



**Minutes of the Meeting of the Wintergreen Fund for Conservation
held on Wednesday, January 12, 2022 via ZOOM meeting, Timmins, ON**

Present: Claude Beaudin, Joy Galloway, Kees Pols, Mark Joron, Michèle Lepage, Scott Tam, Rock Whissell, Crystal Percival, Dave Vallier, Jennifer Bonsall

Regrets: Brenda Torresan, Jim Duncan, Laurent Robichaud

1.0 Call to Order: M. Joron called the meeting to order at 4:00 p.m.

2.0 Additions to the Agenda: New Business: CCRF Wintergreen Commitment

3.0 Approval of Previous Minutes

Proposed by: Kees Pols

Seconded by: Joy Galloway

THAT the Minutes of the Wintergreen Fund for Conservation Regular Meeting held on December 8, 2021 be adopted as circulated.

January 12, 2022

Carried

4.0 Board Elections

Due to the challenges of meeting throughout the COVID-19 pandemic, the decision was made to elect a Chair, Vice Chair and Treasurer for a one-year term for 2022 and return to standard election processes in 2023. D. Vallier assumed the Chair to conduct the 2022 Board Elections.

A request for nominations for the Chair was called. K. Pols nominated M. Joron. C. Beaudin seconded the nomination. There were no further nominations after being called three times. M. Joron accepted the nomination and was therefore declared to be the Chair for 2022.

Proposed by: Kees Pols

Seconded by: Claude Beaudin

BE IT RESOLVED THAT Mark Joron be appointed as the Wintergreen Fund for Conservation Chair for 2022.

January 12, 2022

Carried

A request for nominations for Vice-Chair was called. C. Beaudin nominated S. Tam. J. Galloway seconded the nomination. There were no further nominations after being called three times. S. Tam accepted the nomination and was therefore declared to be the Vice-Chair for 2022.

*Proposed by: Claude Beaudin
Seconded by: Joy Galloway*

BE IT RESOLVED THAT Scott Tam be appointed as the Wintergreen Fund for Conservation Vice-Chair for 2022.

January 12, 2022

Carried

A request for nominations for Treasurer was called. M. Joron nominated K. Pols. C. Beaudin seconded the nomination. There were no further nominations after being called three times. K. Pols accepted the nomination and was therefore declared to be the Treasurer for 2022.

*Proposed by: Mark Joron
Seconded by: Claude Beaudin*

BE IT RESOLVED THAT Kees Pols be appointed as the Wintergreen Fund for Conservation Treasurer for 2022.

January 12, 2022

Carried

5.0 Previous Business

a) Canada Community Revitalization Fund (CCRF)

D. Vallier noted that MRCA is moving forward with purchases for the Conservation Area Park and Trail Revitalization Project with funding received from the FedNor Canada Community Revitalization Fund grant.

*Proposed by: Scott Tam
Seconded by: Michèle Lepage*

BE IT RESOLVED THAT Wintergreen Fund for Conservation contributes up to \$20,000 in materials or funds to the Conservation Area Park and Trail Revitalization Project as identified in the Canada Community Revitalization Fund grant agreement.

January 12, 2022

Carried

b) Vaccination Policy

Reminder to provide vaccination certificates either via email to J. Bonsall or by visiting the MRCA office to have it scanned before February 28, 2022.

Action: All members to provide proof vaccination

c) Did you Know? Fun Facts

In order to promote the Wintergreen name, the Facebook page will present "Wintergreen Wednesdays" each week. 52 ideas are needed for social media posts.

- Questions that you have heard people ask
- Historical information that would be of interest
- Pictures that you would like to share

Action: All members to submit their ideas to J. Bonsall.

d) Christmas Bird Count

Bird Count was well attended with 26 participants. Observations of note were the large number of Bald Eagles wintering in the area as well as sightings of a Cardinal and a pair of Golden Eyes.

Action: None

e) Winter Hiking Day – February 27, 2022

Timmins Porcupine Search and Rescue are willing to participate again this year. Recommended hikes are: snowshoeing, birding, forest bathing, and general interest hikes. Times will be allotted once guides are confirmed. Hikes will be from approximately 10:30-1:00 and staggered every half hour to avoid congestion. All public health recommendations will be followed. Suggestion to have someone present on nature's edibles.

Action: M. Joron to confirm R. Filion's availability. J. Bonsall to confirm A. Lavoie's availability, contact Library to find out who hosted their event, and confirm restrictions with the Porcupine Health Unit.

5.0 New Business

a) Resignation

M. Joron advised the membership that Sylvie Côté has resigned from Wintergreen due to commitments to a new business venture.

6.0 Fundraising Committee Update

a) The Fundraising Committee provided an update on their discussions to date.

- Goal of \$400,000 over 2 years, 80% major gifts, 20% smaller gifts
- Committee has received advice from an experienced fundraiser
- Loose ends in the plan have been identified and will be addressed
- Start date will be determined once all decisions have been finalized
- Campaign name ideas were presented
- Giving Chart has been finalized with donor tier levels
- Work continues with the Chamber to identify potential donors
- Donor prospects will be matched with a Wintergreen canvasser – ideally with someone they know or who is within a similar industry
- K. Pols developing an info package for all members to ensure messaging is consistent
- Expenses incurred may be up to 20% of total budget (includes marketing and print materials)
- Campaign Master Control Sheet has been developed to ensure accurate recording of all donors
- K. Pols is working at updating a combined campaign logo

Outstanding items:

- What to do when people want to donate something other than money (i.e., in-kind)?
- How will funds be accepted (cash, cheque, credit card, e-transfer)?
- How will multi-month/multi-year pledges be accommodated?

- Donation Recognition Policy – to be finalized in 4-6 weeks
 - How will donors be recognized
 - Recognition plan for old / new light sponsors.

Recommendation to set April 22, 2022 (Earth Day) as the potential launch date. Opportunity for the media to have coverage for the day, since no local activities currently take place.

Recommendation for shared donor plaques for light standards around Gillies Lake Promenade so that original donors are recognized and a new 5-year (minimum) light sponsorship campaign can go forward (i.e., \$500 for a 5-year sponsorship of a light standard, \$1,000 for a 10-year sponsorship, etc).

Action Items:

- M. Lepage will provide campaign names and details in an email for members
 - All members are to provide potential corporate donor names to M. Lepage
 - All members to think of recruits who will be able to assist with canvassing
 - All members to think of who they would like to have as their media champion / campaign spokesperson
- b) Timmins Chamber for Good event has been rescheduled to February 26, 2022.
- c) D. Vallier noted that an application has been submitted to Hydro One for their ‘Energizing Life Community Fund 2022’ for the purposes of upgrading lights along Bart Thomson Trail in South Porcupine. Technopost installations are required to keep the posts straight in the soft ground where they are located.

7.0 Chamber Update

None

8.0 Parking Lot

- a) Events distribution list - ongoing
- b) Wintergreen Intern

7.0 Date of Next Meeting: Wednesday, February 9, 2022

8.0 Adjournment

Meeting adjourned at 5:20 p.m.