

**THE OTTAWA FIELD NATURALISTS' CLUB  
MINUTES OF COUNCIL MEETING**

**April 18, 2011**

Fletcher Wildlife Garden Interpretation Centre, CEF, Ottawa, 7:00 p.m.

**Chair:** Ann MacKenzie

**Council Members Present:** Annie Bélair, Dan Brunton, Barbara Chouinard, Julia Cipriani, Diane Kitching, Diane Lepage, Karen McLachlan Hamilton, Frank Pope, Rémy Poulin, Jeff Saarela, Henry Steger, Ken Young, Eleanor Zurbrigg

**Council Members Absent:** Fenja Brodo, Sandy Garland, David Hobden, Jeff Skevington, Chris Traynor

**Guest:** Yi Zhang.

**1. Minutes of the March 21, 2011 meeting**

**Moved by** A. Bélair/D. Brunton that the  
March 21 minutes be accepted as distributed  
**Carried**

**2. Business Arising from Previous Minutes**

- a. Ann sent a thank you note to Phil Jenkins of the Ottawa Citizen for his two articles on the OFNC.
- b. Jeff Saarela asked Karen about electronic versions of T&L; Karen said that she only has the electronic version of some recent issues. She will let Council know if the printer has them all.
- c. Council agreed that having minutes of Council meetings and committee reports posted on OFNC's website is a good idea.

**Motion:** That approved Council minutes with accompanying committee reports be posted on the OFNC's website starting with January 2011 when approved.

Moved by A. Bélair/J. Cipriani

**CARRIED**

**ACTION:** Ann to have a look at the January, February and March 2011 minutes to see if any changes are necessary before having them posted on the web; Annie to send them to Sandy Garland for posting when approved

**3. Treasurer's Report**      No report

**4. Committee Reports**

**A) Awards** No report

**B) Birds** No report

**C) Conservation** K. Young

See [Annex 1](#) for Ken' report.

Council discussed the issue of the OFNC's involvement in community bioblitzes. Dan pointed out that a lot of the data gathered during bioblitzes is unverifiable and should not get the OFNC's approval, and that the OFNC's name should not be tied to any analysis of or conclusions from this data. Council therefore agreed that the OFNC should encourage and even participate in community bioblitzes but needs to make it clear when agreeing to assist that it will not endorse any final report or results.

**D) Education and Publicity** No report

**E) Excursions and Lectures** No report

**F) Executive** No report

**G) Finance** No report

**H) Fletcher Wildlife Garden** No report

**I) Macoun Field Club** No report

**J) Membership** H. Steger

- a. Henry explained that in the past, members who did not renew their membership would be removed from the OFNC's mailing list in June. This meant that they would receive the club's publications until then. As all of volume 124 of the CFN will be published over the next few weeks, Henry suggested that the names of members who have not yet renewed for 2011 (approximately 110 people) be removed from the list now in order to save on some mailing costs.

**Motion:** That all members that haven't renewed their 2011 membership by April 30<sup>th</sup> do not receive copies of CFN volume 124(2), 124(3) and 124(4).

Moved by H.Steger/D. Lepage

**CARRIED with 2 abstentions**

- b. During the second half of the meeting, Council continued the re-examination of the results of the March 2010 meeting on membership that it had begun at the March 21, 2011 Council meeting. See [Annex 2](#) for Ann's updated notes on the discussion.
- c. Council agreed that distributing the membership list to all members

by email is a good idea. However, Council will need to decide how much information will be shared. It will also need to be clear to members that there is no intent to sell this list to other organizations.

**ACTION:** Ann to write an email to members to accompany the request from Henry, Membership Chair, asking members to participate in a Club Directory.

**K) Publications Committee** D. Brunton

- a. See [Annex 3](#) for Dan's report.

**L) Ontario Nature** D. Lepage

- a. Diane passed around a petition from Ontario Nature to be sent to provincial and municipal governments to pass the Biodiversity Charter.
- b. The eastern Ontario regional meeting will take place on May 7 and will be hosted by the Prince Edward County Field Naturalists.
- c. Ontario Nature's annual general meeting will take place in Ganaraska (north of Port Hope) on June 10<sup>th</sup> and 11<sup>th</sup>.

**5. Motion to adjourn:**

**Moved by** F. Brodo/D. Kitching that the meeting be adjourned at 9:05 p.m.

**CARRIED**

**Next Meeting:** May 16, 2011, Fletcher Wildlife Garden Interpretation Centre, Central Experimental Farm, Ottawa

Recording Secretary: A. Bélair

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Meetings in 2011:

May 16

June 20

September 19

October 17

November 21

December ?

**CONSERVATION COMMITTEE  
Monthly Report to Council  
April 18, 2011**

**NCC Greenbelt Master Plan Review**

The NCC has released the vague outline of plans for the next phase of public consultations. Until more is known, neither the Greenbelt Coalition nor the OFNC is able to react.

In the meantime, the NCC and the City are getting together to discuss punching additional roads through the Greenbelt, and/or widening existing roads. Stoney Swamp is one of the threatened areas. Very little information has been released about this exercise.

**Rideau Corridor Landscape Strategy**

The Rideau Roundtable convened a meeting on this subject on April 5 in Smiths Falls. I attended. Kingston Field Naturalists were there. Several people represented Stewardship Councils. The RR wanted to set up a formal working group, but most people seemed to want something looser. I had no opinion either way. The RR will get back to us with further proposals.

**South March Highlands BioBlitz**

The OFNC has been asked to provide support for a bioblitz in the SMH, May 28-29. I think the OFNC can help with this. The first thing to do would be to publicize it on our website.

One of the things they would like us to do is set up a display at the Carp Farmers' Market. I have forwarded the request to the Education & Publicity Committee.

Ken Young,  
Chair, Conservation Committee

## Expanding and Engaging Membership - where are we?

Updated (**in highlights**) following April 18, 2011 Council meeting

	<b>SUGGESTION</b>	<b>COUNCIL COMMENTS</b>
	<b>Monthly meetings</b>	
1	Advertise our monthly meetings on the radio and in newspapers.	We can only get free coverage in the Citizen every 6 weeks (every other meeting). EMC and radio are occasional.
2	Promote our activities with the Museum of Nature.	Re-activated partnership with Museums. Still need to work out promotion. New museum newsletter might be used.
3	Name tags at the monthly meetings	Should have a brighter colour for non-members to identify them. <b>Start in May</b>
4	Greet members and new members at the door to meetings.	This is happening a bit more with the name tags. Council members could make extra efforts to mingle.
5	Start the monthly meetings with a 'Show and Tell' of member observations or photos.	We have started showing member photos before the speaker. This might detract from mingling in the lobby but it seems to be well received.
	<b>Field trips</b>	
6	More family oriented workshops and excursions	More excursions are labeled as 'kid-friendly'. Age is a parental judgement.
7	Have an electronic reminder to members of coming activities.	About a third of members are opting for this reminder.
8	Smaller groups for outings so people feel welcome.	Some trips we require registration. If not it is the leader who picks a co-leader if it is likely to be a large group.
9	Natural History outings based on a featured conservation area.	In many ways we are already doing this.
	<b>Membership forms</b>	
10	Redesign membership application and renewal form.	This has been done for 2011 renewal but will always be a work-in-progress.
11	Amend the membership form to indicate the ages of children	<b>This can be done for the 2012 renewal and new membership form</b>

12	Start accepting credit card payments	We are putting Pay Pal in place for both membership fees and donations. Then we will add subscriptions and author fees.
	<b>New Members</b>	
13	Decide on the message we want to communicate re why someone should join – catchy phrase or motto.	We have put some messages on our renewal form but need a clear statement on the website ‘Why you should join the OFNC’.
14	New members – contact them immediately, determine their interests and assign a mentor to them.	Diane Lepage has been contacting some of them. We need to set up a system of new members being assigned to Council members to spread the workload.
15	Start a Student fee to get younger members – mentioned at ABM	Consider a free membership for university and college students – electronic only. Might tie in to #25 univ relations
	<b>Club Communication</b>	
16	Get with current technology and be on Twitter, Facebook, blogging. Create web forums allowing members to communicate with each other on issues of mutual interest or outings	We have a Facebook account but are not using it as much as we could. Jay has a blog for the OJS progress.  Remy will set up a Big Tent account and Council will try to use it to discuss the electronic student free membership.
17	Increase communication between council and membership by making committee reports available	Now, we only have the President’s Perspective in T&L and on the website. Annie will contact Sandy Garland regarding posting approved Council minutes starting with January 2011
18	Create a section on the website ‘Lend a Hand’ for posting short and long term volunteer possibilities.	We have a section on the Website but we do not use it much.
19	Distribute membership lists	Henry to send out an email asking members if they are willing to have their name and email included.
20	Orientation packages – for volunteers, council members and new club members	Useful to have these but we need time to put them together.

	<b>External Communication</b>	
21	FWG signage - Install a sign with the FWG road sign identifying it as part of the OFNC. Paint <a href="http://www.ofnc.ca">www.ofnc.ca</a> on the FWG Interpretation Centre	This needs to be done.
22	Have bigger (Bilingual) signs advertising the OFNC in trail parking lots around the Greenbelt and Gatineau Park.	It is very difficult to get permission to put up permanent signs. It is easier to get permission to have a person at the trail head occasionally talking to people.
23.	Issue press releases or position statements on stories in the news and conservation issues.	Most of these would relate to conservation issues. We could try putting something on our Facebook page and/or website.
24	Write a monthly / weekly article for one of the local newspapers.	Heavy load for one person but could be shared. Newspapers like to deal with one person and have style consistency.
25	Universities – establish relationships with biology professors, invite student to lead walks and advertise on college websites.	Will discuss this later when Jeff Skevington can be present.
	<b>Miscellaneous</b>	
26	When people leave thank them formally for their contribution - letters, Christmas toasting, etc	This is being done
27	Add a social component to Council	We had a half social half meeting in December. Maybe a potluck or pizza in June or September.
28	More emphasis on members being pushed to do things to help nature and conservation – not just entertainment.	We can only draw things to the attention of members – can't make them do things.

**PUBLICATIONS COMMITTEE**  
**Monthly Report to Council**  
**April 18, 2011**

We have not had a meeting since the last Council Meeting.

Progress on the back issues of the CFN continues to proceed well (it has been delayed slightly by end-of-fiscal year publishing pressures) and we remain optimistic of virtually weekly release of the issues of volume 124 with the first (electronic) issue of 125 following hard upon that. That achieved, CFN will be on track and on schedule in May.

Trail & Landscape 45(2) was issued somewhat earlier than usual to provide additional notice for the Soiree which had inadvertently not been promoted in the previous issue. The good attendance at Saturday's Soiree suggests that this timely reminder was very useful. No production glitches are being experienced, although minor complications with cover stock supplies *might* require alternative approaches for producing extra copies later in the year.

As noted at the last Council meeting, we wish to initiate a new aspect of Publications Ctee reporting, commencing with tonight's meeting. I would like to briefly review the issues of our publications which were released since the last meeting of Council so that we can collectively appreciate the nature and significance of these contributions, address any problems ... whatever. Our publications program is the most costly undertaking of the OFNC and has the most extensive and long-lasting impact of our programs. Aside from individual interest then, as Councillors it is incumbent upon us to be well informed in this area.

Accordingly, if you haven't already done so please review the new issues (T&L 45(2) April-June 2011 and CFN 123(4) Oct-Dec 2009). Carolyn Callaghan will not be able to attend this evening but Frank Pope and I will answer any CFN production or content questions and Karen McLachlan Hamilton can address the recent T&L issue.

And what great issues these two are, I might add!!

Dan Brunton,  
Chairman, Publications Ctee