

**PUBLIC ADVISORY COMMITTEE
IN-PERSON MEETING
A G E N D A**

**NPCA Main Office
250 Thorold Road West, 3rd Floor, Welland**

**Tuesday, February 27, 2024
5:00 PM**

CALL TO ORDER – ROLL CALL

The Niagara Peninsula watershed is situated within the traditional territory of the Haudenosaunee, Attiwonderonk (Neutral), and the Anishinaabeg, including the Mississaugas of the Credit—many of whom continue to live and work here today. This territory is covered by the Upper Canada Treaties (No. 3, 4, and 381) and is within the land protected by the Dish with One Spoon Wampum agreement. Today, the watershed is home to many First Nations, Métis, and Inuit peoples. Through the 2021-2031 Strategic Plan, we re-confirm our commitment to shared stewardship of natural resources and deep appreciation of Indigenous culture and history in the watershed.

1. OPENING WELCOME FROM NOKOMIS CINDILEE ECKER-FLAGG

2. APPROVAL OF AGENDA

3. DECLARATIONS OF CONFLICT OF INTEREST

4. APPROVAL OF MINUTES

- 4.1 Minutes of the Public Advisory Committee meeting dated November 30, 2023 (For Approval)**

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5. CORRESPONDENCE

None.

6. PRESENTATIONS

- 6.1 Presentation by Wendy Baldin, Manager, Digital Transformation & Information Technology, RE: GIS public-facing web-app (For Input)**
- 6.2 Presentation by Adam Christie, Director, Conservation Areas RE: Green Infrastructure Updates and Conservation Area improvements (For Receipt)**

6.3 Presentation by Josh Diamond, Manager, Watershed Monitoring and Reporting, RE: Conceptual Framework – Integrated Watershed Monitoring Program (For Receipt)

7. DELEGATIONS

None.

8. CONSENT ITEMS

8.1 NPCA Main Office Relocation – Verbal update provided by Chandra Sharma, CAO / Secretary – Treasurer (For Receipt).

9. DISCUSSION ITEMS

9.1 Report No. PAC-01-24 RE: Ball’s Falls Festival 50th Anniversary Planning (For Input)

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10. COMMITTEE REPORTS

None.

11. NEW BUSINESS

11.1 Members’ Updates (Verbal) – Information/Issues/Items of Interest

11.2 PAC 2024 Workplan Discussion

12. ADJOURNMENT

PUBLIC ADVISORY COMMITTEE
250 Thorold Rd, Welland, ON
MEETING MINUTES

Thursday November 30, 2023
5:00 p.m.

MEMBERS PRESENT:

Lennie Aarts
Julia Baird
Lesley Clarke
David Cribbs
George McKibbon
Naheed Qureshi
William Rapley
David Wyllie

MEMBERS ABSENT:

Robert Foster, NPCA Chair
Lageera Chatheechan
Philip Beale
Tracy Boese
Cindilee Ecker-Flagg
Jonathan Musso
Albert Witteveen

STAFF PRESENT:

C. Sharma, C.A.O. / Secretary – Treasurer
E. Baldin, Manager Land Planning
L. Lee-Yates, Director, Planning and Development/Interim Director,
Watershed Strategies and Climate Change
K. Royer, Coordinator, Community Outreach
G. Shaule, Administrative Assistant, Corporate Resources

OTHERS PRESENT:

T. Mereu, Project Manager, Floodplain Mapping, NPCA

Welcome from CAO Chandra Sharma, acting Chair and the meeting was called to order at 5:02 p.m.

1. OPENING WELCOME FROM TRACY BOESE

2. APPROVAL OF THE AGENDA

Recommendation No. PAC-10-2023

Moved by George McKibbon

Seconded by William Rapley

THAT the Public Advisory Committee agenda dated November 30, 2023 **BE RECEIVED.**

CARRIED

3. DECLARATIONS OF CONFLICT OF INTEREST

None.

4. ELECTIONS / APPOINTMENT OF OFFICERS

The election of officers for the NPCA Public Advisory Committee (PAC) will be conducted by either NPCA Chair or NPCA Chief Administrative Officer. Positions are required for Chair and Vice Chair of the NPCA PAC to serve for a period of TWO (2) years, and may serve for a maximum of TWO (2) consecutive terms.

a) Election of Officers

i) Chair of the Public Advisory Committee

David Cribbs nominated Albert Witteveen as Chair of the Public Advisory Committee of The Niagara Peninsula Conservation Authority.

Recommendation No. PAC-11-2023

Moved by Lesley Clarke

Seconded by Naheed Qureshi

THAT Albert Witteveen BE APPOINTED as Chair of the Public Advisory Committee of The Niagara Peninsula Conservation Authority for a period of TWO (2) years.

CARRIED

ii) Vice Chair of the Public Advisory Committee

Naheed Qureshi nominated David Cribbs as Vice Chair of the Public Advisory Committee of The Niagara Peninsula Conservation Authority.

Recommendation No. PAC-12-2023

Moved by Naheed Qureshi

Seconded by George McKibbon

THAT David Cribbs BE APPOINTED as Vice Chair of the Public Advisory Committee of the Niagara Peninsula Conservation Authority for a period of TWO (2) years.

CARRIED

David Cribbs, Public Advisory Chair presided over the remainder of the meeting.

5. Approval of the minutes

Public Advisory Committee minutes dated September 14, 2023.

Recommendation No. PAC-13-2023

Moved by Lesley Clarke
 Seconded by David Wyllie

THAT the Public Advisory Committee minutes dated September 14, 2023 **BE RECEIVED**.

6. CORRESPONDENCE

None.

7. PRESENTATIONS

- a) PowerPoint Presentation RE: Conservation Authorities Act Transition Requirements for Land Planning, Eric Baldin NPCA Manager, Land Planning

Recommendation No. PAC-14-2023

Moved by George McKibbon
 Seconded by David Wyllie

THAT the PowerPoint Presentation RE: Conservation Authorities Act Transition Requirements for Land Planning **BE RECEIVED**.

CARRIED

- b) PowerPoint Presentation RE: Floodplain mapping projects for Coyle, Draper's Creek and Oswego Creek by Tim Mereu, Project Manager, Floodplain Mapping, NPCA. T. Mereu, and Leilani Lee-Yates, Planning and Development/Interim Director, Watershed Strategies and Climate Change spoke to presentation and policy. Discussion ensued.

Recommendation No. PAC-15-2023

Moved by Lesley Clarke
 Seconded by George McKibbon

THAT the PowerPoint Presentation RE: Floodplain mapping projects for Coyle, Draper's Creek and Oswego Creek **BE RECEIVED**.

CARRIED

8. DELEGATIONS

None

9. CONSENT ITEMS

- a) Report No: PAC-05-23 RE: Conservation Authority Act Transition Requirement for Programs and Services for the year 2024. C. Sharma, C.A.O. / Secretary – Treasurer provided comments. Discussion ensued with excellent suggestions from the PAC members. Direction to integrate climate change in accordance with O.reg. 686/21 for mandated programs and services was proposed by member McKibbon.

Recommendation No. PAC-16-2023

THAT Report No: PAC-05-23 RE: Conservation Authority Act Transition Requirement for Programs and Services for the year 2024 **BE RECEIVED.**

CARRIED

10. DISCUSSION ITEMS

a) Report No: PAC-04-23 RE: 2024 Public Advisory Committee Meeting Dates.

Recommendation No. PAC-17-2023

Moved by Lesley Clarke
Seconded by Naheed Qureshi

THAT Report No: PAC-04-23 RE: 2024 Public Advisory Committee Meeting Dates **BE APPROVED.**

- Tuesday, February 27, 2024 (5 p.m.)
- Tuesday, May 27, 2024 (5 p.m.)
- Tuesday, September 16, 2024 (5 p.m.)
- Tuesday, November 25, 2024 (5 p.m.)

CARRIED

11. COMMITTEE REPORTS

None.

12. NEW BUSINESS

Members' Updates (Verbal) – Information / Issues / Items of Interest –

Chandra Sharma to bring back infrastructure report to next PAC meeting on February 27, 2024.

11. ADJOURNMENT

The Public Advisory Committee meeting of November 30, 2023, was adjourned at 7:14 p.m.

David Cribbs
Public Advisory Committee Chair

Chandra Sharma, MCIP RPP
Chief Administrative Officer / Secretary –
Treasurer

Report To: Public Advisory Committee

Subject: Update on Ball's Falls Thanksgiving Festival 50th Anniversary

Report No: PAC-01-24

Date: February 27, 2024

Recommendation:

THAT Report No. PAC-01-24 RE: Update on Ball's Falls Thanksgiving Festival 50th Anniversary **BE RECEIVED.**

Purpose:

To provide an update to the NPCA Public Advisory Committee regarding NPCA staff planning for the 2024 Ball's Falls Thanksgiving Festival and 50th Anniversary celebration.

Background:

The Niagara Peninsula Conservation Authority (NPCA) hosts the Ball's Falls Thanksgiving Festival at Ball's Falls Conservation Area annually over the four-day Thanksgiving holiday weekend in October, Friday through Monday. This event is the NPCA's signature annual event and is regarded as a "Niagara tradition" within the local community.

Since the return of in-person events following the pandemic, the Festival has seen some enhancements to programming and features, as well as an increasing attendance. In 2023 the Festival surpassed record attendances with an estimated 28,000 attendees and visitors over the four-day weekend, taking part in shopping from over 150 unique craft and artisan vendors, enjoying local craft food and beverage including local beer and wine, as well as musical and family entertainment on the main stage.

Discussion:

NPCA is celebrating the 50th anniversary of the Ball's Falls Thanksgiving Festival in 2024. Recognized as one of the most popular and highly-regarded festivals in Niagara, staff are eager to celebrate this milestone with the community. Beginning in 2023, NPCA staff have been planning accordingly for an elevated program and event.

The 2024 Festival will run from 10:00 am – 5:00 pm Friday, October 11 through Monday, October 14th at Ball's Falls Conservation Area. To celebrate the 50th anniversary of the Thanksgiving Festival, NPCA staff have planned four new initiatives:

1. 50th Anniversary Celebration Dinner

A celebratory dinner hosted offsite on Thursday, October 10, for invited guests and dignitaries, bringing together past staff, volunteers and creators who have contributed to this legacy event over the past 50 years.

2. Saturday Evening Musical Entertainment

Extended Festival programming on Saturday, October 12, offering an elevated musical performance by a recognized Canadian talent or act on the main stage.

3. Thanksgiving Festival Merchandise

NPCA and Festival-branded merchandise will be available for sale online in advance and in-person at the event. Merchandise may include branded drinkware, re-useable tote/shopping bags, and apparel.

4. Step into Nature and Celebrate – Passive Parks Promotions

Recognition and promotion of NPCA's conservation areas in Festival marketing and materials drawing visitor attention to recent enhancements at conservation areas such as Cave Springs, Rockway and St. Johns and promoting the value of the NPCA's NaturePlus Pass program.

These initiatives, along with concerted tactical marketing and promotions through various means and channels, support the NPCA in creating a memorable, celebratory event that maintains sustainability.

In addition to these offerings, the Thanksgiving Festival brings the original 1800's heritage village to life, with historical demonstrations by dedicated volunteer and staff interpreters and docents, early settlement trades and crafts on display, as well as guided building tours and grist mill operations. The Thanksgiving Festival represents a significant annual opportunity for the NPCA to engage with thousands of visitors and share both natural and cultural heritage features and conservation education with the watershed, while celebrating the fall and harvest season and supporting local vendors and artisans.

NPCA staff are completing event planning and logistics at an advanced rate in order to better promote the Festival, increasing awareness and advanced ticket sales. The community can stay up-to-date on the Festival at the dedicated festival website: www.thanksgivingfestival.ca. More information, such as craft and artisan vendors, musical acts and sponsorship opportunities will be released this spring and summer.

Financial Implications:

Financial implications include increased expenses associated with elevated entertainment and musical acts, corresponding production services, cost-of-goods-sold associated with Festival merchandise, and expenses associated with hosting the 50th Anniversary Celebration Dinner. To mitigate these expenses, NPCA staff are seeking third-party event

sponsorship and grant programs, applying a revenue-generating approach to merchandising, and selling tickets for the Celebration Dinner to recover costs associated.

Links to Policy/Strategic Plan

Goal 3.1 – Create equitable access to greenspace for the health and well-being of people.

Goal 3.2 – Lead nature education, environmental stewardship, and volunteerism.

Goal 3.3 – Improve cultural connections and heritage appreciation.

Goal 3.4 – Promote the watershed as a destination of choice for adventure, culture, and ecological tourism.

Goal 4.2 – Foster relationships with the community, non-government organizations, businesses, agriculture, industry, and academic institutions for collective outcomes and impact.

Goal 6.2 – Optimize self-generating revenue using innovative approaches.

Related Reports and Appendices:

None.

Authored by:

Original Signed By

Alicia Powell
Manager, Conservation Area Services

Reviewed by:

Original Signed By

Adam Christie
Director, Conservation Areas

Submitted by:

Original Signed By

Chandra Sharma
Chief Administrative Officer/Secretary-Treasurer