

**NORTH BAY-MATTAWA CONSERVATION AUTHORITY
MINUTES
of the**

Annual General Meeting of the North Bay-Mattawa Conservation Authority held at 5:30 p.m. on January 25, 2017 in the North Bay-Mattawa Conservation Authority Natural classroom, 15 Janey Avenue North Bay, Ontario.

MEMBERS PRESENT:

Bonfield, Township of	-	Jane Lagassie	(5:33pm – 6:10pm)
Callander, Municipality of	-	Rob Noon	(5:33pm – 6:10pm)
Calvin, Township of	-	Ian Pennell	(5:33pm – 6:10pm)
Chisholm, Township of	-	Nunzio Scarfone	(5:33pm – 6:10pm)
East Ferris, Municipality of	-	Mike Voyer	(5:33pm – 6:10pm)
Mattawan, Municipality of	-	Carole Curran	(5:33pm – 6:10pm)
North Bay, City of	-	Dave Mendicino	(5:33pm – 6:10pm)
North Bay, City of	-	Jeff Serran	(5:42pm – 6:10pm)
Papineau –Cameron, Township of	-	Alvina Neault	(5:33pm – 6:10pm)

MEMBER(S) ABSENT:

Mattawa, Town of	-	Lorne Mick
North Bay, City of	-	Chris Mayne
Powassan, Municipality of	-	Dave Britton

ALSO PRESENT:

Brian Tayler, CAO, Secretary-Treasurer
Crystal Barnes, Sewage System Inspector
Katelyn Lynch, Water Resources Engineer
Helen Cunningham, Finance/Human Resources Supervisor
Joel Harrison, Water Resources Specialist
Kurtis Romanchuk, Source Protection Specialist
Maria Russell, Accounts Clerk
Paula Scott, Director of Planning and Development
Paula Loranger, Community Relations Coordinator
Rebecca Morrow, Administrative Assistant
Robert Palin, Sewage System Program Manager
Sue Buckle, Supervisor, Communications and Outreach
Sue Miller, Manager, Drinking Water Source Protection

1. Welcome

The Chair welcomed everyone to the meeting and extended regrets on behalf of Chris Mayne, Dave Britton and Lorne Mick.

2. Declaration of Pecuniary Interest

None declared.

3. Adoption of Agenda

After discussion the following resolution was presented:

Resolution No. 01-17, Pennell-Voyer

THAT the agenda be approved.

Carried Unanimously

4. Appointment of Chief Administrative Officer as Chair

After discussion the following resolutions were presented:

Resolution No. 02-17, Lagassie-Pennell

THAT the Chief Administrative Officer be appointed as Chair for the purpose of conducting the election of Conservation Authority Officers. The acting Chair explained to members that he had received correspondence from Chris Mayne stating that he would allow his name to stand for the position of Vice Chair..

Carried Unanimously

Resolution No. 03-16, Neault-Noon

THAT Helen Cunningham and Paula Scott be appointed as Scrutineers for the election of Officers.

Carried Unanimously

5. Appointment of Directors & Officers

The Acting Chair called for nominations for the position of Chair.

Jane Lagassie nominated Dave Mendicino

After a second and third call for nominations and with no response, the following resolution was presented:

Resolution No. 04-17, Pennell-Voyer

THAT nominations for the position of Chair are closed.

Carried Unanimously

The Acting Chair called for nominations for the position of Vice Chair.

Ian Pennell nominated Chris Mayne

After a second and third call for nominations and with no response, the following resolution was presented:

Resolution No. 05-17 Curran-Lagassie

THAT nominations for the position of Vice Chair are closed.

Carried Unanimously

The Acting Chair called for nominations for the Executive Committee.

Mike Voyer nominated the following:

- Rob Noon
- Nunzio Scarfone
- Jane Lagassie
- Ian Pennell

After a second and third call for nominations and with no response, the following resolution was presented:

Resolution No. 06-17, Neault-Voyer

THAT nominations for the Executive Committee are closed.

Carried Unanimously

The Acting Chair asked Rob Noon, Nunzio Scarfone, Jane Lagassie and Ian Pennell if they would accept the nominations, and sit on the Executive Committee for the year 2017. After discussion the following resolution was presented:

Resolution No. 07-17, Serran-Voyer

THAT Nunzio Scarfone, Jane Lagassie, Robb Noon and Ian Pennell are appointed to the Executive Committee for the year 2017 or until the next AGM.

Carried Unanimously

At this point in the meeting the Chief Administrative Officer turned the meeting over to the newly re-elected Chair. The Chair congratulated everyone on their new appointments. After discussion, the following resolution was presented:

6. Adoption of Previous Minutes of December 21, 2016

After discussion the following resolution was presented:

Resolution No. 8-17, Voyer-Curran

THAT the minutes of the meeting held on December 21, 2016 be adopted as written.

Carried Unanimously

7. Board Meeting Schedule

After discussion the following resolution was presented:

Resolution No. 09-17, Serran-Noon

THAT the following regular meeting dates of the Board of Directors be approved.

Wednesday January 25, 2017
Wednesday February 22, 2017
Wednesday March 22, 2017
Wednesday April 26, 2017
Wednesday May 24, 2017
Wednesday June 28, 2017
July No Meeting
Wednesday August 16, 2017
Wednesday September 27, 2017
Wednesday October 25, 2017
Wednesday November 22, 2017
Wednesday December 20, 2017

Carried Unanimously

8. Appointment of the Solicitor

After discussion the following resolution was presented:

Resolution No. 10-17 Neault-Curran

THAT the Peter Leckie be appointed as solicitor for the Conservation Authority for the year 2017.

Carried Unanimously

9. Appointment of Auditor

After discussion the following resolution was presented:

Resolution No. 11-17 Scarfone-Pennell

THAT the BDO be appointed as auditors for the Conservation Authority for the year 2017.

Carried Unanimously

10. 2017 Banking & Borrowing Resolution

After discussion the following resolution was presented:

Resolution No. 12-15, Lagassie-Noon

THAT TD Bank be appointed to provide banking services for the Conservation Authority for the year 2017 and,

THAT staff be authorized to borrow from the TD Bank up to \$300,000.00 for the year 2017.

Carried Unanimously

11. 2017 Budget - referral to the Executive Committee

After discussion the following resolutions were presented:

Resolution No. 13-17, Neault-Pennell

THAT the 2017 Budget be referred to the Executive Committee for a recommendation to the Full Authority Board in February.

Carried Unanimously

Resolution No. 14-17, Curran-Voyer

THAT the next Executive Committee meeting be held in the Marc Charron Boardroom at 15 Janey Ave North Bay Ontario at 5:00 pm on February 1, 2017.

Carried Unanimously

12. Communications

Sue Buckle gave the members an update regarding Communications and outreach. After discussion the members thanked Sue for her update, and the following resolution was presented:

Resolution No. 15-17 Curran-Scarfone

THAT the Communication board report is received and appended to the minutes of this meeting.

Carried Unanimously

13. New Business

Brian provided an update on the Ski Hill funding ask. The members thanked Brian for his update, and as well thanked Nunzio Scarfone and the township he represents, Chisholm for coming on board. Brian Tayler discussed with members an upcoming training session with BDO. More details and a date will be available soon. Additionally, Brian Tayler discussed with members the topic of a watershed tour which will be scheduled tentatively for September 23, 2017. Jane Lagassie informed members that the Environment Act, Forestry & Sustainability Act are currently being reviewed.

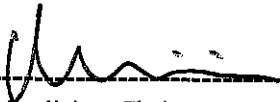
14. Adjournment (6:10p.m.)

As there was no further new business, the following resolution was presented:

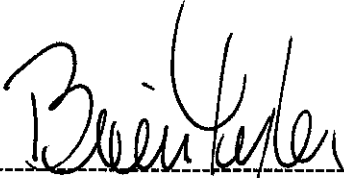
Resolution No. 16-17, Noon-Voyer

THAT the meeting be adjourned, and the next meeting be held at 5:30 pm Wednesday February 22, 2017 at the Authority Office, 15 Janey Avenue, North Bay, Ontario or at the call of the Chair.

Carried Unanimously



Dave Mendicino, Chair



Brian Tayler, Chief Administrative Officer, Secretary Treasurer

TO: The Chairman and Members of the Board of Directors,
North Bay-Mattawa Conservation Authority

ORIGIN: Sue Buckle, Supervisor, Communications and Outreach

DATE: January 25, 2017 Board Meeting

SUBJECT: Communications and Outreach Update

Background:

NBMCA's mission and vision call for NBMCA to provide leadership in watershed management through promotion of conservation awareness in cooperation with others. To achieve this, a variety of outreach, engagement and communication strategies and initiatives are implemented. Raising public awareness of NBMCA, our role as watershed managers and engaging the community in their collaborative role as stewards of our watershed is one of NBMCA's Strategic Goals.

The attached Report highlights NBMCA outreach, engagement and communication initiatives for Dec/Jan and identifies upcoming events for the Board's information and participation where noted.

Analysis:

Media coverage is a key component of our communications initiatives to reach the broader community. We are proactive in inviting the media to showcase programs and initiatives to help the community better understand the role of NBMCA and the scope of work we do.

Communications facilitated an interview regarding NBMCA's snow survey with Water Resource Specialist Joel Harrison and Water Resource EIT Katelyn Lynch who both did an excellent job with the interview. They explained what is done and how it plays an important role in our flood forecasting program. The feature aired on January 16, 2017.
<http://northernontario.ctvnews.ca/video?clipId=1036723>

At this time I'd also like to acknowledge the work of local CTV news reporters Linda Holmes and Cindy Males, both of whom will be retiring from CTV in the next few months. They have provided balanced and informative reporting of NBMCA initiatives. They have also been fair and reasonable when the news related to potentially controversial issues.



Recommendations:

That the Board receives and accepts the Report and appends it to the minutes of this meeting.

RECOMMENDED RESOLUTION:

None required.

Handwritten signature of Sue Buckle in black ink.

Handwritten signature of Brian Tayler in black ink.

Communications & Outreach Update

Report to the Board – January 25, 2017



January 18, 2017

Presentation to Canadore College Environmental Management Certificate Students - GEO 120 – Applied Geomatics II
Re: NBMCA and How GIS is used to support work at NBMCA (GIS Specialist)



February 27 – March 3

Invasive Species Awareness Week - Social Media Awareness Campaign – Partner with Ontario Invasive Plant Council, Invasive Species Centre and Forests Ontario. (Communications)

March 23 (8:45 am -12:30)

Municipal Workshop – Roads & Bridges
Strategies to protect municipal investment in capital works, reduce long-term maintenance costs while complying with NBMCA & DFO requirements for working near water (DWSP, Engineering, Communications)

Facebook Summary

1. NBMCA (4 posts December 16-January 16)

December 16 – Snow Survey Results - NBMCA is reporting that snow depth is above average, but water content is low, as part of its Flood Forecasting and Warning Program. View full release

here: <http://www.nbmca.on.ca/news.asp?id=138>



December 22 - Happy Holidays! Office closed December 23 at noon reopening January 3 at 8:30am!



January 4 – Snow Survey Results - Snow Levels Above Average and Water Content on the Rise. Approximately 15 cm of snow has accumulated and water content more than doubled since the last survey completed in mid-December.

<http://www.nbmca.on.ca/news.asp?id=138>

January 13 - The Mattawa River Canoe Race was originally a three day, 196km race from Ville-Marie, Qc to North Bay. NBMCA took over responsibility of the race in 1976 changing it to the current 64km from North Bay to Mattawa. Celebrating 41 years on July 29, 2017! Join us by registering at <http://www.mattawarivercanoerace.ca/>



2. Chippewa Creek EcoPath (4 posts – December 16-January 16)

December 16 – Snow Survey Results

December 22 – Happy Holidays

January 4 – Snow Survey Results

January 13 - EcoPath's Benny the Burbot wants to talk history - Chippewa Creek and the City of North Bay.

To learn more about the History of Chippewa Creek in the City of North Bay:

<http://chippewaecopath.ca/.../North-Bay-and-Chippewa-Creek.as...>

 North Bay & Chippewa Creek

"Once upon a time, when North Bay was growing, Chippewa Creek was very polluted! I could hardly breathe through my gills. Thanks for putting your garbage in a container and for keeping your dog's poop out of the Creek. You're making me smile!"



Twitter Summary

1. NBMCA (3 posts)

December 16 – Snow Survey

December 22 – Happy Holidays

January 4 – Snow Survey Results

2. Chippewa EcoPath (4 posts)

December 16 – Snow Survey Results

December 22 – Happy Holidays

January 4 – Snow Survey Results

January 13 - EcoPath's Benny the Burbot wants to talk history - Chippewa Creek and the City of North Bay. Learn more at [http://chippewaecopath.ca/Pages/North-Bay-and-Chippewa-Creek.aspx ...](http://chippewaecopath.ca/Pages/North-Bay-and-Chippewa-Creek.aspx...)

3. Mattawa River Canoe Race (4 posts)

December 22 – Happy Holidays

January 4 – Race Roster update

January 10 - Hope everyone had a great [#holiday](#). Did you get a new [#canoe](#) [#kayak](#) [#SUP](#) during the holidays! Register for 2017 Race

<http://www.mattawarivercanoerace.ca/>

January 13 - [#FactFriday](#) Originally 3 days 196km - Ville-Marie, QC-North Bay, ON. In 1976 NBMCA made it 64km from N. Bay-Mattawa.

<http://www.mattawarivercanoerace.ca/>



Social Media Summary for past 28 days:

Twitter:

395 Followers (+5)

44% Male / 56% Female

Tweet impressions: 3,408 (+126.3%)

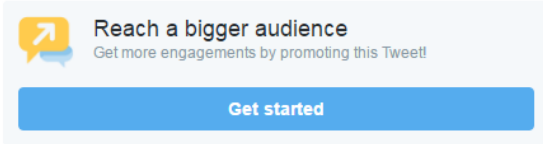
On average 128 people/day see an NBMCA tweet

Tweet activity

×



NBMCA @theNBMCAs
 How does measuring snow depth in January help with NBMCA's spring flood forecasting? Find out on @CTVNorthernNews
[http://northernontario.ctvnews.ca/video?clipId=1036723 ... pic.twitter.com/urNio21rlb](http://northernontario.ctvnews.ca/video?clipId=1036723...pic.twitter.com/urNio21rlb)



Reach a bigger audience
 Get more engagements by promoting this Tweet!

[Get started](#)

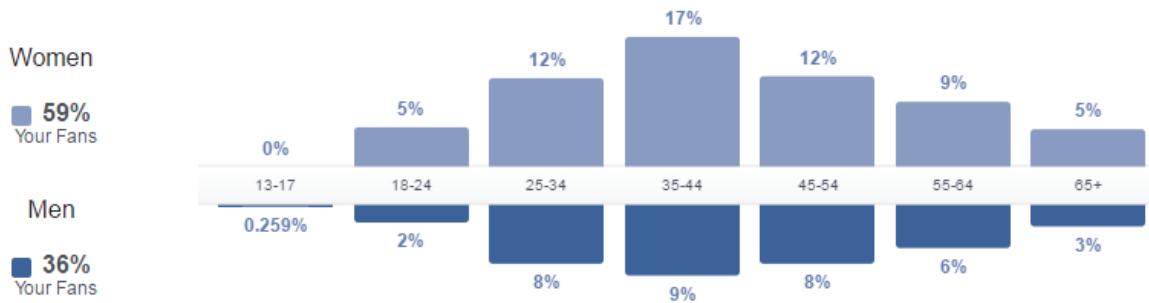
Impressions	912
Total engagements	13
Media engagements	5
Retweets	3
Likes	2
Link clicks	1
Detail expands	1
Profile clicks	1

Facebook:

Reach – 1,760


























Engagement – 196 (-82%) (Note: in last 7 days 130 +1525%)

The people who like your Page



Your 5 Most Recent Posts >

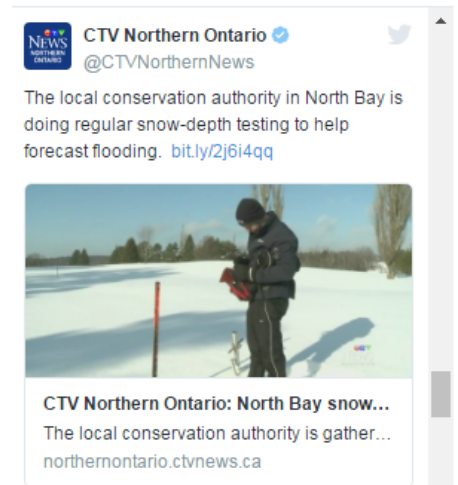
■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/18/2017 8:52 am	 How does measuring snow depth in January help with NBMCA's			686 	20 17 	▶ \$23.38 Left Boosted: \$3.62
01/17/2017 10:05 am	 Snow depth and water content continue to measure above season			261 	4 1 	Boost Post
01/16/2017 2:58 pm	 North Bay-Mattawa Conservation Authority shared Kaye Edmond			50 	0 0 	Boost Post
01/16/2017 2:58 pm	 North Bay-Mattawa Conservation Authority shared Wendy Edmond			86 	5 2 	Boost Post
01/13/2017 2:39 pm	 The Mattawa River Canoe Race was originally a three day, 196k			521 	40 16 	Boost Post

See All Posts

Media Coverage:

Snow Survey Readings for January 2 and 16 (print, web, radio)
 Snow Survey & Flood Forecasting – What’s the Connection – CTV
<http://northernontario.ctvnews.ca/video?clipId=1036723>



NBMCA’s 2017 Digital Communications

Websites:

- nbmca.ca
- chippewaecopath.ca
- actforcleanwater.ca
- restoreyourshore.ca
- mattawarivercanoerace.ca

Twitter:

- @theNBMCA
- @ChippewaEcoPath
- @MRcanoerace

Facebook:

- facebook.com/NBMCA
- facebook.com/ChippewaCreekEcoPath

YouTube Channel:

<https://www.youtube.com/channel/UCQqtf0Cc8C6Tv4daT4MPaGw>