



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

**Thursday, April 29, 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, 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 08-2021

Moved: Marissa Vaughan

Seconded: Alyssa Keller

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 09-2021

Moved: Tim Cumming

Seconded: Marissa Vaughan

That Climate Change Adaptation Advisory Committee adopts the minutes of March 18, 2021 as printed and circulated.

Disposition: Carried

5. Business to be Discussed

5.1 Video Example - South Huron's Climate Change Adaptation Strategy

Stacey Jeffery provided the Committee with an example video to give the members an idea of what the climate change video series might look like.

Two programs were used to create the example video and were explained in detail:

- Zoom - used to record the speaker (free version is adequate enough to record); and
- Canva - a free program used to create the video.

It was explained by Stacey that speakers can have the option to video record their presentation through Zoom, or we can have a headshot and only audio is used for the recording, if preferred.

Chair Boles inquired whether or not Canva allows for the speakers to use PowerPoint presentations. Stacey provided an overview of the options for the speakers to ensure the overall feel of the series is consistent.

Speakers may provide a document for Stacey to upload in the Canva template (a PDF can be generated for the presenters so they can review/present their slides) or they may wish to use PowerPoint and the slides can then be uploaded to Canva.

Member Vaughan inquired about where the videos might be hosted once they are released. Stacey provided oversight in to the two options for video hosting, which includes YouTube and on the Municipal website. Accessibility for Ontarians with Disabilities Act (AODA) requirements must be kept in mind for the preparation of the video which can be addressed through closed captioning or transcript. If the video is hosted on YouTube and is under 20 minutes, closed captioning (CC) can be provided with minimal effort. On the Municipal website, a transcript would have to be prepared and posted. It was preferred that the video be hosted on

YouTube to ensure all users can access the information. The Municipal website can easily link to the YouTube video using a simple visual and link.

Chair Boles commented on the visual appeal of the presentation style from Canva and how will the speakers use the program. Stacey explained the intention was that they can provide their materials in PowerPoint and visuals can be added to or they can provide the information in a document and staff can format it in Canva with a PDF copy provided to them to use for the recording.

Member Keller left the meeting at 4:16 p.m.

Member Vaughan asked for clarification on the process for recording the video. Stacey explained recording was completed through Zoom using the record function and speaker view. This may include recording two speakers at one time. Video recordings from the field can also be integrated in to Canva.

Member Keller returned to the meeting at 4:19 p.m.

5.2 Topic Updates from Members

Member provided an update on content for their respective themes:

Stewardship, Tree Planting and Grants (Member Cumming)

Member Cumming discussed this theme is in progress to develop content from ABCA staff and visuals (slide deck) which can be morphed into Canva. Member Cumming and Member Munn are collaboratively working on the content. Content to be refined end of May for recording for release in June.

Green Infrastructure/Low Impact Development (Member Cumming)

Member Cumming discussed that this topic will be developed in June with ABCA staff visuals (slide deck) which can be morphed into Canva. This theme will be released in July.

Member Keller left the meeting at 4:23 p.m.

Energy Efficiency (Member Vaughan)

Member Vaughan advised the group there is no further update on this topic from the April meeting.

Flooding Protection (Chair Boles)

Chair Boles advised the group there is no further update on this topic from the April meeting. AET Group is still the preferred speaker for this topic for release in December.

Waste Reduction (Chair Boles/Stacey Jeffery)

Chair Boles has had an informal discussion with Wendy Yamamoto-Chapman from Bluewater Recycling Association about being involved with this theme. He advised Wendy is interested in participating. A more formal discussion to occur for this topic at subsequent meeting.

Member Keller returned to the meeting at 4:26 p.m.

Introduction to the Video Series (Stacey Jeffery/Chair Boles)

Stacey explained to the members that an introduction video would be beneficial to set the context for the remainder of the videos and why the Committee is completing this work. Chair Boles offered to assist Stacey in preparation and delivery of an introduction video for release in May/June.

Stacey discussed timeline for the introduction video and that it should be sent to members on May 25, 2021 and approve it at the May 27, 2021 Committee meeting prior to release.

Agriculture (Member Munn)

Member Munn informed the committee that Mike Strang has agreed to participate in the video series to be released in August.

Water and Wastewater (Member Keller)

Member Keller advised the group there is no further update on this topic from the April meeting. Matt Pearson, Chair of the Ausable Bayfield Maitland Valley Drinking Water Source Protection Committee is still the preferred speaker for this topic for release in November.

Stacey Jeffery encouraged members of the committee to reach out if they require further support to develop their respective themes.

5.3 Draft Communication Strategy

Stacey provided an overview of the Communication Strategy provided to the Committee.

Member Vaughan discussed that the program goals 1 and 2 were aligned with the action item descriptions however there were questions related to specific goals for each topic as listed. Stacey explained that it is important

to identify a goal of each topic (for communication to the public), for example, for the agriculture, the goal may be that the video provided those within the sector the idea to review their operations and identify potential areas of improvement related to wind and soil erosion.

Stacey provided an overview of potential target audiences and the importance of tailoring the video series to some of the problems the audience faces and what is the benefit to the topics we are discussing and information provided within.

Chair Boles inquired about messaging used in the different communication channels. Stacey reviewed the various mediums/products and informed members that the messaging within is generally tailored to specific audiences that may use that channel. For example, the Hub uses formal messaging whereas Facebook messaging can be considered less informal.

Member Vaughan discussed messaging for the medium should be addressing all of the audiences we are targeting instead of segmenting the messaging too specific. Member Boles indicated that it is likely the Committee doesn't have the time and resources to specify messaging for all of the audiences and various mediums and it is likely best for the Committee to keep the message the same for the mediums. It was indicated that Twitter is favourable for the agricultural community.

Stacey reviewed the environmental scan section containing stakeholders to help get the message out. Members provided additional stakeholders, including the provincial and federal government, grassroot organizations focusing on climate change, service groups, Federation of Canadian Municipalities who provided funding for the adaptation strategy.

Member Cumming indicated that the logo/brand should be clear to explain what the video series will provide to the community. Members discussed that a simple title such as 'South Huron's Climate Change Video Series'.

Committee discussed the following details for messaging:

- Avoid the 'doom and gloom' angle of climate change and lead from an opportunity angle
- The series will provide practical ideas (those are in practices and successful) to help you adapt to a changing climate and extreme weather events.

- Highlight local context in messaging – noting local experts/initiatives occurring in South Huron.

The following feedback methods were discussed by the committee:

- Incorporating questions from the stakeholders and target audience can be completed through the products/medium and directed to either 1) a web page on the municipal website through a form submission or 2) by contacting Stacey.
- The Municipality's YouTube channel currently has comments turned off for videos due to inability to monitor for questions to respond and ensure comments are appropriate on the page. In the video description, we can direct those who wish to provide a comment or ask a question to directly provide it through the ways identified in the previous point.

The committee requested staff to provide members with an updated communication strategy, including a draft news release for the series to be circulated to members for review prior to the May 27, 2021 meeting.

5.4 Draft Work Plan

The Committee discussed the work plan for the news release and individual video release dates. Staff to circulate an updated work plan and news release to all members as soon as possible with formal approval at the May 27, 2021 meeting based on discussion.

6. Correspondence

Stacey advised the Committee of a virtual presentation to the Grade 11/12 Environmental Sciences class at the South Huron District High School (SHDHS). There were lots of great questions and discussion with the group. Stacey suggested that Eco Exeter should be included in the Waste Reduction video as speakers. Details to be discussed with Amanda Keller at SHDHS.

7. Other Business

7.1 Update from Staff on Adaptation Strategy Action Implementation

Stacey provided members a brief update on action implementation progress as outlined in the adaptation strategy.

It was discussed that the *Action 2.3: Create and promote regularly scheduled climate change themed challenges for the community to showcase their resilience* will be actioned alongside the video series and

correspond with the themes. The Committee will review the six challenges at the May 27, 2021 meeting.

8. Adjournment

Motion: CCAAC 10-2021

Moved: Marissa Vaughan

Seconded: Alyssa Keller

That Climate Change Adaptation Advisory Committee hereby adjourns at 6:00 p.m., to meet again on Thursday May 27, 2021 at 4:00 p.m. or at the Call of the Chair.

Disposition: Carried