



**Minutes of the Meeting of the Wintergreen Fund for Conservation
held on Wednesday, November 10, 2021, via ZOOM meeting, Timmins, ON**

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

Regrets: Brenda Torresan, Laurent Robichaud, Sue Sorochan, Sylvie Côté, Jim Duncan

Guest : Joanne Smith

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

2.0 Additions to the Agenda: Covid Vaccination Policy, Fundraising Committee Update

3.0 Approval of Previous Minutes

Proposed by: Kees Pols

Seconded by: Scott Tam

THAT the Minutes of the Wintergreen Fund for Conservation Regular Meeting held on October 13, 2021 be adopted as circulated.

November 10, 2021

Carried

4.0 Previous Business

a) Fall Hiking Day

Approximately 40 participants enjoyed the variety of topic specific hikes that were provided. CTV provided event coverage.

Action: None

b) Boardwalk Light Plaques

Following up on discussions from the last meeting, there are 2 plaques that are missing and a request was received to have them replaced. Recommendation is not to update all of them now, but those that are missing should be replaced.

Action: J. Bonsall will contact the original donors to see if they will cover the cost of replacement before moving forward.

5.0 New Business

a) Vaccination Policy

D. Vallier advised the members that the MRCA Board will be reviewing a mandatory vaccination policy that will apply to staff, students, contractors and volunteers at their upcoming meeting. The policy will require that everyone be double vaccinated and if they

have a medical exemption, rapid antigen testing will be required prior to any events or face to face meetings.

Action: D. Vallier will update the membership at the next meeting of the Board's decision.

b) Garden Volunteer Appreciation

In years past, a small gift and luncheon were provided to the volunteers who care for the Gillies Lake Gardens and a token of our appreciation for their work. It was determined that a luncheon would not be feasible with the current social distancing measures in place.

*Proposed by: Scott Tam
Seconded by: Joy Galloway*

THAT the Wintergreen Fund for Conservation authorizes the purchase of thank you gifts for the garden volunteers up to a total amount of \$200.00.

November 10, 2021

Carried

Action: C. Percival and J. Bonsall will arrange for the purchases and deliveries.

c) Hiking Ideas

Specific interest/educational hikes will be promoted when possible going forward. Some ideas received to date are photography, foraging, stargazing, nature painting, yoga, mom and tots and outdoor class day for schools. Any members who have additional suggestions, or who know an individual that would be willing to guide an educational hike are to provide the information to J. Bonsall for future planning.

Christmas Bird Count will be promoted again this year through Wintergreen avenues.

The Winter Hiking Day will be scheduled for the end of February and Timmins-Porcupine Search and Rescue will be invited to participate again.

Action: All members to submit suggestions and potential contacts to J. Bonsall.

d) Email Distribution List for Events

The current registration information from participants is not to be used for promotion of future events or fundraising (Canadian Anti-Spam Legislation). Mailchimp offers an email sign up and distribution system that would meet the needs of a Wintergreen Event email list. This would require the creation and management of an account and promotion of the link that people would need to use to register for the emails. Recommendation was received to include upcoming events on the webpage as well.

Action: J. Bonsall will complete the account registration and post on the website and social media channels.

e) Social Media Planning 2022

Members are requested to submit suggestions of "Did you know?" or "Fun Facts" information to

J. Bonsall so that planning can begin for social media posts for next year. Members are also invited to share any photos they may have that could be used with the posts. The Fundraising Committee provided a list of “Awareness Days” that can be used to assist in sharing information and planning events on a more regular basis.

Action: J. Bonsall will send examples and members are asked to submit at least 5 suggested topics before December 10, 2021. M. Lepage will review the submissions to remove duplications.

6.0 Parking Lot

a) Wintergreen Intern

D. Vallier provided an update on potential grants for a marketing intern. The intent would be to hire an intern for 1-2 years to complete marketing and promotional activities for Wintergreen and the MRCA. The details for an NOHFC grant were discussed along with the financial commitment of approximately \$7,500.

Action: D. Vallier will confirm details about expected compensation levels and the actual amount Wintergreen would have to contribute.

b) Fundraising Committee Update

The committee will meet with D. Vallier to determine priority trail projects and their costs.

Recommendation was received to look into corporate donations for 1 km of trail which would provide corporate recognition, raise funds and could include a corporate litter pick up component.

M. Lepage is meeting with the Chamber to discuss options.

Suggestion was received for Wintergreen to have their own Social Media pages, which could be maintained by the potential intern.

Discussion took place about a potential presentation to City of Timmins Council regarding the option of trails to receive support from the Municipal accommodation tax Infrastructure funds.

c) Chamber Update

This will remain as a standing item for future meetings to share information received from the Timmins Chamber.

7.0 Date of Next Meeting: Wednesday, December 8, 2021

8.0 Adjournment

Meeting adjourned at 5:20 p.m.