

THE OTTAWA FIELD NATURALISTS' CLUB BOARD OF DIRECTORS (BoD)
MINUTES OF MEETING
January 21, 2019

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

Chair: Jakob Mueller

Directors and Ex Officio Members Present: Annie Bélair, Bob Cermak, Diane Kitching, Fenja Brodo, Ted Farnworth, Ann MacKenzie, Eleanor Zurbrigg, Jeff Saarela, Gordon Robertson, Ken Young, Elizabeth Moore, Bev McBride,

Directors Absent: Diane Lepage, Henry Steger, Owen Clarkin, Anouk Hoedeman, Catherine Hessian

1. Acceptance of Minutes of the December 2018 Meeting

Moved by Elizabeth Moore, seconded by Fenja Brodo, acceptance of the December 2018 minutes. **CARRIED**

2. Business Arising from Minutes

(a) Acknowledgement of traditional territory of the Algonquin Anishinaabeg People

Gord had proposed that the OFNC consider adopting a territorial land acknowledgement as suggested by Ontario Nature. It was felt that there were two separate arenas for discussion, namely the FWG and the broader activities of the OFNC.

(i) Ted had discussed the issue with respect to the FWG with Joel Wilkin, Director of the Central Experimental Farm. AAFC reports to the Treasury Board which has not yet decided their position. It was suggested that the FWG should defer action until they have done so.

(ii) With respect to other OFNC activities, such as monthly meetings, members of the BoD expressed a broad spectrum of views. Some were opposed to the idea, being of the view that it reflects mere tokenism. Others were strongly in favour. The difficulties and potential legal implications of establishing appropriate wording were discussed.

Moved by Ann MacKenzie, seconded by Jeff Saarela, that OFNC start monthly meetings with an acknowledgement that we gather on the traditional lands of the Algonquin nation.

Before the motion was put to a vote, it was suggested that OFNC should first consult representatives of First Nations directly, noting that the OFNC membership includes some such individuals.

Withdrawal of the motion was proposed by Ann MacKenzie and seconded by Jeff Saarela. **CARRIED**

It was suggested that there are more issues that OFNC would need to consider before proceeding in this matter. OFNC would need to be able to justify any such statement to a variety of interest groups. It was suggested that OFNC's approach to this matter should be considered in terms of its natural history implications i.e. tied into advancement of OFNC's mandate. Concern was expressed, however, that difficult stewardship issues might arise from such an approach. The BoD asked **Gord to research the matter further** in consultation with Ontario Nature - deferred.

3. Communications

A Christmas card from the Governor General was circulated.

4. Treasurer's Report

Ann reported that donation receipts had been sent out for September to December, that T4s had gone out to those receiving honorariums and research grants and that she will now sign-off on the charity return.

5. Issues for Discussion/Decisions

(a) Advertising for T&L

In response to a suggestion by Ken that T&L should start trying to offset some publication costs, Annie had proposed charging for advertisements and the Publications Committee had approved this plan. Advertisements will not be solicited but considered if T&L is approached. Annie had circulated a proposed policy with two price options. In the event that the Editor of T&L was in doubt about the suitability of any advertisement, it was suggested that they discuss it with the Publications Committee.

Moved by Jeff Saarela, seconded by Ann MacKenzie, acceptance of Option 1 (Annex A).
CARRIED

(b) Review of the Ontario Endangered Species Act

Jakob alerted the BoD to the announcement by the provincial government that they are reviewing Ontario's *Endangered Species Act* with a view to "reducing burden and increasing efficiencies for businesses". The discussion paper is open for public comment until March 3, 2019. The OFNC should submit comments and individuals should also be encouraged to do so.

(c) Role of Facebook (FB) for the OFNC

Jakob had circulated some points for discussion regarding the OFNC's Facebook presence further to the preliminary discussion in November 2018. Two separate issues were discussed.

(i) Facebook Page – OFNC does not have a FB Page, unlike most similar organisations. A simple FB page could be set up incorporating details "about us" and "what we do". It could be linked to the OFNC website. If the page were organised not to allow comments, the work required to maintain it should be minimal. OFNC would gain the advantage of connecting with a much larger audience than that of the existing FB Group. OFNC would be able to advertise

special events e.g. the plant sale or other important activities. The question of who would put up the content was discussed. It was suggested that this could be done by the people who are already putting information on the website. It was suggested that a dedicated communications team was needed. It was noted that OFNC has a currently inactive website committee and suggested that it be reactivated to address this matter.

Moved by Gordon Robertson, seconded by Ken Young, that OFNC set up a Facebook Page closed to comments. **CARRIED**

(ii) Facebook Group – OFNC does have an FB Group that people have to join actively. It is open to OFNC members and non-members, the latter being in the majority. Henry has determined that only 25% of people who actively post or respond to posts in the group are OFNC members. It was suggested that the group is useful for promoting action, such as opposition to the proposed cormorant hunt, because its members have already expressed particular interest in natural history. It may also facilitate discussion of local issues. It was felt that the group does attract new members. The group, however, is extremely time-consuming to manage. Persistent inappropriate posts require considerable input from the moderators. Restricting the group to OFNC members might help reduce this problem but might limit the effectiveness of the group. One proposal was restricting posting to members but allowing non-members to view the content. It was suggested, however, that this approach would not support OFNC's mandate of reaching out to the community. Most members of the BoD expressed the view that the group would be of continued value. It was suggested that the OFNC should consider newer social media platforms such as Instagram. It was submitted, however, that, although Facebook is used by an older demographic, these are often the people who have more time to take an interest in organisations such as OFNC. One proposal was to make the FB group rules more lenient but enforce these rules more aggressively. It was also suggested that more input from social media platform experts would be helpful.

Action: Jakob will propose some revised guidelines.

6. Committee Updates.

(a) Publications Committee - 15 research grant applications had been received. January – March T&L has been sent out. Annie is working on the next issue.

(b) Awards Committee - Awards citation drafts have been circulated for comment.

(c) Events Committee – A Point Pelee trip is being planned to run from May 9 to 13, 2019. Ken Allison, Jamie Spence and Alex Stone will lead.

Ann advised that she will send out an updated Directors' Handbook

7. Motion by Fenja, seconded by Eleanor, to adjourn. **CARRIED**

Recording Secretary: Elizabeth Moore

Upcoming Meeting Dates

Feb. 11, 2019

Mar. 18, 2019

Apr. 15, 2019

May 13, 2019

June 17, 2019

Diane Lepage
President
Ottawa Field-Naturalists' Club

Date

Elizabeth Moore
Recording Secretary
Ottawa Field-Naturalists' Club

Date

Annex

A. T&L advertising policy

Annex A

Policy for Advertising in *Trail & Landscape* January 2019

The OFNC will sell advertising space in T&L to generate revenue to offset publication costs.

In keeping with the mandate of the OFNC and T&L, ads will only be accepted from organizations offering products or services directly related to the activities of the club – e.g. gardening, tours, optics, seed, outdoor equipment, natural history-related books, nature-themed workshops, etc. Suitability of an ad for publication in *Trail & Landscape* is at the discretion of the Editor.

Ads will be booked and paid for, with the final copy sent to the Editor, no later than two months prior to publication date:

Issue	Deadline for submission and payment
January-March	November 1
April-June	February 1
July-September	May 1
October-December	August 1

Ad content must be provided in final, print-ready, colour format. Ideal file formats are image files (such as jpg) at a minimum resolution of 300 dpi; PDF or word-processing files will also be accepted.

Accepted dimensions and rates:

Size	Location in T&L	Rate ¹	Rate with 15% discount ¹ for members of the OFNC ²
Full-page ad, 6" wide x 9" high (15.24 x 22.86 cm)	Anywhere in body of publication but after Table of Contents ³	\$400.00	\$340.00
Full-page ad, 6" wide x 9" high (15.24 x 22.86 cm)	Inside Back Cover	\$500.00	\$425.00
Half-page ad, 5.5" wide x 4" high (13.97 x 10.16 cm)	Anywhere in body of publication but after Table of Contents ³	\$250.00	\$212.50
Half-page ad, 5.5" wide x 4" high (13.97 x 10.16 cm)	Inside Back Cover	\$350.00	\$297.50
Quarter-page ad, 5.5" wide x 2" high (13.97 x 5.08 cm)	Anywhere in body of publication but after Table of Contents ³	\$100.00	\$85.00

¹ HST will not be charged.

² Or if principal owner of a business is a member of the OFNC.

³ At the discretion of the editor.

Quarter-page ad, 5.5" wide x 2" high (13.97 x 5.08 cm)	Inside Back Cover	\$150.00	\$127.50
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There will be a 10% discount when four ads (one per issue) are purchased at one time by the same organization.