



**GREY SAUBLE CONSERVATION AUTHORITY
MINUTES
Full Authority Board of Directors
Wednesday, October 24th, 2018, at 1:20 p.m.**

The Grey Sauble Conservation Authority Board of Directors meeting was held at the Conservation Authority Administration Centre located on Inglis Falls Road.

1. Call to Order

Chair Cathy Little called the meeting to order.

Directors Present – Alan Barfoot, Jaden Calvert, Sue Carleton, Harley Greenfield, Scott Greig, Dick Hibma, Cathy Little, John McGee, Bob Pringle, and Ana Vukovic

Director Absent – Paul Eagleson

Staff Present – Sonya Skinner, Tim Lanthier, Gloria Dangerfield, Vicki Rowsell, Jason Traynor, and Doreen Robinson

Guests – Lorne Kirshenbaum, Bill Moses, and Don Sankey

2. Adoption of Agenda

Motion No.:	Moved by:	Bob Pringle
FA-18-088	Seconded by:	Dick Hibma

THAT the Grey Sauble Conservation Authority Board of Directors approve the Agenda of October 24th, 2018, as amended, with the addition of the following Item, Under 7 c) add Item 3) Agricultural Lease – Albemarle Township;

Carried

3. Disclosure of Pecuniary Interest

The Directors were reminded to disclose any pecuniary interest that may arise during the course of the meeting. No disclosures of pecuniary interest were expressed at this time.

4. Adoption of Minutes

Motion No.: **Moved by:** **Alan Barfoot**
FA-18-089 **Seconded by:** **John McGee**

THAT the Grey Sauble Conservation Authority Board of Directors approve the minutes of September 26th, 2018.

Carried

Alan Barfoot noted that Sonya Skinner is in the process of sending a letter to the Minister of Natural Resources and Forestry and to Bill Walker, MPP, Bruce Grey Owen Sound, requesting their stance on addressing invasive phragmites, given their impact on wildlife habitat, agriculture, tourism, property values and more.

5. Business Out Of Minutes

1) Strategic Communications Brief

Lorne Kirshenbaum, the Authority's communications consultant, described the process of discovery with the goal of creating a master brand and communication strategy, including engagement of the GSCA leadership team and the Foundation. A better brand strategy will support more effective marketing and relevant market differentiation, supporting the achievement of GSCA's goals.

The Master Communications Brief presented seeks to distill the complex story of why GSCA exists, will direct the creation of all future GSCA communications, and act as a teaching tool for the uninitiated and for the initiated.

The proposed next steps included updates based on feedback, and audit of current communications to develop a priority project list, and the creation of a 2019 Communication Plan and budget.

Board feedback included:

- It is important that if GSCA's voice is authoritative it does not come across as condescending.
- There was support for the proposition that many people who live here take for granted the exceptional natural environment that visitors treasure and we can build on the local "pride of ownership" concept.
- Consult with the Beaver River Watershed Initiative and other volunteer/stakeholder groups. Share things like the Watershed Report Card with them to further engage them to be our ambassadors.
- After the research and data collection has been completed, what is the most important next step? Lorne indicated there is no silver bullet, however he believes that further work may confirm that the Watershed Report Card is an extremely important communication document to be updated, a simple anthem video giving people an

understanding on our “why” and “who” we are could be created, and much more effort in open houses and meetings with the various associations will be effective and worth their investments.

- It was questioned if there is a projection as to how much changes in communications will affect self generated revenue. The CAO noted that our Strategic Plan sets a target increase of 5% per year, however our definition of success is not just money, and communication effectiveness must also measure environmental outcomes and our success in convincing people to act differently.
- Lorne confirmed the plan will address which media would be effective in communicating our messages.
- There was support for investing in effective communication vehicles, as the printing or circulation costs won't change if we move up to first class products.
- It is important to show the benefits of living here to the locals, not just to have tourists use it with no local benefits.
- Don Sankey, Chair, GSC Foundation, advised that the Foundation is in support of moving forward with improved communications, and the CAO thanked Don and the Foundation for their help in funding and providing input to this strategic communications work.
- The CAO also thanked Lorne for his skilled advice, and staff for their contributions to this important initiative.

Motion No.:
FA-18-090

Moved by:
Seconded by:

Jaden Calvert
Sue Carleton

WHEREAS the GSCA Board-endorsed Strategic Plan text asks staff to deliver overarching GSC Communications Plan, and

WHEREAS GSCA staff have consulted a professional for advice, to enhance communications expertise and delivery, and engaged the Foundation in this process,

THAT the Board support the Master Marketing Communications Brief and the next steps that include the auditing of current communications, the creation of a priority project list including brand identity (logo) and website updates, and proceed with creating a 2019 Communications Plan and Budget.

Carried

2) Risk Management Guideline

Tim Lanthier, Lands and Habitats coordinator provided a brief overview of the intentions of the Risk Management Guidelines and confirmed Board members' comments are incorporated.

Gloria Dangerfield provided an overview of how existing tablets, GPS and inspections for trails are being leveraged to improve GSCA's risk management.

Scott Greig asked if staff are too focused on problems and spending time looking for them. Staff explained that under the Occupiers Liability Act, as a landowner, we need to ensure our properties are safe to a reasonable extent. The risk-related work proposed in the guideline and the new uses of technology are not increasing the GSCA staff efforts yet are making them more effective. Alan Barfoot commented that the approach appears like the maintenance standards for roads based on their use levels.

Scott Greig also asked if GSCA could combine its waiver signoff documents for participants with others, so people don't have to sign multiple sheets. Staff indicated that this is not practical due to legal costs and the time involved for one-of events but may be practical for ongoing or multiple use activities. Cathy Little confirmed with staff that the indemnification agreements with Nordic Ski Clubs already work this way.

Jaden Calvert asked if GSCA inspects trails during the winter when the normal operations and maintenance activities such as washroom and garbage are not occurring. Staff confirmed that inspections do not occur in the winter other than the plowed areas at Inglis Falls, unless staff are alerted that there is an issue.

John McGee suggested that signage include that if property is damaged, the public can let GSCA know so we can help, and Ana Vukovic agreed that many people have cell phones today. Harley Greenfield commented that every employee is effectively an inspector wherever they go.

Motion No.: **Moved by:** **Sue Carleton**
FA-18-091 **Seconded by:** **Alan Barfoot**

WHEREAS Grey Sauble Conservation Authority has committed a strategic initiative to enhance current land management practices, including a renewal of land management policies;

AND WHEREAS staff have prepared and presented the Board of Directors with both draft and final versions of a Risk Management Guideline;

THAT the Grey Sauble Conservation Authority Board of Directors endorse the Risk Management Guideline as presented.

Carried

6. Consent Agenda

Motion No.: **Moved by:** **Scott Greig**
FA-18-092 **Seconded by:** **Harley Greenfield**

THAT in consideration of the Consent Agenda Items listed on the October 24th, 2018, agenda, the Grey Sauble Conservation Authority Board of Directors receives the following items: 1) Environmental Planning - Section 28 Permits – September 2018; 2) Administration - Receipts and Expenses – September 2018; 3) Minutes: a) Foundation - September 19th, 2018; 4) Correspondence – a) Special Audit of the Niagara Peninsula Conservation Authority;

Carried

7. Business Items

- a) Water Management – nothing at this time
- b) Environmental Planning
 - 1) Update on Existing and Proposed Municipal Planning MOU's

Since the SVCA Board's decision to not offer Natural Heritage comments in their watershed, GSCA has started discussions with the affected counties and local municipalities that we share. Bruce County is running an RFP for consultants to provide the service, and have indicated they are interested in discussing GSCA providing county-wide service. Discussions have also been held with SVCA and Grey County.

- c) Lands Update
 - 1) Fee Update for User Groups on GSC Lands (ski clubs and snowmobile clubs)

Tim Lanthier presented that GSCA frequently signs land-use license agreements with groups wishing to use GSCA properties for activities such as Nordic skiing, snowmobiling, mountain biking, and trail running.

Staff recognize that these activities are good for our community. However, as part of our risk management responsibilities, we are required to prepare and sign license agreements to allow the uses, to regulate activities and to limit GSCA's exposure to liability. A substantial amount of staff time goes into administering these license agreements.

Staff are recommending that an administrative fee of \$100 per license agreement be charged for the following activities:

- Formal snowmobile club trail access;

- Formal nordic ski club trail use;
- School or youth group mountain bike events; and,
- School or youth group trail running events.

Further, staff recommend the negotiation of an annual lease agreement with the Bruce Ski Club for exclusive use of the site from November to April, and non-exclusive use of the site from May to October for storage of their equipment and structures. Staff recommend targeting a rate of \$500 per year for the use of the Hepworth Management Area (Sawmill Nordic Centre) property, rising annually to \$1000 per year at the end of five years. It is intended that this fee would cover the staff costs of administering and managing the license agreement and would partially offset the land taxes (currently \$470 per year) and insurance paid by GSCA on this property (it is about \$66,000 to cover the 80 property groupings insured by GSCA).

The following points were made.

- The board questioned whether this could be perceived as a money grab, for example requiring separate agreements for every event. Staff clarified that this is a per agreement cost, and if requestors could combine multiple requests into one agreement their costs would reduce.

Scott Greig left the meeting at 3:30 p.m.

- Harley Greenfield commented that he could see the snowmobile clubs being charged user fees but is not in favour of school groups being charged, as it is important for children to reduce screen time and have outdoor activity. Sonya Skinner agreed, however under this proposal individual children or class uses are not charged, as the fee applies only to organized events, often involving multiple schools. Overall schools receive about \$27,000 Million (i.e. 27 Billion) in provincial funding while the 36 Conservation Authorities in Ontario share \$7 Million.
- The Forest School's rent for the the Arboretum Pavilion pays \$30 per day.
- The Bruce Ski Club literature indicates that they have about 900 members and 1600 day users per year, with a revenue of \$40,000. Our most current agreement with them is dated 1990, and there has never been a cost. The lease should not preclude the option of selling the property, to the ski club or others.
- The agreements should include that the event recognize GSCA in their communications.

Motion No.: **Moved by:** **Dick Hibma**
FA-18-093 **Seconded by:** **Bob Pringle**

WHEREAS, GSCA has specific user groups that request exclusive or semi-exclusive use of a GSCA property or a portion thereof;

AND WHEREAS, certain user groups charge their members a fee for use;

AND WHEREAS, GSCA may enter into agreements with private organizations or individuals;

AND WHEREAS, GSCA may prescribe fees for the use of Conservation Authority lands;

THAT the Board of Directors prescribe an administrative fee of \$100 for clubs or groups, such as OFSC snowmobile clubs, Nordic skiing clubs or groups, and school or youth group race events requesting exclusive or semi-exclusive use of a GSCA property or a portion thereof.

FURTHER THAT the Board of Directors authorize staff to negotiate an annual lease agreement with the Bruce Ski Club targeting a rate of \$500 per year for the use of the Hepworth Management Area property, with a five (5) year ramp up to \$1000 per year.

Carried

Harley Greenfield was opposed to this motion.

Scott Greig returned to the meeting at 4:00 p.m.

Bob Pringle left the meeting at 4:00 p.m.

- 2) Administration Centre – Basement renovations and concept Design – check-in

Lands Management Staff have completed an initial visual review of the Administration Centre building and have solicited comments from all full-time staff on their perceived needs and wants for a revitalized Administrative Centre, including office space for current and predicted future staffing needs, spaces for hosting events, meetings and education, improvements to the public reception area and displays, an energy audit and updates of information technology, electrical, and HVAC infrastructure, including an energy audit; renovating the entrance, washrooms and kitchen to accessible standards and a new roof.

Staff recommend proceeding to an RFP/RFQ for a concept design, in line with the 2018 budget which included the use of up to \$20,000 from reserves for this purpose.

Staff also recommend proceeding now with a tender for the construction of non-structural walls that will separate the education/Board meeting room from a smaller meeting room.

The following discussion was held:

- Sue Carleton and others indicated support for accessibility improvements, and raised a question of when and how this requirement is triggered.
- Harley Greenfield questioned whether this building has outlived its purpose and the investment would be better placed elsewhere. Tim Lanthier indicated that once the cost to change this building is known it will be compared to other options, including consideration of a high performance building, as was built by the Mississippi CA.

Motion No.: **Moved by:** **Scott Greig**
FA-18-094 **Seconded by:** **John McGee**

WHEREAS the budget for 2018 included the development of a concept plan for the Administration Centre, funded up to \$20,000 from Reserves,

AND WHEREAS the overall notional needs for the Administration Centre improvements as set out in the Asset Management Plan is \$600,000 from Reserves, and

THAT the Board of Directors support in principle the immediate and cost-effective changes to improve the basement meeting and educational spaces, and overall needs and wants for the building that were recommended by staff,

AND FURTHER THAT staff proceed to procure prices for construction of the basement changes with an award decision to be based on a fair confidential internal estimate for the work and tender a Request for Proposal for a consultant to develop the concept plan.

Carried

- 3) Agricultural Lease – (Follow up) Lot 31, Concession 1, WBR, Albemarle Township (Town of South Bruce Peninsula)

Board motion number FA-18-065 stated that the current lease for pasturing of livestock on GSCA property at Lot 31, Concession 1 WBR, Albemarle in South Bruce Peninsula would not be renewed due to ecological concerns related to cattle entering Isaac Lake.

GSCA staff conveyed this information to the current Lessee (the adjacent landholder), who indicated he is willing to fence the livestock to maintain a buffer between the livestock and the lake, to run a water line to pump water up to the livestock, and to an increased lease rate.

Motion No.: **Moved by:** **Dick Hibma**
FA-18-095 **Seconded by:** **Jaden Calvert**

WHEREAS, The GSC Board of Directors has passed motion FA-18-065 for GSCA Staff to terminate the lease relationship on this property at the end of the existing term;

AND WHEREAS Staff have had follow up discussions with the Lessee following notification of termination of the lease;

AND WHEREAS Staff have reached an amiable solution with the Lessee that addresses GSCA's previously raised concerns and the Lessee's needs;

THAT the Board of Directors authorize staff to negotiate a new 5-year lease with the current lessee.

Carried

- d) Forestry – nothing at this time
- e) DWSP/RMO Report – nothing at this time
- f) Community Relations – nothing at this time

- g) Administration
 - 1) Update on GIS Activities

GIS Day is being held on November 14th, 2018, from 9:00 a.m. to 7:00 p.m. at the Grey County Building. It is hosted by Grey Sauble Conservation, City of Owen Sound, and Grey County. On display will be the stereo system, the sand box, and the County drone.

2) CAO's Update

- A Special Audit of Niagara Peninsula Conservation Authority was recently released by the Office of the Auditor General of Ontario, and a copy of the recommendations was included in the Consent portion of the agenda. Board members and staff at CAs should be familiar with the Auditor's findings.

Jaden Calvert left the meeting at 4:40 p.m.

- Dick Hibma indicated that there had been complaints about the Niagara Peninsula Conservation Authority from a number of sources, and the ministry or government asked the Provincial Auditor to look into them, and Dick also clarified the history of several recommendations.

Remainder of CAO Report

- GSC has initiated a friendly appeal to the Township of Georgian Bluffs' Zoning By-Law, as the GSC natural hazard mapping was not included. GSC has delegated authority to act on behalf of the province on natural hazard matters under the Planning Act.
- Due to more rain, staff has made a recommendation to lift the Level 1 Low Water Conditions status after November 1st, pending the approval of the Low Water Committee.
- Elaine VanDenKieboom, Ecological Lands Technician, is attending a CA Areas conference which was paid for through a bursary.
- The Meaford Big Red Chair, which was at Bognor Marsh, is leaving that area and will possibly be placed in Hibou in the spring.
- The resurfacing of Jones' Falls bridge has been completed.
- The Arboretum Alliance held a visioning Meeting, with a very positive discussion of how the Arboretum could evolve, led by Chair Brian Murray. The proposed vision will be presented to the GSC Board in the future.
- A plaque dedication ceremony was held on October 13th, 2018, in memory of Jack Westlake, an Arboretum Alliance member who passed away suddenly this year. His wife has donated \$2,000 towards the Arboretum Alliance.
- GSC is very grateful for a donation of \$7,066 from the Peninsula Adventure Sports Association for improvements at the Spirit Rock Conservation Area, which is the profits from their 2018 multisport race.
- In response to the recent Board question about the number of rented portable washrooms, GSCA has two 2 at Inglis Falls (temporary due to breakdowns) and 2 at Eugenia Falls (required due to volume of visitors).
- The TD Friends of the Environment Foundation has generously granted GSC's educational programs \$2,060 to purchase enough binoculars for a class, guidebooks, and 2 tablets for wildlife and plant identification apps.
- Justine Lunt will be taking on the Environmental Planner position. Justine had been working with Carl Seider in Drinking Water Source Protection and will continue to work there one day a week.
- Karen Gillan will be returning to Drinking Water to take on the role of Drinking Water Source Protection Program Supervisor effective November 5th, 2018, and will also continue to provide some support to the GSC's Communications Program.
- Considering the legalization of marijuana, a general review of policies for staff and Board members indicates that the current policies cover all parties continuing to display responsible behaviour. As there are many entities drafting marijuana-related policies, GSC will take a wait and see approach and build on emerging best practices.

8. Chair's Report

The Chair has been busy with her campaign, however, has continued to attend GSC-related meetings, including the Grey Bruce Healthy Communities Partnership meeting on Friday.

She looks forward to the business of Council and GSC Board, and is interested to see the upcoming Board composition.

Cathy said it has been a great pleasure and honour to work with the Board and staff.

9. Other Business

- a) Committees – Minutes – nothing at this time for the following:
 - 1) Friends of Hibou; 2) Staff; 3) Forestry; 4) Indigenous;
 - 5) BRWI
- b) Next Meeting – November 28th, 2018 at 1:15 p.m.

10. Closed Session – nothing at this time

11. Adjournment – On motion by the Chair, the meeting adjourned at 4:54 p.m.

Cathy Little
Chair

Doreen Robinson
Administrative Assistant

The October 24th, 2018, set of GSCA BOD's minutes was approved by the BOD's at their meeting held on November 28th, 2018.