



SOUTH NATION
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Communications Committee

Meeting Agenda

Date: Thursday, March 23rd, 2023

Time: 3:00 pm

Location: SNC Administration Office



Communications Committee

Meeting Agenda

Thursday, March 23rd, 2023 at 3:00 pm

1. Chair's Remarks
2. Approval of Communications Committee Agenda (Supplemental Agenda)
3. Declaration of Conflict of Interest
4. SNC Project Update – PowerPoint Presentation: Staff
5. Approval of Communications Committee Meeting Minutes: 3-9
 - a. February 21st, 2023
6. New Business:
 - a. Update: Social Media and Website – Arielle 10-12
 - b. Request for Approval: 2023 Youth Fish Camps – Kelsey 13-14
 - c. Request for Approval: 2023 'Friends of SNC' Golf Tournament - Erin 15-16
 - d. Request for Approval: Community Environmental Grants – Kelsey 17-19
7. Supplemental Agenda
 - a. Request for Approval: Community Environmental Grants
8. Roundtable Discussion
 - a. Community Engagement Activities
 - b. Recommendations for 'Friends of SNC'
9. Correspondence
10. Date of Next Meeting:
 - Wednesday, June 7th, 2023 at 9:00am
11. Adjournment

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



COMMUNICATIONS COMMITTEE MEETING

Tuesday, February 21st, 2023, 9:00 a.m. – Meeting 01/23
By Electronic Participation

Present: Charles Armstrong, Public Citizen, Committee Chair
Murray Inch, Public Citizen
Tim Jackson, Public Citizen
Cindy Saucier, Councillor, Russell
Bill Smirle, SNC Board Member
Karen Switzer-Howse, Public Citizen
Byron Vienneau, Public Citizen
Tom Van Dusen, Public Citizen
Doug Thompson, Public Citizen
Gerry Boyce, Public Citizen

Regrets: George Darouze, Board of Directors, Past Chair, ex-officio
Steve Densham, Board of Directors, Vice Chair, ex-officio
Pierre Leroux, Board of Directors, Chair, ex-officio

Staff: John Mesman, SNC Managing Director of Conservation Lands
and Community Outreach
Erin Thorne, Communications Specialist
Kelsey Smith, Stewardship & Outreach Assistant
Arielle Noonan, Stewardship & Outreach Assistant



CHAIR'S REMARKS

Charles Armstrong, Committee Chair, called the February 21st, 2023, Communications Committee meeting to order at 9:10 a.m.

APPROVAL OF COMMUNICATIONS COMMITTEE MAIN AND SUPPLEMENTAL AGENDAS

RESOLUTION NO. CMN-01/23

Moved by: Bill Smirle

Seconded by: Doug Thompson

RESOLVED THAT:

The Members approve the Communications Committee main and supplemental agendas of February 21, 2023, as submitted.

CARRIED

DECLARATION OF CONFLICT OF INTEREST

Cindy Saucier declared a conflict of interest on item 6e – Community Environmental Grant and will not vote on the Eco East application.

COMMUNICATIONS PROJECT UPDATE: POWERPOINT PRESENTATION

Staff presented project and program updates.

Gerry Boyce joined the meeting at 9:25 am.

APPROVAL OF:

COMMUNICATIONS COMMITTEE MEETING MINUTES OF November 30, 2022

RESOLUTION NO. CMN-02/23

Moved by: Doug Thompson

Seconded by: Byron Vienneau

RESOLVED THAT:

The Members approve the Communications Committee meeting minutes of November 30, 2022.

CARRIED



NEW BUSINESS

REQUEST FOR APPROVAL: ELECTION OF COMMITTEE CHAIR

RESOLUTION NO. CMN-03/23

Moved by: Byron Vienneau

Seconded by: Doug Thompson

RESOLVED THAT:

The Committee Members appoint John Mesman, Managing Director, Property, Conservation Lands and Community Outreach as Acting Committee Chair; and.

FURHTER THAT:

SNC Administrative By-law 15.3: *'All elections shall be in accordance with the Procedures for Election of Officers'* be adhered to.

CARRIED

ELECTION OF COMMITTEE CHAIR

Call for nominations three times for election of Chair (no seconder required).

First Call for Nominations:

Moved by: Doug Thompson

Charles Armstrong be nominated for Chair, Communications Committee.

Charles Armstrong accepted the nomination for Chair, Communications Committee.

Second Call for Nominations: None

Third Call for Nominations: None

Hearing none, nominations closed for the position of Chair, Communication Committee.

Approval of the following Motion:

RESOLUTION NO. CMN-004/23

Moved by:

Byron Vienneau

Seconded by:

Doug Thompson

RESOLVED THAT:

For the year 2023, and until the Joint Standing Committee meeting of 2024, that Charles Armstrong be elected as Chair of the Communications Committee.

CARRIED



RECEIVE AND FILE: 2023 COMMITTEE MEMBERSHIP

RESOLUTION NO. CMN-05/23

Moved by: Tom Van Dusen

Seconded by: Tim Jackson

RESOLVED THAT:

The Communications Committee recommends the following Committee membership to the Board of Directors for 2023:

- Charles Armstrong, Public Citizen
- Bill Smirle, SNC Board Member
- Gerry Boyce, Public Citizen
- Murray Inch, Public Citizen
- Tim Jackson, Public Citizen
- Doug Thompson, Past Board Member
- Karen Switzer-Howse, Public Citizen
- Cindy Saucier, Public Citizen
- Tom Van Dusen, Van Dusen Communications
- Byron Vienneau, Public Citizen
- Pierre Leroux, SNC Chair, ex-officio
- Steve Densham, SNC Vice Chair, ex-officio
- George Darouze, SNC Past Chair, ex-officio

CARRIED

REQUEST FOR APPROVAL: MAPLE EDUCATION PROGRAM UPDATE

RESOLUTION NO. CMN-06/23

Moved by: Tim Jackson

Seconded by: Byron Vienneau

RESOLVED THAT:

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

CARRIED

The Committee took a break at 10:05 am.

The Committee reconvened at 10:15 am.



**REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS PROGRAM
UPDATE**

RESOLUTION NO. CMN-07/23

Moved by: Byron Vienneau

Seconded by: Karen Switzer-Howse

RESOLVED THAT:

The Communications Committee recommend that the Board of Directors approve amendments to the Community Environmental Grants Program to allow applications for community garden and tree planting projects.

CARRIED

REQUEST FOR APPROVAL: COMMUNITY ENVIRONMENTAL GRANTS

RESOLUTION NO. CMN-08/23

Moved by: Murray Inch

Seconded by: Karen Switzer-Howse

RESOLVED THAT:

The Communications Committee recommends the Board of Directors approval of the Community Environmental Grant in the amount of \$300 to:

- Eco East
- Rockland Community Garden
- The River Institute
- Poutmasters
- St. Albert Optimist Club

CARRIED

REQUEST FOR APPROVAL: CATEGORY 3 PROGRAM BUSINESS CASE DEVELOPMENT

RESOLUTION NO. CMN-09/23

Moved by: Doug Thompson

Seconded by: Gerry Boyce

RESOLVED THAT:

The Communications Committee approve the development of Business Cases for "Category 3: Other Programs and Services an authority determines are advisable".

FURTHER THAT:

The Communications Committee recommend that the Board of Directors support the development of Category 3 Programs and Service agreements for



Private Land Stewardship and the Land Securement Program.

FURTHER THAT:

Committee members be directed to provide feedback on the Business Cases and provide stakeholder testimonials.

CARRIED

REQUEST FOR APPROVAL: 2022 ANNUAL REPORT

RESOLUTION NO. CMN-10/23

Moved by: Doug Thompson

Seconded by: Gerry Boyce

RESOLVED THAT:

That the Communications Committee recommend that the Board of Directors approve the 2022 Annual Report.

CARRIED

ROUNDTABLE DISCUSSION

A. COMMUNITY ENGAGEMENT ACTIVITIES

- Cindy shared that on January 21st she attended the Living Locally Fair for SNC after a three-year hiatus at St. Thomas Aquinas in Russell. Over 80 vendors attended the event. The Russell Village will be celebrating its 125th anniversary in 2023, events will be happening throughout the year. Russell Rocks happening on Friday, February 24th, a concert series raising money for charity events.
- Byron inquired about meeting with the Municipalities with members of the committees in the coming months.
- Bill mentioned that the Township of North Dundas has had many 'Meet Me on Main Street' events for the last 6 years and says that it is very popular, Russell will be having their first event this year.
- Murray thanked SNC for recognizing the Oak Valley Pioneer Park volunteers for their work at the Park with a gift basket over the holidays.
- Gerry inquired about a potential snowmobile crossing at the Chesterville Dam, wondering if there was any update for the Nation Valley Snowmobile Club.



B. RECOMMENDATIONS FOR 'FRIENDS OF SNC'

The Committee had no recommendations for 'Friends of SNC' at this time.

DATE OF NEXT MEETING:

- Joint Standing Committee Meeting: Thursday, March 23, 2023 at 1:00 pm
- Communications Committee Meeting: Thursday, March 23, 2023 at 3:00 pm

ADJOURNMENT:

RESOLUTION NO. CMN-011/23 Moved by: Gerry Boyce

RESOLVED THAT: The Communications Committee meeting of
February 21, 2023 be adjourned at 11:18 a.m.

CARRIED

Charles Armstrong,
Committee Chair.

/ks

John Mesman,
SNC Managing Director of Conservation
Lands and Community Outreach.



To: Communications Committee
From: Arielle Noonan, Stewardship and Outreach Assistant
Date: March 14th, 2023
Subject: **Update: Social Media and Website**

RECOMMENDATION:

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

DISCUSSION:

SNC has actively worked to increase its online presence across social media platforms since the inception of its first social media account 14 years ago, with some accounts established 7 years ago.

Staff continue to report increased use of SNC website and social media accounts in recent years, with the SNC website recording twice as many users and visits over the last few years, compared to the previous 5-year average. Some social media and website metrics are included in this report.

This report also provides an overview of scheduled social media campaigns.

Since the last update in November 2022, the following campaigns have been delivered:

- Flood Forecasting and Warning and Low Water Response
- SNC's International Women's Day Campaign
- 75th Anniversary Event Promotion
 - 75 KM Challenge
 - Throwback Thursday
- Invasive Species Awareness
- Winter Salt Campaign
- Drinking Water Source Protection Awareness
- Woodlot Advisory Service and Tree Planting Programs
- Agricultural Clean Water Programs



Upcoming Social Media campaigns will also include:

- Dam and River Safety Campaign
- Free Tree Campaign – Forest Conservation Initiative
- SNC Tree Planting Program – Forest Conservation Initiative
- Flood Forecasting and Low Water Response
- Maple Education
- Staff Highlights
- Recreational Fishing – Fish Camp Registration

Below are SNC's social media statistics to date, since the last report in November 2022:

Account	Total Followers	Increase	% Increase/Decrease
Facebook	6,089	32	+ 0.5%
Instagram	1,282	46	+ 3.5%
Twitter	1,363	-4	-0.2%

SNC monitors Facebook and Instagram activity using Facebook and Instagram Insights to help understand the performance of SNC's page traffic over the last 28 days – February 14th – March 13th.

Action Type	Total for 28 days	% Increase/Decrease
Facebook Likes	17	-26.1%
Instagram Followers	N/A	N/A
Facebook Reach	34,624	-57.8%
Instagram Reach	4,541	-34.3%
Facebook Visits	608	-39.1%
Instagram Visits	82	-40.6%



SNC monitors website activity using Google Analytics to provide insight on web traffic.

Period	Sessions	New & Returning Users	Page Views	Bounce Rate	Pages per Session	Average Session Duration
November 2022	7,024	5,038	14,963	67.64%	2.13	1:41 min
December 2022	5,011	3,908	10,583	66.31%	2.11	1:41 min
January 2023	7,665	6,221	15,995	70.19%	2.09	1:36 min
February 2023	6,518	5,109	14,739	67.75%	2.26	1:42 min

Bounce Rate: Page visits where the user left the landing page without interacting with the website.

The most visited pages from November 22nd, 2022 to March 13th, 2023 were:

- Homepage: 7,390 – page views
- Fr/Leau/Rapports/Liste-des-especes-de-possons: 4,558 – page views
- Contact/Staff Listing: 1,450 – page views
- About/Job Opportunities and Tenders: 1,340 – page views
- Development/Find Form: 1,217 – page views
- Resources/Maps: 948 – page views
- Recreation/About Recreation: 899 – page views
- Contact: 896 – page views
- Water/Projects/Findlay-Creek-Boardwalk-Extension-Project: 651 – page views
- About/Governance-Board-of-Directors-and-Committees: 555 – page views

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Expenses associated with SNC's website and social media are included in the 2022 SNC Budget under Communications and Outreach: Media and Communications Products, on page 90 and 91.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy. For purchases of \$200 up to \$5,000 competitive quotes will be obtained where practical.

Arielle Noonan

Arielle Noonan
Stewardship and Outreach Assistant.



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: March 14, 2023
Subject: Request for Approval: 2023 Youth Fish Camps

RECOMMENDATION:

The Communications Committee recommend that the Board of Directors approve SNC's planned delivery of the 2023 recreational fishing programs.

DISCUSSION:

Recreational fishing programs promote sustainable angling practices and encourage residents to explore fishing opportunities at Conservation Areas within SNC's jurisdiction.

SNC's annual Youth Fish Camps resumed in 2021 after the cancellation of the camps in 2020 due to the COVID-19 Pandemic (CMN-039/20).

2023 marks the 15th year of SNC's annual Youth Fish Camps. Staff recommend hosting six fish camps (two days each) if there is sufficient interest.

Below are the proposed dates for the 2023 Fish Camps:

- July 5 and 6, 2023 at Cass Bridge Conservation Area, Winchester
- July 12 and 13, 2023 at High Falls Conservation Area, Casselman
- July 19 and 20, 2023 at Jessup's Falls Conservation Area, Plantagenet
- August 2 and 3, 2023 at Cass Bridge Conservation Area, Winchester
- August 9 and 10, 2023 at High Falls Conservation Area, Casselman
- August 16 and 17, 2023 at Cardinal Legion Park, Cardinal

Note that dates and locations are subject to change based on registration preferences.

Considering the waitlists and demand for these camps, along with the requirement for education programs to be cost recovered, the Committee approved a fee increase from \$40/camp to \$75/camp for 2023 (CMN-030/22). Staff will prepare an application which would allow reduced rates to address any financial barriers for low-income families.

Program delivery will include fish identification, fish anatomy/biology, angling strategies, proper catch and release techniques, care and maintenance of fishing equipment, water quality testing, fly fishing and fishing safety and regulations.



Enhanced health and safety guidelines and revised program delivery would include:

- Screening of participants and instructors,
- Maintaining a ratio of 5-10 participants per instructor,
- Additional PPE, cleaning of equipment and sanitization,
- Each participant uses their own, dedicated set of tackle, line, and rods,
- Use the same instructors on Day 1 and Day 2 of camps to reduce risk,
- Separate bagged lunches and snacks will be provided, and
- Additional seating and rotational programming to support outdoor learning with physical distancing measures.

Work Plans and program materials will identify enhanced precautionary measures to manage risks and comply with SNC's COVID-19 Standard Operating Procedures. Advice from health authorities will support final decisions.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Youth Fish Camps are included in the 2023 SNC Budget under Communications and Outreach: Education and Events on pages 86-87.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy. For purchases from \$200 - \$5,000, competitive quotes will be obtained where practical.

Kelsey Smith

Kelsey Smith,
Stewardship and Outreach Assistant.



To: Communications Committee
From: Erin Thorne, Communications Specialist
Date: March 14, 2023
Subject: Request for Approval: 2023 "Friends of SNC" Golf Tournament

RECOMMENDATION:

The Communications Committee recommend to the Board of Directors that staff proceed with planning a golf tournament for 2023, including seeking quotes for a venue.

DISCUSSION:

In Fall 2020 and 2021, the Committee directed staff to identify new opportunities for safe fundraising events and approved the postponement of the Annual "Friends of SNC" Golf Tournament (CMN-060/21).

The "Friends of SNC" Golf Tournament made its return in 2022 to celebrate SNC's 75th Anniversary, bringing back valuable face-to-face networking opportunities between staff and community partners. The Tournament took place at Casselview Golf and Country Club, raising over \$4,000 for SNC's Forest Conservation Initiative.

The 2023 tournament format will be based on the 2017 program update (CMN-013/17) of 18 holes, morning shotgun start, and breakfast included, but this may be modified to comply with any COVID-19 public health and safety measures enforced by the golf course.

Registration fees will be maintained at \$120 per player based on the 2019 update to allow SNC to issue charitable receipts to participants (CMN-036/19). The ability to issue charitable receipts will depend on the overall cost of the tournament.

Staff will secure sponsors based on the approved sponsorship packages (CMN-026/20).

Staff will seek tournament venues throughout the jurisdiction and will recommend a venue to the Committee based on SNC's Purchasing Policy.

A Golf Tournament update will be provided at the next Committee meeting.

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for the 2023 Friends of SNC Golf Tournament is included in the 2023 Budget under Communications and Outreach: Partnership Development, pages 88 and 89.

SNC Policy Adherence: All expenditures will adhere to SNC's Purchasing Policy. For purchases from \$200 - \$5000, competitive quotes will be obtained where practical.

Erin Thorne,
Communications Specialist

Attachments: New Committee Approved Sponsorship Packages from March 2020



Friends of SNC Golf Tournament: Sponsorship Packages

March 2020

Black Maple Sponsor: \$1,500

- 1 exclusive opportunity
- Exclusive recognition as the tournament's title sponsor on the event poster, promotional items, in press releases and dedicated signage
- 1 exclusive hole sponsorship
- 1 foursome in the tournament

Sugar Maple Sponsor: \$1,000

- Logo recognition on promotional items, in press releases and on dedicated signage
- 1 exclusive hole sponsorship
- 1 foursome in the tournament

Red Maple Sponsor: \$500

- 1 exclusive hole sponsorship with logo recognition
- Logo recognition on promotional items and special mention in press releases
- Breakfast buffet for 4

Silver Maple Sponsor: \$250

- 1 shared hole sponsorship

Raffle Prize Sponsor:

- Donate a larger-sized item to be raffled off at the tournament to raise funds

Door Prize Sponsor:

- Donate a door prize worth at least \$25 to be drawn at the tournament



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: March 16, 2023
Subject: Request for Approval: Community Environmental Grants

RECOMMENDATION:

The Communications Committee recommends the Board of Directors approval of the Community Environmental Grant in the amount of \$300 to:

- Greely Community Association
-

DISCUSSION:

In March 2020, the Communications Committee approved amendments to SNC's Community Environmental Grants Program to allow applications for tree and shrub planting and community garden development in response COVID-19 related event cancellations (CMN-036/20).

The attached application form has been used to support the following \$300 grant options:

- Community Environmental Outreach Grant
- Agri-Environmental Grant
- Heritage Grant
- Tree and Shrub Planting
- Community Garden

To note: the program was oversubscribed in 2020, was fully allocated in 2021 and was undersubscribed in 2022.

The following applications for the amended Community Environmental Grants Program have been received:

Greely Community Association

The Greely Community Association is partnership with Greely Lions Club, Greely Public School, the City of Ottawa 30th Annual Spring Cleaning the Capital Event, will be hosting the 2nd Annual Greely Village Cleanup and Shrub Giveaway on Saturday May 27.

Funding from this grant will be used to purchase shrubs for the giveaway.



Below is a summary of Community Environmental Grant Funding for 2023:

Community Environmental Grant Money Dispersed (2023)	Community Environmental Grant Money Under Review	Remaining Funds
\$2,100	\$300	\$7,900

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget: Funding for Community Environmental Grants is included in the 2023 SNC Budget under Communications and Outreach: Partnership Development on pages 90-91.

SNC Policy Adherence: Disbursement of Community Environmental Grants is compliant with the Purchasing Policy – Purchasing Limits/Authorized Buyers – Team Lead’s approved limit of up to \$5,000.

Kelsey Smith

Kelsey Smith,
Stewardship and Outreach Assistant.

Attachments: Community Environmental Grant - Application Letters

Dear Kelsey,

On behalf of the Greely Community Association, I would like to submit our Community Environmental Outreach Grant Application.

The proposal is to hold the 2nd Annual Greely Village Cleanup and Shrub Giveaway on Saturday May 27. This event would be in partnership with the Greely Lions Club, Greely Public School, the City of Ottawa 30th Annual Spring Cleaning the Capital Event, South Nation Conservation and be coordinated by the Greely Community Association.

The goal is to involve Greely residents and our partner groups to clean up debris/garbage throughout the Village. Funds from the Grant would be used to purchase potted trees and shrubs to participating individuals. Culmination of the Cleanup would be held at the Greely Community Centre with the City of Ottawa picking up the materials collected during this event.

If our request is successful, the GCA would follow the guidelines outlined in the Application.

Sincerely,

Doug Thompson
Past President, Greely Community Association