



## Communications Committee Meeting

March 23, 2023





# Agenda Item #1



## Opening Remarks



# Agenda Item #2



## **Approval of Communications Committee Agenda (Supplemental Agenda)**

### **Recommendation:**

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



# Agenda Item #3



## Declaration of Conflict of Interest



# Agenda Item #4



## **Communications Project Update PowerPoint Presentation**



## **Project Update Communications Committee**

**March 23, 2023**





# The Team: Communications and Outreach



**John Mesman,**

Managing Director, Property, Conservation Lands, and Community Outreach

- **Erin Thorne**, Communications Specialist
- **Kelsey Smith**, Stewardship & Outreach Assistant
- **Arielle Noonan**, Stewardship & Outreach Assistant



World Wetlands Day, 2023

## World Wetland Day:

- Saturday, **February 25<sup>th</sup>** at Cooper Marsh Conservation Area, Summerstown
- Over 100 visitors





Ottawa Valley Farm Show, 2023

## Ottawa Valley Farm Show

- Tuesday, March 14<sup>th</sup> to Thursday, March 16<sup>th</sup> at the EY Centre, Ottawa
- Over 13,000 visitors – new record



## SNC Maple Day

- Saturday, March 25<sup>th</sup> from 10 am – 2 pm at the Oschmann Forest in Ormond
- Hot chocolate, coffee, fire pit and scavenger hunt



## 2023 Free Tree Pick Ups

- Giveaways planned for May
- \$500 per municipality allocated from SNC Budget
- Will maintain reservation system and pick-up method introduced in 2020/2021





## Maple Syrup Education Program

- North Dundas District High School Maple Program delivered on March 22<sup>nd</sup>





# Salt Awareness Campaign

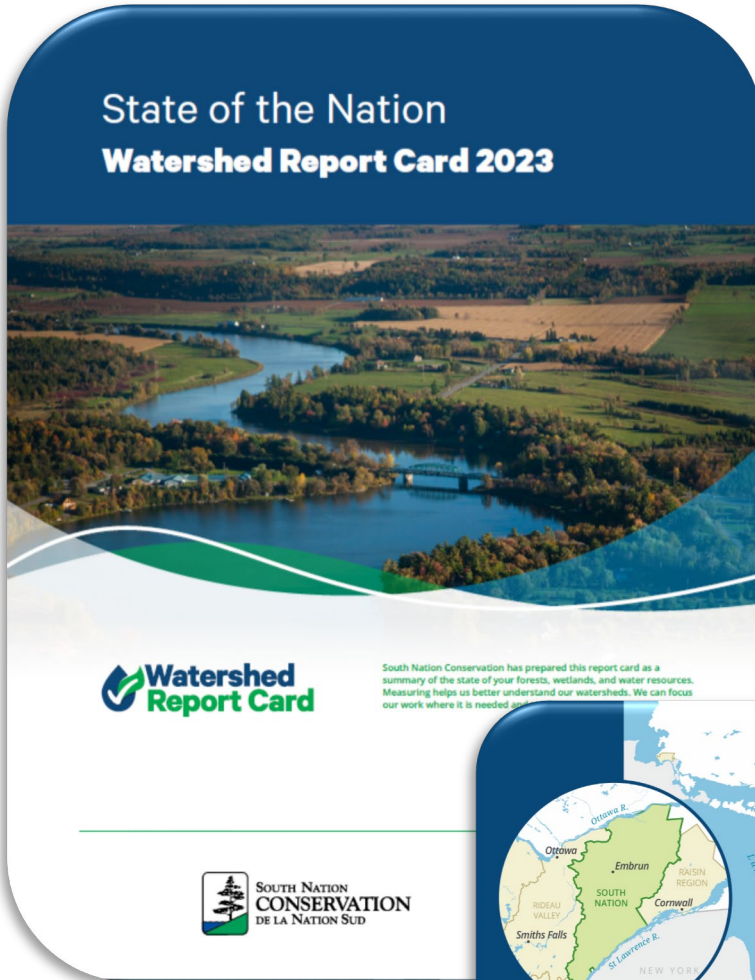


- Updated Salt Awareness and Salt Responsibly campaign infographics
- The new graphic will be included in an information package that will be sent to municipalities and included in the website update





# Watershed Report Card



## State of the Nation Watershed Report Card

- A summary of the conditions of the watershed over the past 5 years
- New maps have been updated with the addition of the City of Clarence-Rockland to SNC's jurisdiction
- Issued online collectively with CO and other participating CAs on World Water Day, March 22nd (going to print this week)





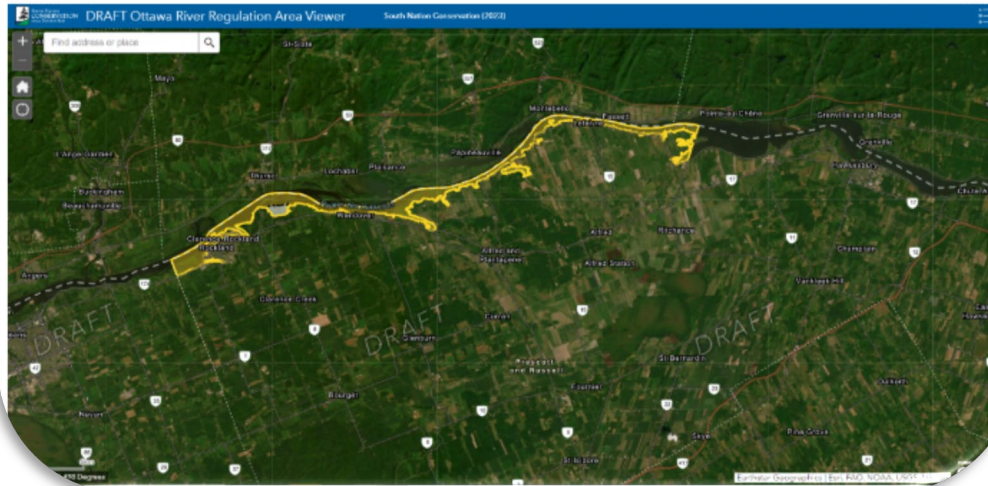
# Public Consultations: Ottawa River



Looking for information for a specific property?

[Click here to access the Interactive Property Map.](#)

This webmap allows residents to enter their address to view where the former and updated regulations limits and floodplain and erosion hazards are present.



## Ottawa River Open House Natural Hazard Mapping

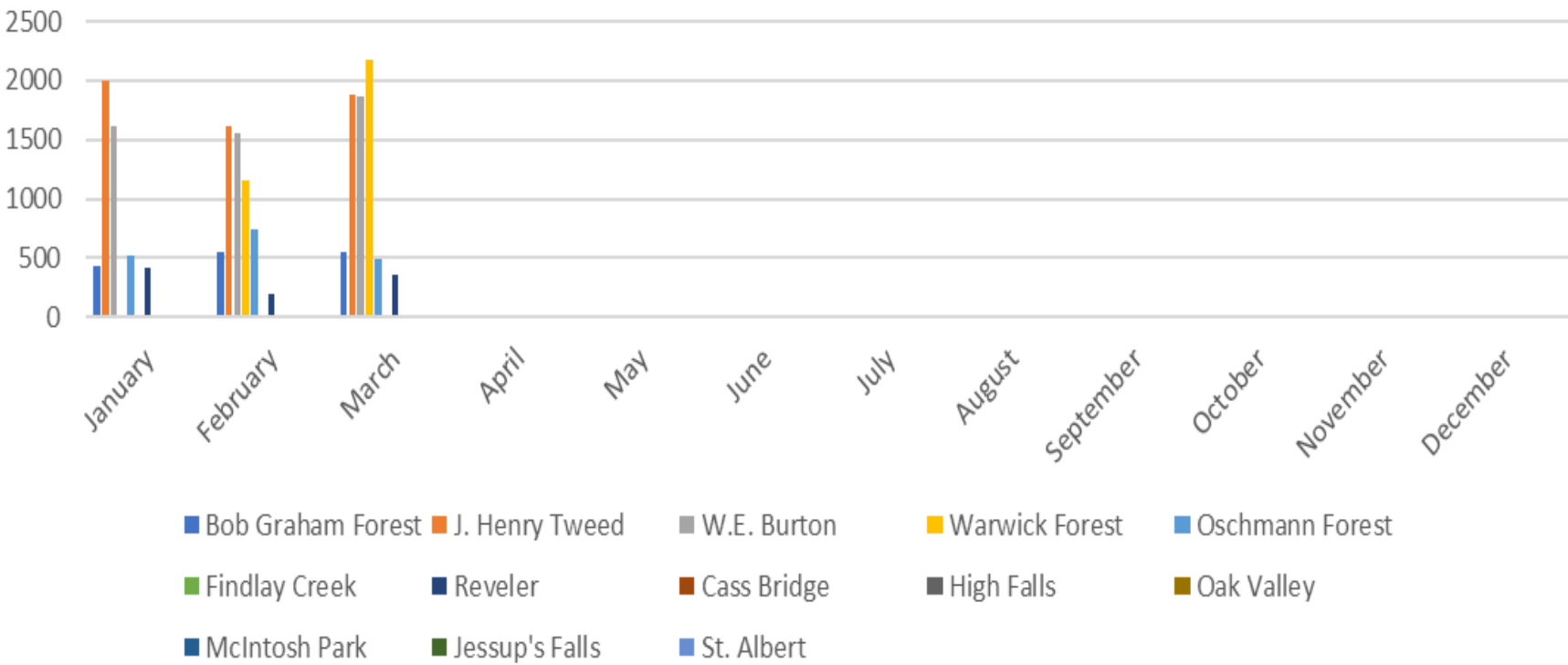
- Wednesday, **March 29<sup>th</sup>**,  
6:00 PM – 8:00 PM
- Lucien-Delorme  
Community Hall in Wendover



# Conservation Area Visitor Stats



2023 Estimated Usage







# Upcoming Workshops



2020 Joint Committee Meeting


- **Forestry Contractors Meeting**  
Friday, March 31<sup>st</sup>
- **Septic Contractors Meeting**  
Thursday, April 6<sup>th</sup>
- **Municipal Information Day**  
Wednesday, April 26<sup>th</sup>



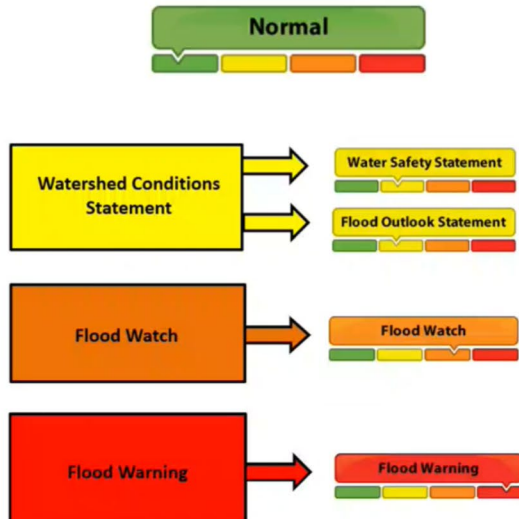
# Flood Forecasting and Warning Workshop



- March 1st, SNC hosted a virtual information day
- Over 65 people from our jurisdiction attended



## Provincial Flood Messages and Icons




The diagram illustrates the relationship between flood conditions and the messages issued by the SNC. At the top, a 'Normal' condition is shown with a green icon. Below this, three conditions are listed in boxes: 'Watershed Conditions Statement' (yellow), 'Flood Watch' (orange), and 'Flood Warning' (red). Arrows point from each condition box to its corresponding message box, which also includes a color-coded icon bar. 'Watershed Conditions Statement' leads to 'Water Safety Statement' and 'Flood Outlook Statement'. 'Flood Watch' leads to 'Flood Watch'. 'Flood Warning' leads to 'Flood Warning'.

Condition	Message	Icon Colors
Normal		Green
Watershed Conditions Statement	Water Safety Statement Flood Outlook Statement	Green, Yellow, Orange, Red
Flood Watch	Flood Watch	Green, Yellow, Orange, Red
Flood Warning	Flood Warning	Green, Yellow, Orange, Red

**Informing municipalities and the public:** Four types of provincial flood messages may be issued by SNC depending on the conditions.

Erin Thorne, Communications Specialist



NH



# Land Securement Program Editorial



## A Lasting Impact: Land Donations Can Help Protect Canada's Ecosystems

Land donations and ecological gifts may hold the key to preserving Canada's vulnerable ecosystems and maintaining natural heritage lands for years to come.

**Sonya Friesen**

**F**orests, marshlands, and valleys — while easily overlooked, these natural backgrounds play host to beloved memories and important ecosystems. As society develops, however, these areas of undisturbed wildlife are becoming few and far between. With increasing populations comes increased pressure to adapt these spaces, making way for urban development. Growing reliance on farming and the rising need for housing are leading to the loss of critically important natural heritage land. Many Canadians don't fully understand the impact this loss has on the environment and future generations.

South Nation Conservation (SNC), one of Ontario's 36 conservation authorities, has made it its mission to ensure the preservation and restoration of ecosystems across Eastern Ontario. Like its conservation counterparts, SNC works alongside local municipalities, from the City of Ottawa through 15 rural municipalities near the South Nation, St. Lawrence and Ottawa Rivers, to support safe and sustainable development, finding ways to balance the demands of society with nature and ecology. The organization focuses on building strong, resilient landscapes that can withstand the impact of climate change while conserving ecologically significant land — creating what can only be described as a living legacy for future generations.

**The power of partnership**

For over 60 years, SNC's Land Securement Program has played an important role in giving landowners peace of mind when it comes to the future of their properties. Land securement by conservation-focused organizations is an effective way to preserve and enhance natural heritage for public benefit. As a result of declining forest cover, biodiversity, and natural habitat, SNC's 16 member municipalities have also

contributed annual funding since 2014 to help secure land through partial purchases, contributing to the 12,000 acres of land now owned by SNC.

From forests to wetlands, each ecosystem plays an important role in the natural world, and Land Securement Programs help ensure that these spaces remain untouched. Conservation authorities are recognized partners of choice for public land management, equipped with the resources and expertise to help manage, conserve, and restore them.

**Your land, your legacy**

SNC can't do it alone. The organization relies on the generosity of like-minded landowners. Otherwise known as ecological gifts, land donations can allow landowners to retain ownership and access tax incentives while giving conservation authorities the power to work their magic, keeping potentially ecologically vital areas free of urban development. Most importantly, they offer property owners confidence in maintaining the integrity and environmental security of their land for future generations.

After retiring as an intensification of farming in the surrounding area, property owners George and Hennie Velema turned to the SNC to preserve their own reforestation work across their 97 acre property, nestled between the South Nation and Raisin Rivers. For the Velemas, donating their land to SNC through the Ecological Gifts Program gave them the comfort of knowing that the property they had nurtured for years would remain a space dedicated to nature long after their retirement.

Conservation authorities like SNC and their local municipalities have worked tirelessly for decades to ensure this beautiful country remains just that. We all have a responsibility to the diverse ecosystems that make up the Canadian landscape — not for ourselves, but so future generations can enjoy the same natural backgrounds so often taken for granted. ♥

**To learn more about South Nation Conservation and their Land Securement Strategy, visit [nation.on.ca](http://nation.on.ca).**

**Contact us at [info@nation.on.ca](mailto:info@nation.on.ca) or call 1-877-984-2048.**

**This article was sponsored by South Nation Conservation.**

**South Nation Conservation**  
DE LA NATION RIVER

- Published an article about our Land Securement Program
- Featured the Land Donor Story of the Velema Family
- Launch date: World Water Day, March 22nd
- It is published in the National Post and online on [truenorthliving.ca](http://truenorthliving.ca)



# Annual General Meeting



SNC Board of Directors Executive

- SNC hosted the 76<sup>th</sup> AGM on March 16<sup>th</sup>, 2023
- The 2022 Annual Report was highlighted at the event and distributed among members of the Board and Committees
- Chair, Pierre Leroux and Vice-Chair, Steve Densham were both re-elected during the meeting for the 2023 term

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- **Approval of Communications Committee meeting minutes of February 21, 2023**

## **Recommendation:**

- The Members approve the Communications Committee meeting minutes of February 21 as submitted.

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## **Update: Social Media and Website**

### **Recommendation:**

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





# Outreach: Social Media Campaigns



Buckthorn is a small shrub native to Europe and Asia and was introduced to North America in the 1800's as an ornamental plant for windbreaks and fencerows. Buckthorn is shade and drought tolerant and is therefore able to grow in a variety of habitats. This allows the invasive to spread quickly along roadsides, woodland edges, and unmanaged fields.

Buckthorn berries are an added food source for local birds; however, the berries have a laxative effect, which ensures the rapid spread of seeds and further invasion of the shrub. Buckthorn forms dense thickets and alters nitrogen levels in the soil, creating better conditions for its growth while discouraging the growth of other species. Advantages like these allow the invasive to outcompete native plants for resources, reducing biodiversity - and decreased plant biodiversity results in lower quality habitat for wildlife.

For more information on buckthorn, how to identify it, and best management practices:

<https://www.invasivespeciescentre.ca/.../invas.../buckthorn/>

#InvSpWk



See insights and ads

Boost post

22

3 comments 9 shares

Like

Comment

Share

Invasive Species Awareness Week Feb. 2023



South Nation Conservation

Published by Hootsuite · December 7, 2022 ·

Did you know that excess road salt can impact drinking water sources? [#SaltingResponsibly](#) can help reduce the salt entering our surface and groundwater sources.

To learn more visit <https://arccg.is/1LbanC1>

Environment Ontario [#SaltResponsibly](#) [#conservationmatters](#)



10

1 comment 5 shares

Like

Comment

Share

Winter Salt Campaign Dec. 2022 – March 2023



# Outreach: Top Posts



**MAPLE DAY – SATURDAY MARCH 25** **SNC is hosting Maple Day activities at the Oschmann Forest...**

Published by Arielle Noonan · 22h ·

Post Impressions

**6,684**

Post reach

**4,487**

Post Engagement

**322**

## Interactions



48



11



0



1



0



0



Reactions

60



Comments

23



Link Clicks

51



Shares

15



Other Clicks

149

Most successful post in the last 28 days



**South Nation Conservation**

Published by Hootsuite · December 2, 2022 ·

Earlier this week, staff were sowing native wildflower seeds to create a pollinator meadow at a roadside site in [North Dundas](#). Thank you to the Township for taking the initiative and completing all the site prep!

The seed mix is locally sourced and contains species suitable for Eastern Ontario. Maintenance of the meadow will consist of mowing the site in 2023 to allow the wildflowers to root while controlling any grass and weeds that come back. The wildflowers will be allowed to grow and flower in the following year.



[See insights and ads](#)

[Boost post](#)



You and 99 others

5 comments 13 shares



Love



Comment



Share

Most successful organic post since Nov. 2022 meeting



# Website Analytics

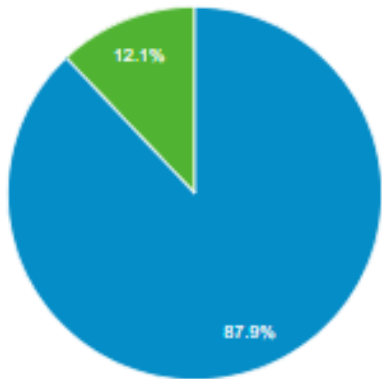


Page ?	Page Views ?
	6.40% <span style="color: red;">▼</span> 58,135 vs 62,109
1. /	
22 Nov 2022 - 22 Mar 2023	8,076 (13.89%)
22 Nov 2021 - 22 Mar 2022	8,386 (13.50%)
% Change	-3.70%
2. /fr/leau/rapports/liste-des-espèces-de-poissons	
22 Nov 2022 - 22 Mar 2023	5,191 (8.93%)
22 Nov 2021 - 22 Mar 2022	465 (0.75%)
% Change	1,016.34%
3. /contact/staff-listing	
22 Nov 2022 - 22 Mar 2023	1,607 (2.76%)
22 Nov 2021 - 22 Mar 2022	1,490 (2.40%)
% Change	7.85%
4. /about/job-opportunities-tenders	
22 Nov 2022 - 22 Mar 2023	1,431 (2.46%)
22 Nov 2021 - 22 Mar 2022	2,424 (3.90%)
% Change	-40.97%
5. /development/find-form	
22 Nov 2022 - 22 Mar 2023	1,364 (2.35%)
22 Nov 2021 - 22 Mar 2022	1,326 (2.13%)
% Change	2.87%

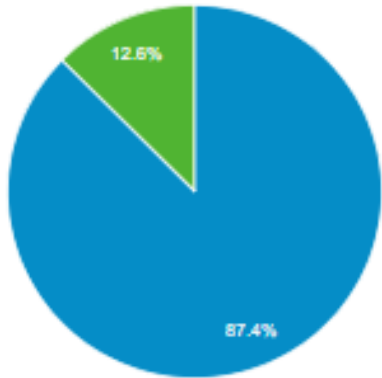
Top 5 pages visited and year-over-year changes in page views

■ New Visitor ■ Returning Visitor

22 Nov 2022 - 21 Mar 2023



22 Nov 2021 - 21 Mar 2022



New and returning visitor stats  
Nov 2022-March 2023 vs. Nov  
2021-March 2022

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## **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.

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## **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.

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## **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

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# Agenda Item #8



## Roundtable Discussion

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

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# Agenda Item #9



**Correspondence (if any)**

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# Agenda Item #10



**Date of Next Meeting:**

**Joint Standing Committee Meeting:**

Wednesday, June 7, 2023 at 9:00 AM at the SNC Office.

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# Agenda Item #11



## Adjournment

### Recommendation:

The Communications Committee meeting of March 23, 2023 be adjourned at \_\_\_\_\_.

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