

**MINUTES OF THE TWENTY-SIXTH MEETING OF THE NORTH BAY-MATTAWA  
SOURCE PROTECTION COMMITTEE  
9:15 AM, THURSDAY, APRIL 15, 2010  
Held at the NBMCA Boardroom, 15 Janey Ave., North Bay**

**1. Administration**

a) Meeting called to order @ 9:15 AM by Chair, Barbara Groves.

**b) Attendance**

<b>S P C</b>	<b>Staff and Liaisons</b>	<b>Regrets</b>
Barbara Groves, Chair	Sue Miller, Manager DWSP	Chuck Poltz (NBPSDHU)
Lucy Emmott (to 11:15)	Rob Pringle, Source Protection Planner	
Ian Kilgour	Francis Gallo, Water Resources Specialist	
Dennis MacDonald	Sue Buckle, Communications Advisor	
John MacLachlan	Neil Gervais, MOE Liaison	
George Onley		
Maurice Schlosser		
George Stivrins		
Laurier Therrien		
Roy Warriner		

c) Declaration of Pecuniary Interest – None

**d) Approval of Agenda**

Motion to Approve Agenda made by Dennis MacDonald, seconded by George Stivrins. **Carried**

**e) Approval of Minutes of February 18, 2010 SPC Meeting**

Minor revisions to the minutes were made to reflect omissions of clarification and an unfinished sentence. A revision was done to the Project Manger’s report record regarding transportation corridors to better reflect the co-operation intended between the committee and Ontario Northland Railway.

Motion to Approve Minutes as amended made by Ian Kilgour, seconded by Dennis McDonald.

**Carried**

Maurice Schlosser expressed his concern about the extent of the study area for the phosphorus study (120 m on either side of any water course within the entire watershed). He feels that the upper parts of the watershed are not the source of significant loads. Sue Miller provided clarification that the purpose of studying all areas is to remove or verify those land uses.

**f) Correspondence**

None.

## **2. Chair's report to SPC**

Committee members expressed that their biggest concern is about feeling rushed through agenda items without appropriate discussion. They feel they are not getting sufficient opportunity to speak and thus some members have fallen silent rather than speaking up. Lucy suggested that discussion items which need further consideration but aren't immediately important should be noted and discussed at a time when there are less pressing issues on the agenda.

## **3. Communications Strategy and Update**

Sue Buckle, Communications Advisor, engaged the committee in a discussion about the past, present and proposed community outreach activities for the Assessment Report process. Sue B pointed out the difference between legislative requirements and the additional consultations that have been run or are planned for the remainder of the process. There were identified shortfalls in the communications program in 2009 due to a staffing change, and this discussion is allowing for improvements to continue.

The presentation identified the purposes of communication, the target audiences, where consultation is occurring, and how the messages are being presented. Some committee comments identified some areas which might require more attention, such as non-print media (radio and television) and opportunities for dialogue to occur in the place of information. George S. identified that businesses within the protection areas need to be kept well informed of the process and how they can be preparing to meet requirements or support the Plan.

One area of concern continues to be the establishment of effective stakeholder communications with the Nipissing First Nation (NFN). Staff should work to engage that community, and investigate resources which would support the continued participation of a representative from the NFN to the SPC.

A suggestion was made that partners and stewards should be recognized for their participation in the work of the SPC. These Certificates could be given as an endorsement to businesses which operate under the policy framework created by the Plan, or go above and beyond the minimum requirements.

Clear and effective communication should be top priority. Some of the suggested strategies include:

- Inclusion of a glossary of terms (especially abbreviations) which are used in each document or in the program
- Clear identification of the Source Protection Committee mandate and Program.
- Emphasizing the work of the SP program in a FAQ section of our website.
- Handouts for the public about other water programs (municipal water delivery/ metering/ treatment, septics, water access, others).
- A timeline posted on the website and presented during consultations that indicates "we are here" in the process

Another “how?” question is how to best reach out to tourists and recreational users of the areas for which we are making policy. Our signs will help spread the message to visitors, especially if they are placed in well travelled points.

#### **4. Project Manager’s Report**

Questions arose about the consultation planned for Mattawa Voyageur Days, specifically of the format it would follow. There was clarification that this was an outreach and cross promotion opportunity. The event attracts a large crowd giving us an opportunity to connect with the community which we have had difficulty engaging in the past. We want to be able to capture the public where they are and where we already have space booked to put up displays and engage members of the public.

Neil expressed concern about the timeline as proposed. After explaining our reasoning for the length of consultation on the Draft Assessment Report, he recommended that the Committee make it very clear that they are asking for a long consultation period.

A motion was made that will accompany the letter asking for a deadline extension and reads as follows:

*That the AR timeline as proposed by staff at the April 15 SPC meeting be accepted by the SPC based on the rationale that consultation in the summer months requires extended consultation time for the process to be valid; and the Chair is directed to respectfully request an extension based on these timelines.*

*Made by Ian Kilgour and Seconded by Dennis MacDonald*

**Carried.**

*Original signed by:*

*Barbara Groves*

*Chair, Source Protection Committee*

#### **5. New Business**

None.

**6. Adjourn**

Meeting adjourned at 12:05 p.m.  
Motion to adjourn by Maurice Schlosser.

**Carried.**

Original Signed By

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Barbara Groves, Chair

Original Signed By

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Sue Miller, Project Manager