



Minutes of Meeting

BOARD OF DIRECTORS MEETING

EAST BAY FIRE HALL, NOVEMBER 13, 2020 (1:30 – 3:30)

Present: Eileen Crosby, Pierre LaRoche, Maureen Cameron-MacMillan, Gordon Kerr, Stan Johnson, Rodney Chaisson, Allison McIsaac, Kirsty Lock, Tracy Marshall, Brian MacDougall, Eliot Frosst, Foncie Farrell

Regrets: Rod Beresford, Liz MacCormack, John MacLennan

Observers/Guests: Steve Parsons, Cyril MacDonald (newly elected CBRM Councilors)

1. Call to Order (1:37 pm)

Call to order by newly elected Chair, Eileen Crosby. The Chair welcomed our new directors and asked each Board member to introduce themselves. The Chair introduced our guests, CBRM Councilor Steve Parsons of District 7 and CBRM Councilor Cyril MacDonald of District 3.

Opening comments by the Chair included a review of COVID19 protocols, mask wearing, and physical distancing and hence no coffee/tea breaks. The Chair stated that the importance of Board meetings concentrating more on looking forward versus spending too much time in dealing with past issues. The Board's objective is to pay close attention to what we are going to do to accomplish our objectives. To that end, the Chair will attempt to have the Minutes of Meeting issued within 7 days as well as have a Board Manual available to all new Board members.

Action Item: The Chair informed group that **she and Brian MacDougall** are working on a Board Manual which will be ready for the next Board meeting.

2. Additions to the Agenda

None

3. Approval of Agenda

Motion: by Eliot to approve agenda with no additions. Seconded by Foncie. Motion carried.

4. Approval of Minutes

Motion: by Maureen Cameron-MacMillan to approve minutes of meeting from 25/09/2020. Seconded by Gordon Kerr. Motion carried

5. Business arising from Minutes

Chair

CCA Forum Guidelines - The Chair mailed the financial sponsors of the CCA Forum individualized thankyou letter and a hardcopy of the Guidelines for *Climate Change Adaptation in Canada's UNESCO Biosphere Reserves*. Bruce Hatcher is continuing to complete distribution of the remaining copies to Forum attendees and interested parties.

6. Treasurer's Reports:

Brian MacDougall

October Statement reviewed by the Treasurer's Report dated October 31, 2020. Very light activity due to COVID19. The October 31 closing bank balance is \$63,154.

Motion: Brain moved that the report as circulated be approved. Seconded by Foncie Farrel. Question. Brian clarified we are in the 2021 fiscal year running from April 1, 2020 to March 31, 2021. No further discussion. Motion carried.

Minutes of Meeting NOVEMBER 13, 2020 continued

Action Item: ALL Committee Chairs should review their budget allocations and determine if any changes are required at the time of our next Board meeting.

7. CEPI Youth Updates Tracy Marshall

- a) The Autonomous Underwater Vehicle (AUV) project was successful and the facilitators were pleased with the youth involvement.
- b) The Species Watch contest initiative, where 'UINR has partnered with CEPI Youth to launch an exciting new contest, where you can win great prizes while learning about the species-at-risk that live in the Bras d'Or Lakes Watershed' ([CEPI Youth Facebook](#)) however not as many participants as hoped.

8. CEPI Updates (Management & Steering Committees) Stan Johnson

- a) Forest Monitoring. The Forestry Project with Oceans North is very active.

Action item: Stan will arrange to have the Forestry Project PM do a presentation at our next meeting.

- b) Shore Erosion. Stan outlined that shore erosion and how to deal with along the shoreline of the Bras d'Or has long been an issue. Discussion followed on types of water breaks; jurisdiction among Lands and Forests, Department of Fisheries, Department of the Environment; Municipal bylaws and landowner initiatives. Stan reminded the group about the CEPI report – [Bras d'Or Lakes Development Standards](#) and it was suggested that reviewing, possible upgrading and recirculating the report among the various municipalities and planning departments might get some constructive initiatives started.

Action item: Stan and the BLBRA will look at approaches to move shore erosion control around the Bras d'Or to the forefront of public and private interests.

8. CBRA/UNESCO MaB Programme Update Chair

- a) For the benefit of new Board members, The Chair reviewed that the [Canadian Biosphere Reserves Association](#) (CBRA) brings together the 18 Canadian Biospheres (along with the [Canadian Commission for UNESCO](#) – CCUNESCO). UNESCO itself is headquartered in Paris, France. See <https://en.unesco.org/biosphere> for more specifics. Brue Hatcher used to represent BLBRA at CBRA before retiring from the BLBRA Board in September, Maureen sometimes attended meetings.

Motion: by Eliot that Maureen becomes our CBRA representative. Seconded by Gord. Question. No further discussion. Motion passed.

9. Committee & Project (Questions, Motions, Action Items)

A. Periodic Review Committee Gordon Kerr

- 1. During preparation of the Periodic Review an approved Vision Statement and Mission Statement contained in the [BLBRA STRATEGIC PLAN \(2013-2015\)](#) resurfaced.

Motion: by Gord, seconded by Brian to utilize the statements now and revisit them during the next strategic planning session. Questions. Maureen has put the statements on the website. Motion passed.

Action item: Maureen and Eileen will review the placement on the website, Eileen on other documentation.

Minutes of Meeting NOVEMBER 13, 2020 continued

2. Budget for the review is \$8.5k. Various names have been proposed to assemble and edit the final document. Eileen spoke of Mike Hunter from the Print Shop at CBU with a budget of \$25/hour but not to exceed \$400. Gord suggested actual cost could be higher.

Action item: Gordon and Eileen will review PR editing options.

3. Project Coordination. Gord is prepared to become the project manager as well however he will be away for most of the winter. Maureen and Eileen volunteered that they could step in to support the UNESCO representatives when they visit.
4. Extension of Periodic Review date(s).

Action item: PR Committee will review whether to ask for a PR extension at the next PR meeting.

B. Museum Committee Eliot

1. Eliot asked for confirmation of place names and labels on the large map. Corrections to spellings were suggested.

Action item: Eliot will review the latest map place name list corrections and resend the list.

2. Window covering, pictures and lighting moving forward. Some translation required to Gaelic and some navigation through the touchscreens to be confirmed.

Action item: Rodney will help Eliot with Gaelic translation on panels.

Action item: Gord will meet with Eliot regarding the Pyramid screens.

C. Trail Committee Maureen Cameron-MacMillan

1. Hike NS. Maureen explained that the membership in Hike Nova Scotia cost \$50/year for institutions versus \$200 lifetime for individuals. The committee therefore used the \$200 budgeted to buy a 4-year membership expiring November 2014.
2. Trail Brochure. The final draft should be ready in December. Hopefully it will be initially on the website and will be a living document until confidence in content supports going to print.

Action item: Maureen will look at including the Great Trail access points.

3. Existing large format maps of the Biosphere. It was noted by Gord that the map was a big success at St. Peter's Bras d'Or Watch drawing keen interest from both young and old.

Action item: Maureen will get the current large format maps laminated for use at Bras d'Or Watch and other public displays.

D. Communications Committee Pierre LaRochelle

1. Destination Cape Breton informed Pierre today that they had implemented Feature Boxes on their website and the Biosphere is 'featured' in three regions.

<https://www.cbisland.com/tourist-attractions/south-coast-canada/>

<https://www.cbisland.com/tourist-attractions/bras-dor-lake-biosphere/>

<https://www.cbisland.com/things-to-do/coastal-adventure/>

E. Bras d'Or Watch Committee

Rod Beresford (regrets)

Minutes of Meeting NOVEMBER 13, 2020 continued

No report at this time however the Chair received a proposal from an *ad hoc committee* of interested citizens to investigate implementing a Citizen Science Initiative involving the Bras d'Or Lake which would extend the current one day event known as Bras d'Or Watch into a more extensive year round project.
Action Item: The proposal has been send to the Bras d'Or Watch Committee Chair for consideration at their next committee meeting.

F. Report Card Committee
No report at this time
Liz MacCormack

10. New Business
Chair

A. Vision & Mission statements (reaffirmation)
Covered in 9.A
Gordon Kerr

B. Networking/partnerships
Eileen Crosby

1. Eileen reviewed how strong networking at the beginning of the Biosphere initiative and through the designation process has to be revitalized. The association has no authority and we need more links and partnerships with others to promote the three pillars. She had four meetings planned this week. Discussion on whether committees suggest partnerships; does the Board develop principles on who makes a good partner; Steve made point that the partnering process needs to be owned by someone.
Motion: by Brian to form a new partnership committee. Seconded by Pierre. Question. No further discussion. Motion passed.

Action item: Eileen will formalize a partnering/networking plan by next meeting.

Action item: All to send Eileen suggestions as to who would be good partners.

C. Encouraging funding
Brian MacDougall

1. Operationally we are in a good place. Programs such as Signage and Climate Change Adaptation were self-funded. Need to see what else is out there such as endowment funds, possibly aligned with the three pillars. Right level of awareness and marketing should raise our funding. Learn from other Biospheres. Many people want to donate. Steve's and Brian's experience is that donors like to know that the Board members are financial donors also, not just service in lieu.

Action item: Brian will send out a funding summary overview.

2. Remember we are a registered charitable organization. Discussion of can a gift, t-shirt, water bottles be given – before, with, after?

Action item: Brian will report back on donors receiving gifts.

D. Increasing membership
Eliot

1. Eliot identified the need to get members from outside the Biosphere. Also boaters and other segments.
Action item: Eileen to get Eliot help on Membership drives.

E. Eco-tourism in the Biosphere
Rodney

1. Rod discussed the trailway initiatives different than Cabot Trail, where folks are focused on experiences. Good to map out where are our eco-tourism sites. The Biosphere has three regional information centres – Baddeck, Iona and St. Peter's to leverage.

Action item: Rodney will review current assets such as the Biosphere Atlas and start planning on these initiatives.

F. Board Member recruitment
Brian MacDougall

Minutes of Meeting NOVEMBER 13, 2020 continued

Action Item: Brian and Eileen will review and come up with recommendations on what makes a good Board.

11. Correspondence

Chair

The Chair contacted Yvette Rogers, the Community Outreach Representative for Celtic Colours for permission to post their [Celtic Colours Road Trip with Yvette Rogers – Episode Eight – The Bras d'Or Lake](#). To our website.

12. Next Meeting

Action Item: The Chair will call for a meeting sometime in early January so that all committee have a chance to meet and proceed with their action items.

13. Adjournment

Moved to adjourn by Fencie
Meeting Adjourned @ 3:45 PM

Pierre LaRochelle, Secretary BLBRA

DRAFT