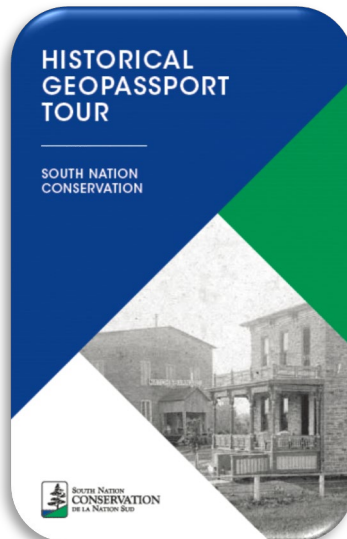
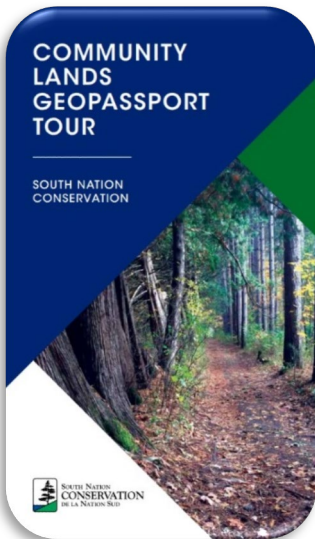


Recreation: SNC Geocaching Programs



SNC continues to maintain public 60 geocaches through it's 3 GeoPassport Tours

- SNC's 3 Geopassport tours are available on our website (Watershed, Historical and Community Lands)
- These projects were supported by funding received from the Province of Ontario in 2017 and 2019
- Tim Jackson continues to support geocache maintenance and has been supporting SNC to deliver GPS training to SHSM high schools students, using geocaches





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

3 bilingual Flood Outlook Statements this year:

- Lower Ottawa River: 1
- South Nation River: 2
- St. Lawrence River: 0

Compared to previous years (number of bilingual statements):

2020: 28

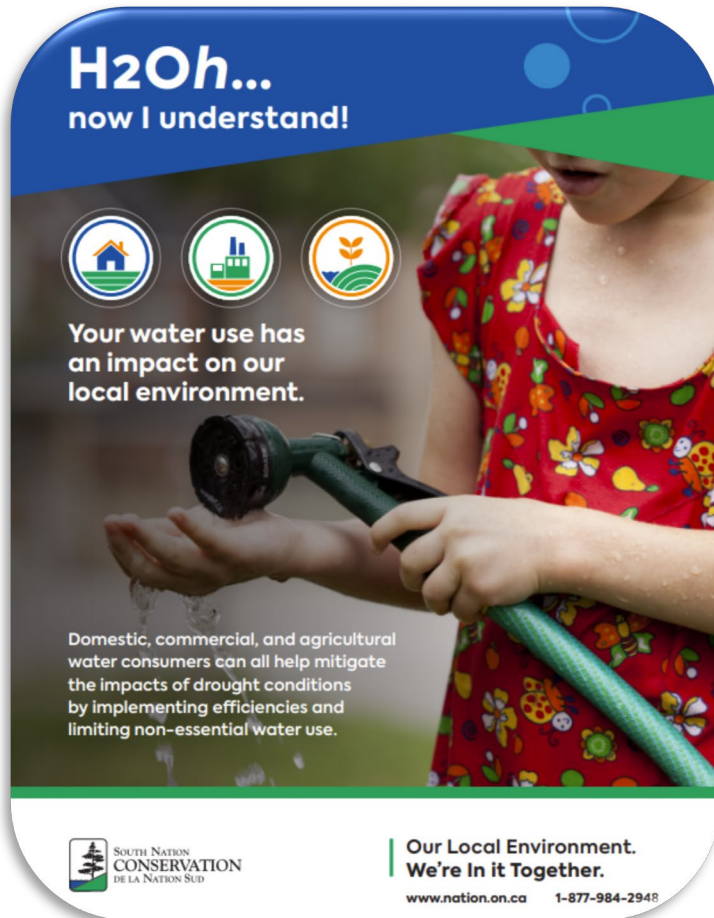
2019: 43

2018: 11

2017: 38



Outreach: Low Water Response Program - Level 1 Declared



New Low Water Post Series
Developed in 2020

Ontario Low Water Response Program - Level 1 was declared on June 4th, 2021

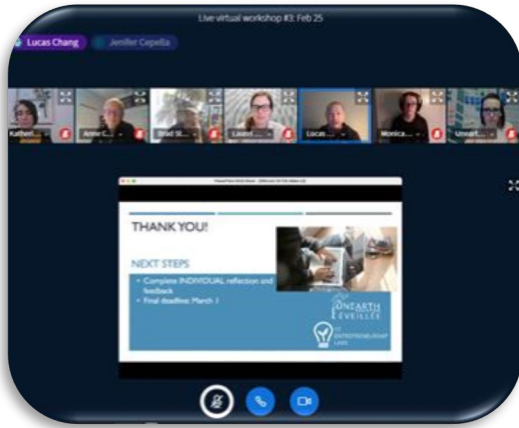
- Low Water Response Team meeting on June 30th to review conditions and consider a Level II declaration



Low Water Stakeholder Notice,
June 2021



Outreach: Summary of Presentations



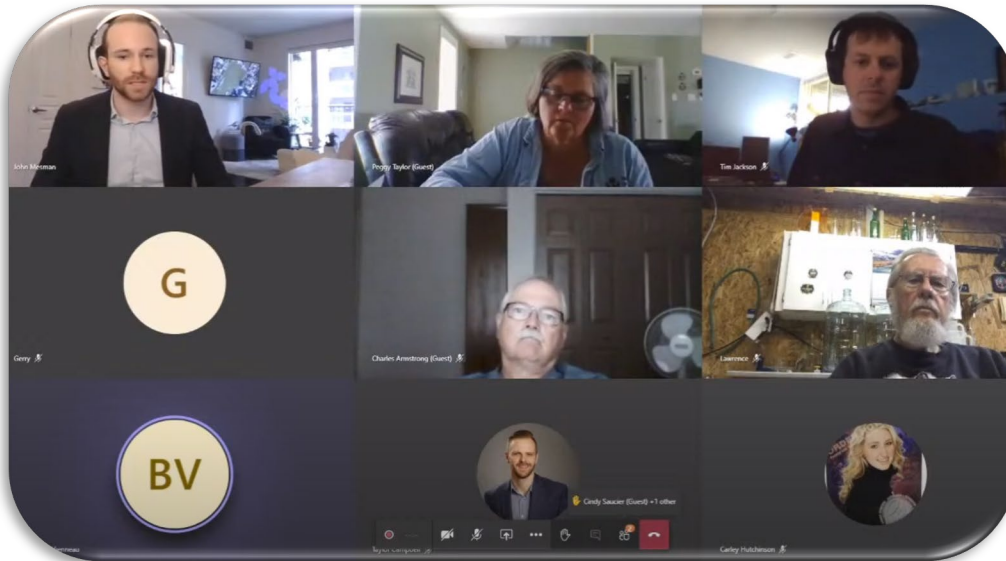
SNC Staff presenting at an Ottawa High School SHSM Event

- Meetings with SDG Butterfly Way volunteers and webinar
- Metcalfe Now YouTube Interview
- Low Water Response – Level 1 Media Interviews
- Seasonal Park Opening – Media Interviews
- Canadian Club Presentation
- Natural Heritage Study Community Presentations
 - 20 stakeholder meetings for various groups
- High School Career Class Presentations
- Mohawk Council of Akwesasne – Flood Risk Project
- High School Training – GPS/Orienteering (SHSM Program)



SNC Committees: Action Items to June Board Meeting

SNC Standing Committee Meetings



- **Forestry Committee**
 - June 1st, 2021: 10:00 a.m.
- **Fish and Wildlife Committee**
 - June 1st, 2021: 3:00 p.m.
- **Clean Water Committee**
 - June 7th, 2021: 9:00 a.m.
- **Communications Committee**
 - June 16th, 2021: 9:00 a.m.

Our Local Environment, We're in it Together.



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Approval of Communications Committee meeting minutes of March 4th, 2021

Recommendation:

The Members approve the Communications Committee meeting minutes of March 4th as submitted.

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Agenda Item #6 a.: Verbal Update

Update: Conservation Authorities Act

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Update: Update: 2021 Virtual Outreach Initiatives – Maple Education Program

Recommendation:

That the Communications Committee receive and file the update on 2021 Virtual Outreach Initiatives – Maple Education Program.



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: Maple Program Update



Kelsey Smith, Stewardship & Outreach Assistant



Update: Update: 2021 Virtual Outreach Initiatives – Maple Education Program

Recommendation:

That the Communications Committee receive and file the update on 2021 Virtual Outreach Initiatives – Maple Education Program.

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Update: Update: 2021 Virtual Outreach Initiatives – Ottawa & St. Lawrence Field Trips

Recommendation:

That the Communications Committee receive and file the update on 2021 Virtual Outreach Initiatives – Ottawa and St. Lawrence Virtual Field Trip.



SNC Virtual Field Trip



Join us on a virtual field trip to the
Ottawa and St. Lawrence Rivers...



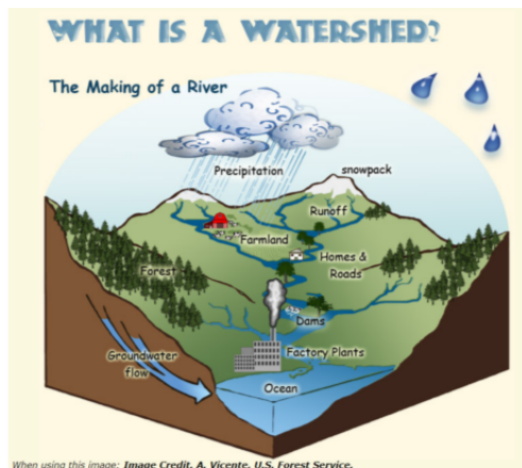
- The St. Lawrence River and Ottawa River Virtual Field Trip is now complete
- Staff are working with School Boards to distribute this field trip out to students before the end of the school year



Outreach: St. Lawrence and Ottawa River Virtual Field Trip

What is a Watershed?

- ✓ A [watershed](#) is an area of land that drains into a larger waterbody, like a river.
- ✓ We all live in a watershed.
- ✓ What we do on land impacts our rivers.
- 💡 **DYK** - You can create your own watershed example to better understand how water drains collectively into one river system.
[Try it here!](#)



When using this image: Image Credit: A. Vicente, U.S. Forest Service.

Are You Ready For a Challenge?

Now that we understand the importance and limits of freshwater on the planet, it's time to dig a bit deeper.

Let's use critical thinking, working alone or in a group, to determine **YOUR** water footprint!



But wait...what is a
"water footprint"?!
(click this video to learn!)





Update: Update: 2021 Virtual Outreach Initiatives – Ottawa & St. Lawrence Field Trips

Recommendation:

That the Communications Committee receive and file the update on 2021 Virtual Outreach Initiatives – Ottawa and St. Lawrence Virtual Field Trip.

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Update: 2021 Free Tree Pick Ups

Recommendation:

That the Communications Committee receive and file the update on the 2021 Municipal Tree Giveaway activities.

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



Outreach: Community Free Tree Pick Ups



Largest pick-up location in the City of Clarence-Rockland



Update: 2021 Free Tree Pick Ups

Recommendation:

That the Communications Committee receive and file the update on the 2021 Municipal Tree Giveaway activities.

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

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Request for Approval: Community Environmental Grants

Recommendation:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 each to: SD&G Library, Butterflyway Project, Chesterville Kayak Club, Russell Groves Community Association, the Chesterville District Agricultural Society, Roxborough Agricultural Society and St. Anne's Catholic School.



SD&G Library

- Requesting \$300
- SNC is partnering with the SD&G Library to host this event at the Warwick Forest on June 19 and June 20, 2021
- The funding will help to cover the purchase of the books, the signage and stakes for the Storywalk



Butterflyway Project

- Requesting \$600 total for 2 different projects (\$300 each)
 1. Bat house building workshop where the funds will go towards purchasing the supplies needed to build bat houses for private properties and community partners.
 2. Purchasing signage and flyers to educate people about pollinators. Signs to be provided to individuals who create pollinator patches.



Chesterville Kayak Club

- Requesting \$300
- The Chesterville Kayak Club is planning to hire a trainer to teach members on water safety and general kayak safety.
- The funding will go towards paying the trainer for the kayak safety training to keep costs down for members.



Russell Groves Community Association

- Requesting \$300
- The Committee has worked with the Township of Russell to develop a plan that meets all safety requirements and will enhance park usability for the community.
- The funding will help with purchasing trees for Stiver Park.



Chesterville District Agricultural Society

- Requesting \$300
- The Ag Society is looking to replace dead ash trees at the fairgrounds, as well as installing signage for a learning path.
- The funding will help with purchasing trees for the fairgrounds.



Roxborough Agricultural Society

- Requesting \$300
- The Ag Society is looking to add trees to the Avonmore Fairgrounds to increase shade and add to the landscape.
- The funding will help with purchasing trees for the fairgrounds.



St. Anne's Catholic School

- Requesting \$300
- St. Anne's Catholic School in Cornwall is looking to create a butterfly garden within the school grounds. This garden will be to help students learn about the various types of pollinators and the importance of maintaining a safe habitat for them.
- The funding will help with purchasing dirt, mulch and pollinating plants for the garden.



Russell Township

- Requesting \$1,800
- Russell Township identified a planting plan for their municipal parks to increase the shade, vegetation, habitat and oxygen to the community.
- The funding will help with purchasing trees for each park. The municipality will leverage this funding to plant additional trees in each space.



Municipality of Casselman

- Requesting \$900
- The Village of Casselman has requested support to help plant new landscape trees at Doran Park, across the South Nation River from the High Falls Conservation Area
- The funding will help with purchasing the trees for the park to coincide with the Brisson Street Redevelopment Project and new walking trail.



Request for Approval: Community Environmental Grants

Recommendation:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 each to: SDG Library, SDG Butterflyway Project Workshop, SDG Butterflyway Project Signs, Chesterville Kayak Club, Russell Groves Community Association, the Chesterville District Agricultural Society, the Roxborough Agricultural Society, the Municipality of Casselman and Russell Township.

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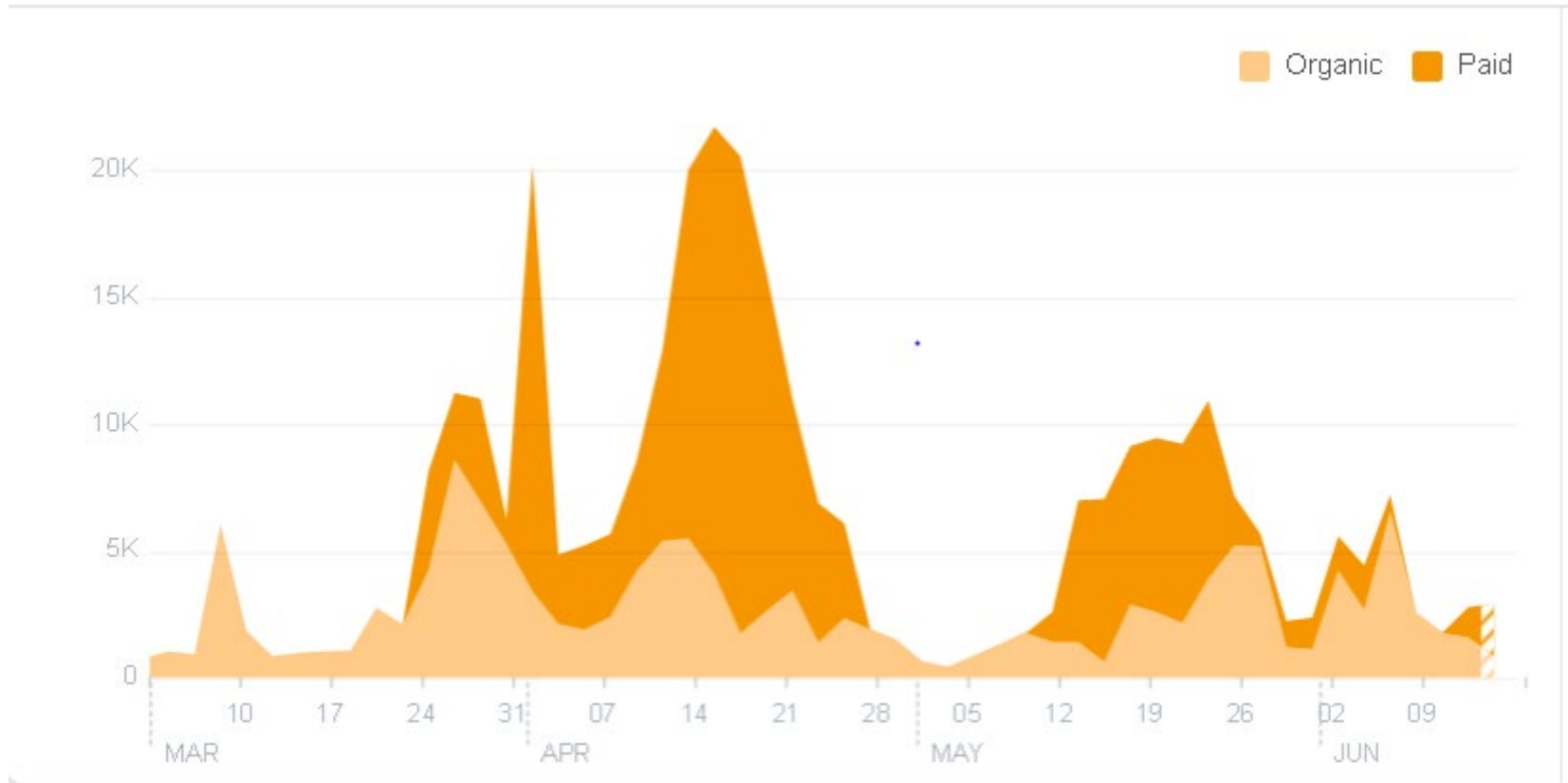
Update: Social Media and Website Update

Recommendation:

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




Update: Social Media and Website Update



SNC's organic and paid Facebook campaigns have reached over 100,00 people since our last meeting in March




Update: Social Media and Website Update

**South Nation Conservation**
3d · 🌐

215 ORANGE RIBBONS WERE TIED TO TREES AT THE SNC HEALING PLACE DURING A CEREMONY.

A ribbon was tied for each Child remains recently discovered at an Indian Residential School.

These ribbons can be found on one of SNC's newly acquired properties in Shanly, ON. Last year SNC worked with partner agencies and indigenous communities to plant native trees on the property in the formation of a Medicine Wheel, in the spirit of reconciliation. ... [See More](#)



South Nation Conservation
Government Building

5,830
People Reached

828
Engagements

Boost Again

Boosted on Jun 13, 2021
By John Mesman

Finishes in 2 days

People Reached

2.8K

Post Engagement

286

Performance for Your Post

5,830 People Reached

396 Reactions, Comments & Shares

285 Like	263 On Post	22 On Shares
66 Love	55 On Post	11 On Shares
3 Wow	3 On Post	0 On Shares
7 Sad	6 On Post	1 On Shares
9 Comments	9 On Post	0 On Shares
27 Shares	27 On Post	0 On Shares

432 Post Clicks

35 Photo Views	6 Link Clicks	391 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts


0 Report as Spam

0 Unlike Page


Reported stats may be delayed from what appears on posts



Update: Social Media and Website Update

**South Nation Conservation**
2d · 🌐

UPDATE: The #OschmannForest in North Dundas will be closed from TUESDAY TO FRIDAY THIS WEEK for ash tree removal work. The park is scheduled to re-open on Friday, June 18th. Be sure to check out some of our other day use #ConservationAreas throughout the week: <http://ow.ly/sPRt50F6Ab4...> See More



South Nation Conservation
Government Building

2,584
People Reached

339
Engagements

Boost Again

Boosted on Jun 14, 2021
By John Mesman

Finishes in 2 days

People Reached **1.4K**

Link Clicks **18**


[View Results](#)

👍👎 12

3 Comments 5 Shares


Performance for Your Post		
2,584 People Reached		
29 Reactions, Comments & Shares		
10 Like	10 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
2 Sad	2 On Post	0 On Shares
11 Comments	11 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares
310 Post Clicks		
7 Photo Views	23 Link Clicks	280 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

**South Nation Conservation**
June 6 · 🌐

Please be advised that Cass Bridge Conservation Area in #NorthDundas will be closed on Monday, June 7 and Tuesday, June 8 for Ash Tree Removal work.

The Emerald Ash Borer (EAB) is an invasive wood-boring insect native to Asia that is killing millions of Ash trees in Southern Ontario (and beyond) including, green, red, black, white and blue Ash. In addition to its environmental threat, the EAB is causing economic threats across the province, for this reason, the Canadian Food... See More



Performance for Your Post

2,745

People Reached

30

Reactions, Comments & Shares

11

Like

5

On Post

6

On Shares

1

Love

0

On Post

1

On Shares

2

Wow

2

On Post

0

On Shares

3

Sad

0

On Post

3

On Shares

1

Angry

1

On Post

0

On Shares

6

Comments

4

On Post

2

On Shares

6

Shares

6

On Post

0

On Shares

193

Post Clicks

6

Photo Views

7

Link Clicks

180

Other Clicks

NEGATIVE FEEDBACK

2

Hide Post

1

Hide All Posts

0

Report as Spam


0

Unlike Page


Reported stats may be delayed from what appears on posts



Update: Social Media and Website Update

**South Nation Conservation**
2d · 🌐

UPDATE: The #OschmannForest in North Dundas will be closed from TUESDAY TO FRIDAY THIS WEEK for ash tree removal work. The park is scheduled to re-open on Friday, June 18th. Be sure to check out some of our other day use #ConservationAreas throughout the week: <http://ow.ly/sPRt50F6Ab4...> See More



South Nation Conservation
Government Building

2,584
People Reached

339
Engagements

Boost Again

Boosted on Jun 14, 2021
By John Mesman

Finishes in 2 days

People Reached **1.4K**

Link Clicks **18**


[View Results](#)

👍👎 12

3 Comments 5 Shares


Performance for Your Post		
2,584 People Reached		
29 Reactions, Comments & Shares		
10 Like	10 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
2 Sad	2 On Post	0 On Shares
11 Comments	11 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares
310 Post Clicks		
7 Photo Views	23 Link Clicks	280 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

**South Nation Conservation**
June 6 · 🌐

Please be advised that Cass Bridge Conservation Area in #NorthDundas will be closed on Monday, June 7 and Tuesday, June 8 for Ash Tree Removal work.

The Emerald Ash Borer (EAB) is an invasive wood-boring insect native to Asia that is killing millions of Ash trees in Southern Ontario (and beyond) including, green, red, black, white and blue Ash. In addition to its environmental threat, the EAB is causing economic threats across the province, for this reason, the Canadian Food... See More



Performance for Your Post

2,745

People Reached

30

Reactions, Comments & Shares

11

Like

5

On Post

6

On Shares

1

Love

0

On Post

1

On Shares

2

Wow

2

On Post

0

On Shares

3

Sad

0

On Post

3

On Shares

1

Angry

1

On Post

0

On Shares

6

Comments

4

On Post

2

On Shares

6

Shares

6

On Post

0

On Shares

193

Post Clicks

6

Photo Views

7

Link Clicks

180

Other Clicks

NEGATIVE FEEDBACK

2

Hide Post

1

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts



Update: Social Media and Website Update



[View Insights](#)

[Promote](#)



Liked by alysen_metal and 62 others

southnationca Caroline is a Forestry Technician and one of the many amazing women in conservation who work for SNC.

"Being a woman working in a male dominated profession like Forestry is empowering. You get to work hard, push your limits, make a positive impact, and be outside all the time. My job also keeps me connected to the environment and nature."

Thank you Caroline and all of the other incredible women at SNC for your amazing work, impacts, contributions, and achievements in protecting and restoring our local environment.



[View Insights](#)

[Promote](#)



Liked by alysen_metal and 62 others

southnationca Caroline is a Forestry Technician and one of the many amazing women in conservation who work for SNC.

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)



63



0



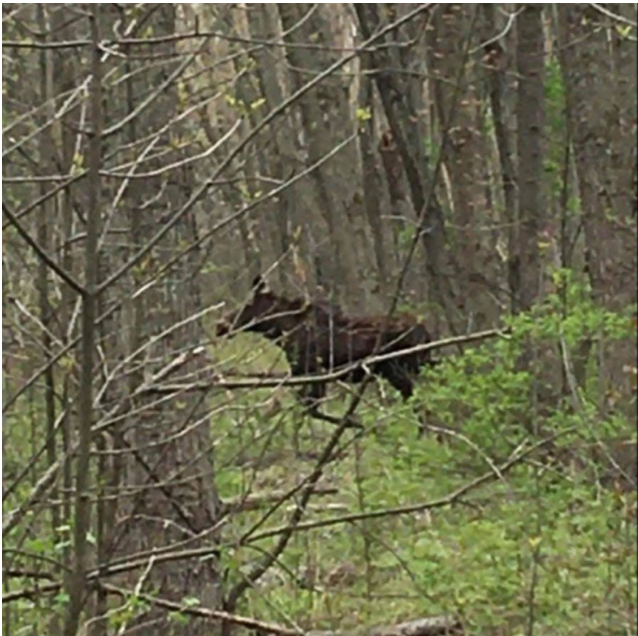
3



1



Update: Social Media and Website Update



[View Insights](#)

[Promote](#)



Liked by mississippivalleyconservation and 59 others

southnationca A Moose was spotted this week in Two Creeks Forest Conservation Area by Victoria Workman and her children; moose tracks are visible along the trail's pathway.

#DYK Moose are a keystone species identified by the Province and used to help plan for Natural Heritage Systems (NHS)? NHS means a network of



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Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)



60



4



6



3



Update: Social Media and Website Update



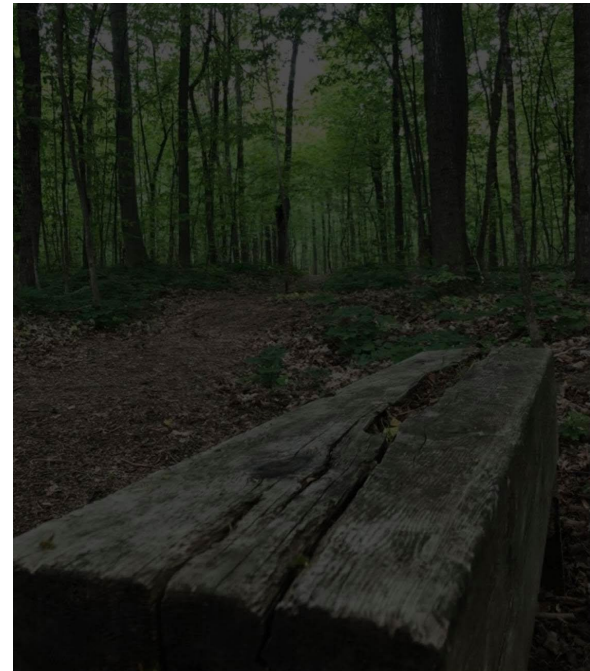
[View Insights](#)

[Promote](#)



 Liked by lakeheadregion and 40 others

southnationca Where are you headed for #TrailTuesday? Why not the Reveler #ConservationArea in the Township of North Stormont?



Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

♥
41

💬
1

✈️
1

🔖
0



Update: Social Media and Website Update



[View Insights](#)

[Promote](#)



 Liked by alysen_metal and 41 others

southnationca Do you like Maple Syrup? Do you want to learn more about the processs?!

SNC will be hosting its own [#MapleWeekend](#) at the Oschmann Forest in the Township of North Dundas on Saturday, March 27 and Sunday, March 28 from 10am - 2pm!


Interpretive signage is installed along the 1.2km trail in Ormond that guides families on a forest walk, where they learn about natural heritage, forest management, ecosystem habitats, sap collection and maple syrup production.



[View Insights](#)

[Promote](#)



 Liked by alysen_metal and 41 others

southnationca Do you like Maple Syrup? Do you want to learn more about the processs?!

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

42

4

3

0



Update: Social Media and Website Update

Tweet activity



southnationca @SouthNationCA
SNC & RRCA along with partner municipalities gave out over 10,000 tree seedlings to families throughout the watershed in the month of May! 🌲🌲

To stay up to date on all of our programs and services, sign up for our monthly newsletter here: <http://ow.ly/szLy50EV3sM>
pic.twitter.com/KUknj16ygd

Impressions	848
Total engagements	20
Link clicks	6
Media engagements	5
Likes	5
Retweets	3
Detail expands	1



Update: Social Media and Website Update

Top mention earned 26 engagements



Kelsey Banks

@KelseyBanks · Jun 8

Thank you to [@JakobVogel3](#) for asking me to co-lead and all of our speakers!

[@SouthNationCA](#) [@KelsJHill](#)

[@EastCropper](#) [@sebonsoils](#)

[@NDSUsoilhealth](#)



9



Update: Social Media and Website Update

Top media Tweet earned 198 impressions

It's [#TrailTuesday](#) and why not practice your nature photography skills along wilderness trails winding through Robert Graham Conservation Area! Explore the 6.5km of trails that feature mature sugar maples and conifer plantations that provide habitat for a variety of species!

  pic.twitter.com/fYDsigj6De



 1  1

[View Tweet activity](#)

[View all Tweet activity](#)



Update: Social Media and Website Update

Users

26K

↑58.4%

Sessions

36K

↑56.3%

Bounce Rate

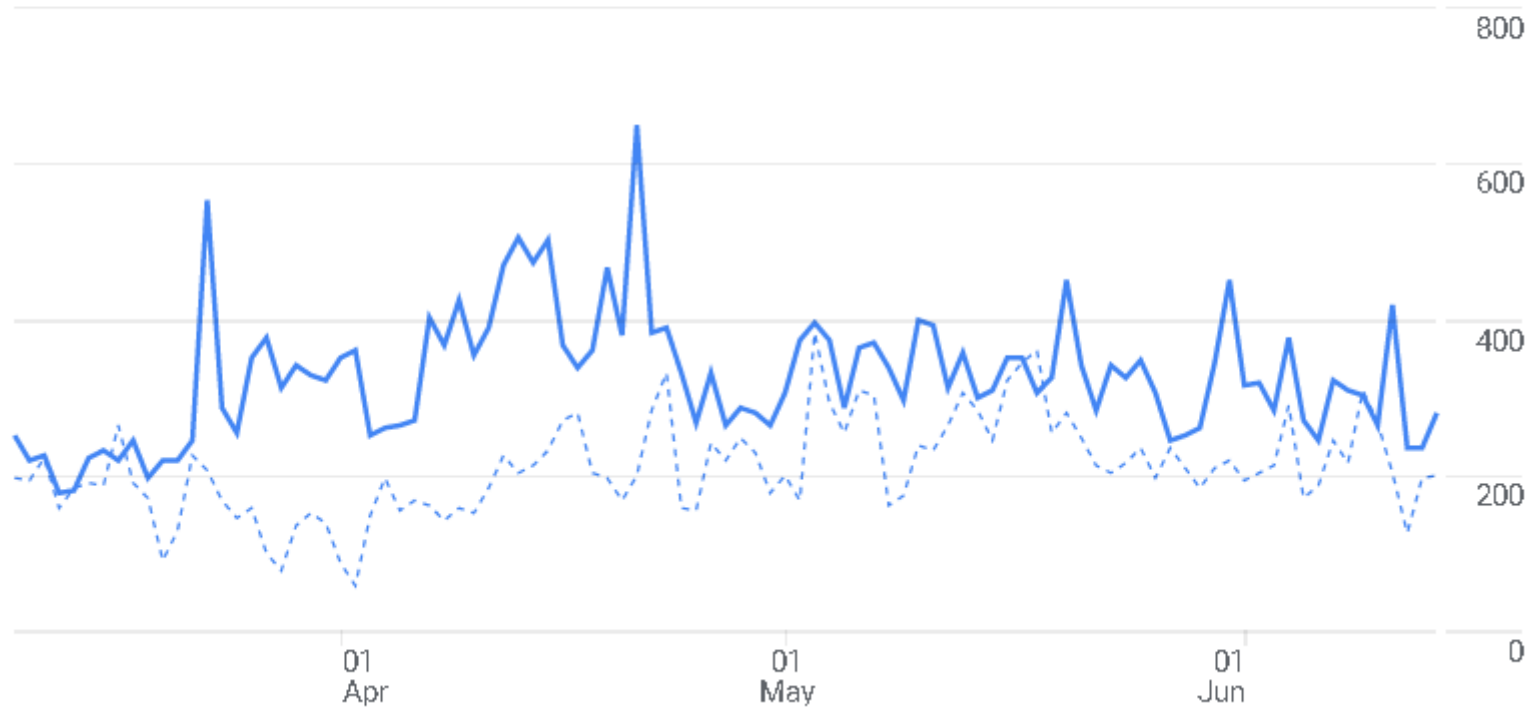
62.33%

↓1.5%

Session Duration

1m 49s

↓4.6%





Update: Social Media and Website Update

Page	Page Views	Page Value
/	12,237	\$0.00
/about/job-opportunities-tenders	2,345	\$0.00
/development/find-form	2,056	\$0.00
/land/forestry-services/tree-planting-services	1,926	\$0.00
/land/forestry-services...ee-species-fact-sheets	1,892	\$0.00
/contact/staff-listing	1,523	\$0.00
/recreation/about-recreation	1,225	\$0.00
/recreation/hikingwalk...-area-berwick-ontario	1,181	\$0.00
/recreation/boat-launc...a-plantagenet-ontario	1,129	\$0.00
/resources/maps	1,126	\$0.00



Update: Social Media and Website Update

Recommendation:

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

Our Local Environment, We're in it Together.



SOUTH NATION
CONSERVATION
DE LA NATION SUD



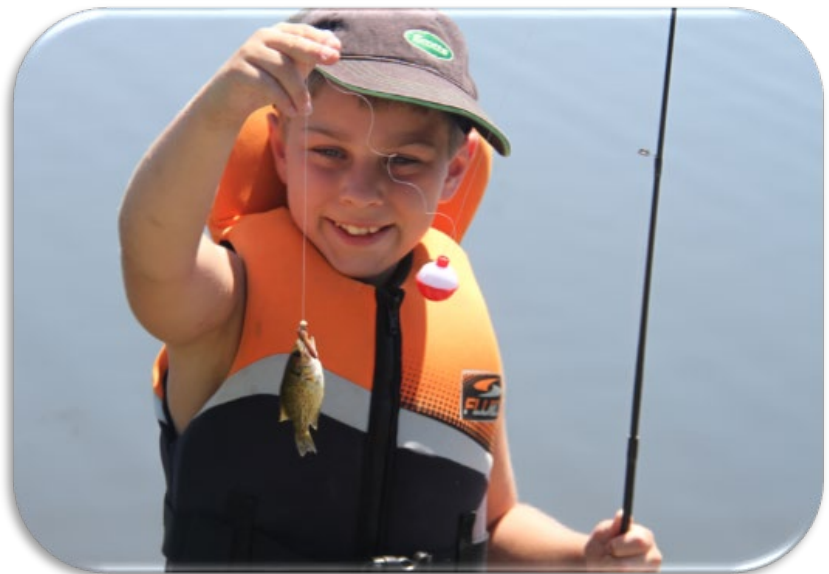
Request for Approval: 2021 Youth Fish Camp Program Delivery

Recommendation:

That the Communications Committee approve SNC's program delivery for the 2021 Youth Fish Camps in July and August.



Youth Fish Camps



2019 Youth Fish Camp At High Falls Conservation Area



Request for Approval: 2021 Youth Fish Camp Program Delivery

Recommendation:

That the Communications Committee approve SNC's program delivery for the 2021 Youth Fish Camps in July and August.

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Update: Funding Submissions

Recommendation:

That the Communications Committee receive and file the grant submission update.

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Supplemental Agenda



Request for Approval: Community Environmental Grants

Recommendation:

The Communications Committee recommends the Board of Directors approval of Community Environmental Grants in the amount of \$300 per park for Russell Township for 7 different tree plantings and the Municipality of Casselman for 3 caliper sized trees.



Russell Township

- Requesting \$2,100
- Russell Township identified a planting plan for their municipal parks to increase the shade, vegetation, habitat and oxygen to the community.
- The funding will help with purchasing trees for each park. The municipality will leverage this funding to plant additional trees in each space.



Municipality of Casselman

- Requesting \$900
- The Village of Casselman has requested support to help plant new landscape trees at Doran Park, across the South Nation River from the High Falls Conservation Area
- The funding will help with purchasing the trees for the park to coincide with the Brisson Street Redevelopment Project and new walking trail.

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Request for Approval: 2021 Fall Fundraising Activities

Recommendation:

That the Communications Committee direct staff to identify new opportunities for safe fundraising events in the fall.

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Roundtable Discussion

- a. Community Engagement Activities
- b. Recommendations for 'Friends of SNC'
- c. Comments on Virtual and In-Person Stakeholder Meetings



Correspondence (if any)



Date of Next Meeting

July - TBD



Adjournment

Recommendation:

The Communications Committee meeting of June 16th, 2021 be adjourned at _____.

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