



**Corporation of the Municipality of South Huron
Climate Change Adaptation Advisory Committee
Minutes**

**Thursday, June 24, 2021, 4:00 p.m.
Remote Electronic Meeting**

Members Present: Marissa Vaughan, Council Representative
Tim Cumming, Ausable Bayfield Conservation Authority
Alyssa Keller, External Representative
Steve Boles, Chair/ External Representative
Ryan Munn, External Representative

Member Regrets: Jessica Thompson, Huron Perth Public Health

Staff Present: Stacey Jeffery, Strategic Initiatives Officer/Recording Secretary

1. Call to Order

Chair Boles called the meeting to order at 4:02 p.m.

2. Agenda

Motion: CCAAC 16-2021

Moved: Marissa Vaughan

Seconded: Ryan Munn

That Climate Change Adaptation Advisory Committee approves the Agenda as presented.

Disposition: Carried

3. Disclosure of Pecuniary Interests and the General Nature thereof

None noted.

4. Minutes

Motion: CCAAC 17-2021

Moved: Alyssa Keller

Seconded: Marissa Vaughan

That Climate Change Adaptation Advisory Committee adopts the minutes of May 27, 2021 as printed and circulated.

Disposition: Carried

5. Business to be Discussed

5.1 Communication and Work Plan Update

Stacey Jeffery provided members with a copy of the up-to-date Communication/Work Plan for information as to where the video series is at in terms of execution. Overall, the video series is off to a great start in terms of website preparations, news release, community calendar, introduction video, and social media posts.

Stacey reviewed the Communication/Work Plan and indicated the various advertisements that were prepared. It was noted that the Exeter Lakeshore Times Advance featured the video series in their print in June 2021.

It was discussed that the dates indicated on the Communication/Work Plan may be altered slightly depending on scheduling of other municipal items or priorities that may arise.

Chair Boles inquired whether or not there are concerns with the video series progress and schedule. Stacey Jeffery noted that creating the video takes a lot of staff time as well as each member will be required to spend time preparing their video description, outline of their video, coordinating speakers. It is important to be mindful of time spent on the video series and to strive to have the videos recorded as soon as possible to allow for time to create and approve the video. Video approval by the Committee have to be done in advance of the release date which may have the Committee meeting monthly, unless multiple videos are prepared to be approved. If monthly meetings are required, they can be focused on approving the video and any pressing matters that may arise.

Chair Boles asked for clarification regarding the approval of the videos and what the format of the meeting must be. Stacey advised that the Clerk

may have to be consulted for direction however the preference is that the Committee approves all videos during a formal scheduled meeting to ensure the video content is vetted by the Committee prior to official release, which in turn will be brought to South Huron Council through the meeting meetings. Member Vaughan agreed that the Committee should continue to meet during a formal scheduled meeting for approval of videos moving forward. These meetings can be focused on video approval and short in nature.

5.2 Member Video Updates

Stacey Jeffery provided an update on the Trees, Stewardship, Grants and Preparing for the Future and Low Impact Development/ Green Infrastructure video to members. The Trees, Stewardship, Grants and Preparing for the Future video has been finalized and ready to be released, pending Committee approval in agenda item 5.3. All recording has been completed for the Low Impact Development/Green Infrastructure video and will be created and sent to members within the next few weeks.

Member Munn provided an update on the Strip and Minimum Tillage video. Mike Strang is prepared to have his information ready for the August release date. Member Munn will confirm that the recording can take place as soon as possible so the video can be created and approved.

Member Vaughan provided an update to members on the Energy Efficiency video. An outline for the video has been created. Further updates on progress to come.

Chair Boles provided an update to members on the Waste Reduction video. Bluewater Recycling Association, Eco Exeter and Wholesome Pastures have all confirmed. Stacey Jeffery provided an overview of the hierarchy of waste reduction decision making and that this video will follow this process (i.e., do you need it? is there a reusable alternative? can it be recycled? is it going in the appropriate waste stream?).

Member Keller provided an update to members on the Water and Wastewater video. Matt Pearson is confirmed. Further updates on progress to come.

Chair Boles provided an update on the Home Flood Protection video. Cheryl Evans from the Intact Centre for Climate Adaptation and Larry Freiburger from A.E.T have been confirmed. Chair Boles is meeting with Cheryl to discuss the video and begin to create the outline for the video.

5.3 Trees, Stewardship, Grants and Preparing for the Future

Chair Boles indicated that the first video was well done and sets the bar high for the remainder of the videos. The content was very useful and what was expected for the video series.

Member Vaughan identified a few minor issues that Stacey will address prior to finalizing the video. It was identified that the video was very well done and included a lot of relevant information and will reach a wide audience within our community.

The Committee expressed thanks to Ian Jean from the Ausable Bayfield Conservation Authority for his participation in the video series.

Motion: CCAAC 18-2021

Moved: Marissa Vaughan

Seconded: Alyssa Keller

That the Climate Change Adaptation Advisory Committee approves the Trees, Stewardship, Grants and Preparing for the Future video, as circulated to members; and

That the Climate Change Adaptation Advisory Committee approves the video to be released on Friday June 25, 2021.

Disposition: Carried

5.4 Analytics Summary for Video Series Items (to date)

Stacey Jeffery provided an overview of analytics for various video series items:

- [South Huron's Climate Change Video Series - South Huron](#). Since the webpage has been published until the June 24, 2021 meeting, it had 31 visits with the average time spent on the page being five minutes and thirty seconds which indicates viewers are reading through the content.
- [Rising to the Challenge Introduction Video - YouTube](#). Since the video was published until the June 24, 2021 meeting, it had 36 views. It is anticipated that the more specific videos will gain more viewers.

Stacey Jeffery will provide the Committee with analytics updates going forward with standard indicators.

Chair Boles also indicated that the Sustainable Huron meeting occurring on June 25, 2021 have received our news release for the video series and will mention it at the meeting.

6. Correspondence

None noted.

7. Other Business

7.1 Future Committee Meeting Date(s)

Stacey reviewed the due dates for the work plan and advised with the next videos to be released are July 23, 2021 and August 27, 2021, it is recommended for the Committee to meet prior to the release on July 22, 2021 and August 26, 2021.

8. Adjournment

Motion: CCAAC 19-2021

Moved: Ryan Munn

Seconded: Marissa Vaughan

That Climate Change Adaptation Advisory Committee hereby adjourns at 4:47 p.m., to meet again on July 22, 2021 at 4:00 p.m. or at the Call of the Chair.

Disposition: Carried