



Minutes of the Meeting of the Wintergreen Fund for Conservation held on Wednesday, December 8, 2021, via ZOOM meeting, Timmins, ON

Present: Claude Beaudin, Crystal Percival, Dave Vallier, Joy Galloway, Kees Pols, Laurent Robichaud, Mark Joron, Michèle LePage, Rock Whissell

Regrets: Brenda Torresan, Jim Duncan, Scott Tam, Sue Sorochan, Sylvie Côté, Jennifer Bonsall

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: Christmas Bird Count, Trail Counter Replacement, DWSP Partnership, MRCA Fundraising Updates

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 November 10, 2021 be adopted as circulated.

December 8, 2021

Carried

4.0 Previous Business

a) Vaccination Policy

MRCA Board has passed a Mandatory Vaccination Policy for all staff, board members, volunteers and contractors. Members are asked to submit proof of COVID-19 double vaccination to Jennifer Bonsall.

At face-to-face meetings, even though everyone is vaccinated, social distancing and masks are expected. There is the possibility of meeting in the MRCA garage beginning in 2022.

Action: All members to provide proof vaccination

b) Did you Know? Fun Facts

A reminder to all members to provide suggestions that can be used for social media marketing.

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

Recommendation was received to have a template so all Wintergreen posts look the same.

Action: All members to submit their ideas. J Bonsall will develop a template.

5.0 New Business

a) Christmas Bird Count

Bird Count will take place this year on Saturday, December 18, 2021, and have the same format of past years. Groups will meet at Mike's Restaurant parking lot at 8:00 a.m. The Facebook Christmas Bird Count page is up and can be shared.

Action: MRCA will share the Facebook post and send an email to the interested volunteers.

b) Trail Counter Replacements

The trail counter at Rotary Trail has been vandalized and damaged. Another trail counter on Bart Thomson Trail (Prospectors Trail) has been stolen. That particular sign post has been damaged and vandalized several times, so if replaced, a new location will be used. The cost to replace the damaged infrared scope is \$248. The replacement counter cost is \$590.

Discussion will take place with MRCA Field Supervisor to determine the ideal number of trail counters needed to provide details for complete trail coverage.

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

THAT the Wintergreen Fund for Conservation purchase three trail counters to replace the damaged and stolen ones and install at an additional location.

December 8, 2021

Carried

Action: C. Percival will place order.

c) DWSP Partnership

The Drinking Water Source Protection Committee promotes and monitors the protection of our drinking water source in Timmins. They proposed a partnership with Wintergreen to apply for funding opportunities for their water education programs. Wintergreen would be recognized in all promotion materials as a partner in education about drinking water protection. All members in agreement that this will be a good partnership.

Action: Crystal will move forward with applications for water education programs.

6.0 Fundraising Committee Update

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

Initial actions include:

- Looking to fundraise \$200,000 over the course of one year
- Planning to solicit major donors for 60% and individual donors 40%

- Developing a work plan of when actions will take place and by whom
- Looking at developing a logo (combining Wintergreen and MRCA) and slogan to brand the fundraising campaign
- Looking to work closely with MRCA on the cost and activities of a marketing intern
- Creating an information package about the trail network and why fundraising is necessary so all members will have the same information to share with potential donors
- Determination of donor recognition and donor tier levels
- Development of a “gift chart” for donation options to be presented

The costs and capacity issues involved in maintaining the trail system provided by the MRCA were presented. Work would take place over the course of the next 2-3 years.

Looking to draw 5-10% of funds for promotion, intern costs and other Wintergreen activities (bursaries, trail maps and other environmental conservation initiatives).

The committee noted that there will be costs associated with rebranding to identify the partnership between Wintergreen and MRCA for the trail fundraising campaign.

MRCA staff are developing a Trail Management Strategy which will be presented to community stakeholders for input.

Action Items:

- Revising signage details to allow for bilingual (French and English) content
- Request to R. Whissell to recommend the best time for a presentation to council
- Determine a donor recognition timeline (5 years or 2 years). A concern was noted about the removal of plaques on items (i.e. lights) that previous donors contributed to with the understanding that it was a legacy donation. D. Vallier will contact other conservation authorities to see what they have in place regarding donor recognition timelines.

- b) D. Vallier announced that the MRCA application to FedNor for trail upgrades has been approved. This substantial influx of funds will allow the MRCA to complete a fair amount of the required work in a shorter time with the use of contractors. Wintergreen funds will be required to assist with the applicant contribution portion.
- c) D. Vallier’s presentation to the Chamber has developed into the Business for Good Committee hosting a fundraiser for trails in the new year. Details will be provided as they become available.

7.0 Chamber Update

The Chamber is willing to facilitate business meetings with potential donors on our behalf as fundraising plans move forward.

8.0 Parking Lot

- a) Winter Hiking Day
Date: Sunday February 27, 2022

Location: Hersey Lake Conservation Area

Covid restrictions will have to be reviewed at the time. Continue with the positive response from Fall Hiking Day by offering a variety of special interest hikes. Details to be finalized at January meeting.

Action: All members to recommend potential special interest guides as soon as possible. J. Bonsall to confirm if Search and Rescue would be available.

b) Events distribution list

c) Wintergreen Intern

An application to be submitted by the MRCA over the next couple months.

7.0 Date of Next Meeting: Wednesday, January 12, 2022

8.0 Adjournment

Meeting adjourned at 5:25 p.m.