



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

**Thursday, May 27, 2021, 5:15 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, Climate Change Officer/Recording Secretary

1. Call to Order

Chair Boles called the meeting to order at 5:18 p.m.

2. Agenda

Motion: CCAAC 11-2021

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 12-2021

Moved: Alyssa Keller

Seconded: Marissa Vaughan

That Climate Change Adaptation Advisory Committee adopts the minutes of April 29, 2021 as printed and circulated.

Disposition: Carried

5. Business to be Discussed

5.1 Communication and Work Plan

Stacey provided an overview of the Communication and Work Plan. The Communication and Work Plan was updated based on discussions from the last meeting and was circulated to members and feedback was provided for the version presented to the Committee.

An overview of the work plan portion of the plan was reviewed with the official launch of the video series occurring on June 7, 2021.

Member Vaughan inquired about the progress made by the Committee in meeting the work plan and associated due dates. Stacey discussed that the first few items on the work plan related to the news release of the series are developed enough to meet the due date given the items are derived from the news release contained within the document. Stacey discussed with the group that some of the themes should be scoped out in greater detail to provide a description of the video and if possible identify the video speakers, prior to the release date of June 7, 2021.

It was discussed that members are to provide a high level description of the video prior to the release of the June 7, 2021 video series launch.

It was discussed that some topics that are to launch later in the year may not be scoped in detail. Stacey provided an overview of the next few months for the Committee and recommended that all videos, regardless of release date, should be scoped and recorded over the next few months. This will allow for the Committee to review and approve multiple videos and avoid monthly until the series is completed in December.

Motion: CCAAC 13-2021

Moved: Tim Cumming

Seconded: Marissa Vaughan

That Climate Change Adaptation Advisory Committee approves the Communication and Work Plan, as presented.

Disposition: Carried

5.2 Webpage, Video Hosting and Question/Answer Submissions

Stacey provided an overview of the webpage, video hosting option and question submissions.

Member Cumming discussed his comments regarding a brand for the series from the April meeting. Members agreed that the brand Rising to the Challenge and logo created by staff for the series is appropriate and captures the intention of the series. An overview of the homepage slider and where the webpage will be placed on the website and linked was provided. The news release will link to the webpage, and vice versa.

The videos will be hosted on the Municipality's YouTube channel as this avenue allows for users to utilize the closed captioning function, ensuring accessibility for the video series. Comments will be turned off due to limited municipal staff resources in monitoring the account. The video description will provide a link back to the video series webpage to be able to ask questions or contact the Municipality for more information.

Member Keller discussed the potential for a giveaway for those who ask questions or share the social media links. There is also the option to create a hashtag for the series. It was discussed that some users may not feel comfortable asking questions for everyone to see and may be beneficial to have a contest for all ask the question submissions over the entire course of the series. The question/answer form will also be edited to include a question of 'did you watch the video?' to inform the success of the series.

Member Cumming provided the group with insight into prize contents and how they should not go against the messages the video series is portraying (i.e. providing items that are sustainable, reusable, etc.).

Stacey will monitor the municipality's Facebook page for comments/questions/inquiries which is already part of her responsibilities.

5.3 Introduction to South Huron's Video Series Rising to the Challenge

Stacey thanked the efforts from Mayor Finch and Chair Boles in the recordings for the video.

Member Cumming thought the video was good and provided insight into recording for the video can also be completed on a phone that has good video resolution. Member Vaughan indicated that the sound and visual timing was off but it could be a result of buffering and internet strength. No other members had issues with the sound and visual timing.

Member Vaughan inquired if an additional slide could be added to direct viewed to the Climate Change Resource Library to support local groups and climate change initiatives. Stacey advised that she can add a slide to direct users to the resource library for more information and that this is a minor change. A final version will be forwarded to the members, prior to the release.

Motion: CCAAC 14-2021

Moved: Tim Cumming

Seconded: Ryan Munn

That the Climate Change Adaptation Advisory Committee approves the Introduction to South Huron's Video Series Rising to the Challenge video, as circulated to members with minor changes discussed; and

That the Climate Change Adaptation Advisory Committee approves the video to be released on Friday June 18, 2021.

Disposition: Carried

6. Correspondence

None noted.

7. Other Business

7.1 Climate Resilience Community Challenges

This item was discussed in detail under item 5.2. In the Community Services approved budget, there is a budgeted amount for the community challenges. Members are encouraged to provide any challenge ideas related to their topic to staff.

It was discussed that there is the potential for the video series to provide a thank you gift to speakers involved. Clarification on what municipal funds can be used for (gift, donation to climate change related initiatives, etc.) will be discussed with the Clerk and Director of Financial Services.

7.2 Future Committee Meeting Dates

Stacey reviewed the due dates for the work plan and advised with the next video release being June 25, 2021, it is recommended for the Committee to meet prior to the release on June 24, 2021. Member Cumming and staff will send the Committee members the second video the week of June 14, 2021 for comments to be received and any major edits to be completed prior to the June 24, 2021 meeting.

8. Adjournment

Motion: CCAAC 15-2021

Moved: Marissa Vaughan

Seconded: Ryan Munn

That Climate Change Adaptation Advisory Committee hereby adjourns at 6:35 p.m., to meet again on June 24, 2021 at 4:00 p.m. or at the Call of the Chair.

Disposition: Carried