

Ausable Bayfield
Conservation Strategy Development Team
Notes (Draft) from Meeting - March 10, 2011

An optional Introduction to Social Media Workshop was held at 6:30 p.m. at the Ausable Bayfield Conservation Authority Administration Centre.

Tim Cumming, ABCA Communications Specialist, provided the workshop prior to the regular Conservation Strategy meeting, for those wishing to learn how social networking might be used as a two-way communications tool to communicate with users and potential users of conservation programs and services.

Conservation Strategy Development Team Member Jacqui Laporte has some great thoughts on explaining some of the different ways social media can be used. (This is posted on the team's Wiki page at, <http://conservationstrategy.wikispaces.com>)

1) Wikis

Remember that children's game where you collectively made up a story, by adding one word or sentence at a time? That's the way a Wiki works.

For example: I might start with:

Ausable Bayfield Conservation Authority works to protect the environment.

And then Tim reads that, and thinks ... yes, that is true. But it should say more. So Tim adds:

Ausable Bayfield Conservation Authority works to protect the environment through education and outreach.

And then Joe reads that and also wants to add something. So he adds:

Ausable Bayfield Conservation Authority works to protect the environment through education and outreach, and stewardship activities.

Then Tom reads it but thinks that 'outreach' is the same as education. So he modifies the sentence some more:

Ausable Bayfield Conservation Authority works to protect the environment through education, and conducting stewardship activities through collaborative efforts with landowners and government agencies.

In this way, a Wiki is a collaborative effort of everyone reading the sentence. In Jacqui's view, wikis will work well once we have the basic text down. It doesn't work well when we are still in discussion.

2) Discussion Forums

On the wiki site team members were sent, there is a discussion section. It is a bit hard to find, but there is a discussion forum for each section (think of this as the coffee room where people go to discuss their ideas and brainstorm).

People could put their thoughts there....

At some point though, someone (aka Tim) has to decide that the discussion is finished, otherwise the circle goes on endlessly. Jacqui says this is when something gets posted to the Wiki, and then the team can start fine-tuning.

3) Facebook

Jacqui invited the group to think of Facebook in the context of a bulletin board, like the one in the staff lunchroom, where everyone can go to see things such as events, discussions and photos. Facebook has properties similar to a discussion forum, because people can post on the 'Wall' and everyone can see it. Jacqui would suggest that it's easier to use than the Wiki discussion forum, but she says that primarily because she uses Facebook every day and is familiar with how it works. She uses Facebook to arrange meetings and such - so that's one advantage it has. You can see who is coming, who is invited, etc.

4) Twitter

Jacqui said she is not a fan of Twitter (but she said she is almost alone!). Twitter, to her, is a powerful tool to use when things change rapidly. For instance, the meeting last night, some Tweets (the short status phrases used in Twitter) might have been:

12:00 Weather really crappy...may use teleconference and webcast instead of meeting

14:00 Snow is continuing to fall....I'm arranging for teleconference numbers and webcast link. Do NOT drive to Exeter tonight!

16:00 Teleconference line and webcast sent to your email and posted on Facebook and Wiki pages. Call my cell if you don't get it!

18:15 Teleconference and webcast starting soon - call my cell if you have technical difficulties

18:30 Starting soon!

19:45 Thanks everyone for the feedback!

Claire Dodds agreed with the use of YouTube for end products, and thinks Facebook is useful for engaging youth. She feels Twitter seems more time consuming to keep up with regular 'Tweets.' (Short messages sent on a regular basis by people using this service).

Tim spoke about using a 'social media dashboard' which allows him to post a single conversational item at one time to several social media services at once (e.g., work and personal Facebook and Twitter accounts). This makes it more effective and efficient for use of staff time.

The new ABCA social media policy asks for Conservation Strategy team input prior to implementation of new social media tools.

The question was asked about what outcomes were expected from the use of these online social media computer-based social networking tools. Tim said they are a way of promoting Ausable Bayfield programs and services and events also to get feedback and input from more people. Tim will provide more detail at next meeting on rationale/benefits/expected outcomes from these tools. Tim said Facebook is a great tool to have personal conversations plus two-way information exchange. Twitter is a great tool for agency-to-agency exchange of current information.

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Team meeting begins

The sixth meeting of the Ausable Bayfield Conservation Strategy Development Team Meeting began at 7:00 p.m. at the Ausable Bayfield Conservation Authority Boardroom.

Attending in person were:

Muriel Allingham, Stephen Boles, Jacqui Laporte, Jennette Walker, Sharon Callan, Joe Vermunt, Mike Leitch, Jim Handyside, Jan Purvis, George McEwan, Mike Tam, Doreen McLinchey, Wayne Forgrave, and staff: Tom Prout, Tim Cumming and Sharon Pavkeje

Joining on-line:

Stephanie Donaldson, Claire Dodds, Bailey Williams

Tim Cumming welcomed members to the Conservation Strategy Development Team meeting at 7 p.m. and thanked them for their input in developing the new Conservation Strategy. The minutes of the previous meeting on March 10, 2011 were reviewed and approved.

Tim and Jacqui Laporte have developed some questions to get a sense of where the team has consensus on issues, and where more information is needed.

Questions	Replies
Education was identified as a priority/issue in 1993. Do you think that education is still an issue/priority today? A) Yes B) No C) I need more information D) I want to discuss this further E) Other Comments: Jacqui asked, who are we educating and will it change in 20 years. Tom stated in the 1949 Conservation Report many issues were the same then as now. Jacqui stated resources should always be dedicated to education.	13 0 1 1 0
Water Quality and Quantity were identified as issues/priorities in 1993. Do you think water quantity and quality are still issues/priorities? A) Yes, they both are B) No, neither of them are C) Water quality only D) Water quantity only E) Other Comments: Joe Vermunt stated at the Great Lakes Water Quality Meeting and water quantity was a focus. Claire Dodds said water quantity is a bigger issue today due to larger storm events.	16 0 0 0 0

<p>Protecting water quality is more important than creating, maintaining conservation areas.</p> <p>A) Yes B) No C) I need more information D) I want to discuss this further E) Other</p> <p>Comments: Water quality is of increasing importance. Bailey Williams says conservation areas can be a great way to increase forest and wetland cover throughout the watershed thus improving surface water quality. George McEwan said it is hard to identify which is more important. Jacqui says maybe not the wording creating, but maintaining due to increased traffic due to schools, as people are not going in bushes as much. The questions arose; are there other agency mandates?</p>	<p>1 0 0 13 1</p>
<p>A focus on planting trees is more important than a focus on conservation areas.</p> <p>A) Yes B) No C) I need more information D) I want to discuss this further E) Other</p> <p>Comments: Jacqui wondered how many people are repeat tree customers. Tom noted tree customers through the door see that the ABCA seems welcoming and look at other stewardship issues.</p>	<p>0 6 0 6 3</p>
<p>Climate change is a bigger priority than acid rain.</p> <p>A) Yes B) No C) I need more information D) I want to discuss this further E) Other</p>	<p>13 1 1 1 0</p>

Do you think that soil erosion is a big problem in the ABCA watershed now or in years to come? <i>(Members decided to break this down into two sections.)</i> (NON LAKESHORE)	
A) Yes	12
B) No	4
C) I need more information	1
D) I want to discuss this further	0
E) Other	0
(LAKESHORE)	
A) Yes	11
B) No	2
C) I need more information	1
D) I want to discuss this further	2
E) Other	0
Buffer zones help as well as trees but is not regulated and is voluntary by the landowner. Jacqui pointed out water berms are now promoted rather than grassed waterways to slow the water and causes less erosion. Joe is not sure how much we can change this. Lake levels were expressed as a concern.	

Much of the discussion showed that what was meant by the author of the question didn't always have the same meaning for the people discussing. For instance, the discussion of 'conservation areas' was more complex than it might at first appear - it was more than just conservation areas for recreation, it could mean 'conservation lands' (forest cover and wetlands) and a site for conservation education and engaging people in other conservation programs, etc. And the creation and maintenance of conservation areas are two different issues.

Team members brainstormed some of the conservation issues discussed during the first six meetings as well as issues/priorities of concern to them. The list included:

- Water Quality
- Soil Erosion
- Forest Cover
- Native Species
- Threatened Species/Species at Risk
- Wetlands
- Natural Environment
- Water Quantity
- Stormwater Management on a regional basis
- Climate Change
- Shoreline Hardening
- Trail Development
- Public Access to Natural Areas
- Wetland Management
- Establishment of Conservation Areas
- Restoration of Natural Areas damaged by erosion
- Biodiversity

The next meeting will be held on Wednesday April 20th at 7 p.m., and it was decided by

consensus the location would be the ABCA boardroom. Strategy Development Team agreed to review a draft table of contents to decide what the report is going to look like as a starting point to writing the Conservation Strategy.

Future meeting dates include: Wednesday May 18th at 7 p.m.

Wednesday June 15th at 7 p.m.

The meeting was adjourned at 9:00 p.m.

Meeting notes recorded by Sharon Pavkeje