



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

**Thursday, March 18, 2021, 4:00 p.m.  
Remote Electronic Meeting South Huron Council Chambers**

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

Member Regrets: Jessica Thompson, Huron Perth Public Health

Staff Present: Stacey Jeffery, Climate Change Officer/Recording Secretary

1. Call to Order

Chair Boles called the meeting to order at 4:01 p.m.

2. Agenda

**Motion:** CCAAC 05-2021

**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 06-2021

**Moved:** Tim Cumming

**Seconded:** Marissa Vaughan

That Climate Change Adaptation Advisory Committee adopts the minutes of February 4, 2021 as printed and circulated.

**Disposition: Carried**

5. Business to be Discussed

5.1 Communication Plan

S. Jeffery indicated the attached document prepared by Member Cumming contains valuable information that the Committee may wish to use to inform content for a Communication Plan for the Community Forum.

Member Cumming explained that this document was intended as a discussion focused item that may provide input into a Communication Plan as decided by the Committee members. It was discussed that this document contains questions and items that should be considered when preparing the Communication Plan.

S. Jeffery provided the Committee with information regarding how the Committee may go about preparing the communication plan, whether one member is assigned drafting the communication plan, or a joint effort between member(s) and staff. Once prepared, the Committee would ensure all members accept the communication plan details.

Chair Boles recommended that Member Cumming be involved in the development, given his communication expertise. Member Cumming discussed considerations given to series launch and working backwards from the preferred release dates to ensure deadlines are met.

Chair Boles asked for clarification on components of a Communication Plan and what municipal policies exist surrounding messaging. Member Cumming provided an overview of the items included in a Communication Plan. S. Jeffery explained that the Municipality has a Communication Policy that guides communication which staff will ensure the Committee's plan adheres to.

The Committee requested that Staff, with input from Member Cumming, bring back a high-level communication plan template for the

Communication Plan for the Committee to review at the next meeting which includes media options (including deadlines) and timelines for session releases. Member Vaughan identified that the Committee still must identify what is communicated.

Member Vaughan asked for clarification on Facebook Advertisement Boosts. Member Cumming explained that Facebook posts have the ability to strategically reach a broader audience based on selected target audiences (geographical location, tagged interests).

It was discussed that there is no formal logo created for the Climate Change Adaptation Strategy to link to the Community Forum.

## 5.2 Workplan

S. Jeffery provided the Committee with an overview of the work plan and what details should be discussed for each theme area to inform a work plan for the Community Forum.

Each member provided an update on their theme area.

- Agriculture (Member Munn): Member Munn provided an update on the agricultural theme and indicated the original speaker declined participating. It was indicated that the preference for the session would be to have it released in August to allow for recording time during a period where the agricultural sector is less busy. Tentatively scheduled this theme release for August.
- Stewardship, Tree Planting and Grants (Member Cumming): Member Cumming provided an update on this theme. Ian Jean at the ABCA was identified as an expert to approach to present for this session. This theme also may overlap in some way with the agriculture topic. Tentatively scheduled this theme release for June.
- Green Infrastructure/Low Impact Development (Member Cumming): Member Cumming discussed that this session may include information regarding wetlands, green infrastructure, low impact development in towns and villages. Tentatively scheduled this theme release for July.
- Flooding Protection for Homes (Chair Boles): Chair Boles provided a brief overview of the potential speakers for the topic, including staff from AET Group (leads the Home Flood Protection program) and staff from the Intact Centre for Climate Adaptation. Chair Boles would like further communication on the series prior to reaching out to potential speakers. Tentatively scheduled this theme release for December.

- **Waste Reduction (Chair Boles and S. Jeffery):** Chair Boles provided a brief overview of the waste reduction topic which was covered at the March 2021 Sustainable Huron meeting and contained potential speakers for the Community Forum, including Bluewater Recycling Association. S. Jeffery to send members a follow up email with the presentation materials, for information. It was also discussed that a group such as Eco-Exeter should also be featured in the waste reduction session. Tentatively scheduled this theme release for October to coincide with Waste Reduction week (October 18-25, 2021).
- **Energy Efficiency (Member Vaughan):** Member Vaughan provided an update to members on the topic. It was indicated that retrofits to existing buildings to achieve net zero is complicated and may be overwhelming to viewers. Focusing on energy efficiency programs would benefit the community given the range of programs available and different options to make existing buildings more efficient. Sunset Community Foundation's *Building Back Better after COVID* session that Member Vaughan attended contained a variety of different speakers which contains climate change elements (Hensall Co-op, Eco-Exeter) and also included information regarding effective communication using online platforms. S. Jeffery suggested it may be beneficial to connect with an Energy Auditor with experience in a range of programs offered by utility companies (or similar) to gather a more high level overview and typical efficiency upgrades versus program specific. Tentatively scheduled this theme release for September.
- **Water and Wastewater (Member Keller):** Member Keller provided an updated on the theme, identifying a potential speaker for the session, Matt Pearson, Chair of the Ausable Bayfield Maitland Valley Source Water Protection Committee to discuss the work the Source Water Committee does and linking it to climate change. Discussions around wellhead protection areas within the watershed, relaying the message of what happens on our own properties, and what you put down your drain eventually makes it way in to our drinking water. Tentatively scheduled this theme release for November.

The following Community Forum details were also discussed by the members:

- **Release day:** It was discussed that there is currently no specific release day rather each theme is assigned a month and the videos will

be strategically release during that month. The specific dates will have to be determined by the committee prior to a finalized communications plan.

- Target audience: It was discussed that the series should appeal to all age groups in some way.
- Presenter thank you gift: It was discussed that there may be funds available to provide a thank you gift to the presenters related to local, eco-friendly products.
- Format of recordings: It was discussed there may be varying types of presentation formats (PowerPoint recording with voice over, Zoom recording). S. Jeffery to provide the Committee with a list of format preference and presentation template for the recordings.

## 6. Correspondence

S. Jeffery noted that Council passed the following resolution, allowing members of the Committee to seek expression of interest from possible guest speakers, commence planning and communications related to the Community Forum.

6.1 Resolution from March 1, 2021 Regular Council Meeting Re: Committee Memo

## 7. Other Business

7.1 Sustainable Huron Committee Meeting (February 26, 2021)

S. Jeffery and Chair Boles discussed the Sustainable Huron Committee meeting presentations and how valuable the information would be to inform the Waste Reduction session. Staff to forward the follow up email from the Sustainable Huron Committee for information, once received.

7.2 2021 Meeting Dates

It was discussed that the Committee shall meet in April and May of 2021 prior to any sessions being released to the public. Staff to send out a poll to determine meeting dates for those months.

The following dates were selected for meetings in April and May of 2021 based on member input:

- Thursday April 29, 2021; and
- Thursday May 27, 2021.

## 8. Adjournment

**Motion:** CCAAC 07-2021

**Moved:** Marissa Vaughan

**Seconded:** Tim Cumming

That Climate Change Adaptation Advisory Committee hereby adjourns at 5:30 p.m., to meet again on Thursday April 29, 2021 at 4:00 p.m. or at the Call of the Chair.

**Disposition: Carried**

DRAFT