

Minutes of Meeting FINAL
BLBRA Board of Directors Meeting
Thursday, May 19, 2022, 1:30 – 4:00 PM
Sarah Denny Cultural Centre, 65 Mini Mall Dr., Eskasoni, NS



Our mission is to improve balance in the Bras d'Or Lake Biosphere by encouraging community capacity building, conservation efforts, and sustainable development.

Attendance:

DIRECTORS (Member at Large)		DIRECTORS (Ex Officio)	
Allison Mclsaac	Y	Amanda Mombourquette (Richmond)	
Brian MacDougall (Treasurer)	Y	Barbara Longva (Victoria)	Y
Chris King	Y	John MacLennan (Inverness)	
Eileen Crosby (Chair)	Y	Kirsty Lock (NSCC)	Y
Liz Campbell	Y	Cyril MacDonald (CBRM)	
Foncie Farrell	Y	Tyler Mattheis (CB Partnership)	Y
Pierre LaRochelle (Secretary)	Y		
Rodney Chaisson	Y		
Stan Johnson	Y		
Tracy Marshall (Youth Coordinator)	Y		

A quorum for the transaction of business at any meeting of the Board shall consist of 50% of the Executive Comm. plus 6 non-executive Board members. (Y= Present; R= Regrets sent; N= none)

Observers/Guests:

- 1. Call to Order:**
At 1:30 pm Chair Eileen Crosby began the meeting by acknowledging that the Bras d'Or Lake Biosphere is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. Noted regrets.
- 2. Additions to the agenda:**
None
- 3. Approval of the agenda:**
Motion to approve made by Barb, seconded Chris. Motion passed unanimously.
- 4. Approval of minutes from the March 24, 2022 BoD meeting:**
There were no changes requested.
Motion to approve made by Pierre, seconded by Chris. Motion passed unanimously.






5. **Business arising from last meeting** (not dealt with elsewhere):

I. ECCC Contribution Agreement

Allison reported that data loggers and start-up equipment for the office have been purchased. The hiring committee (Eileen, Teresa, Pierre and Allison) has narrowed down the candidates and interviews will begin the week of April 25, 2022. The new PM will be introduced at the 2022 AGM.

II. 2022 Strategic Plan - Organizational Chart/Matrix

Pierre presented a summary PowerPoint presentation reflecting resource considerations related to implementing the 2022-2025 Strategic Plan.

<u>Strategic Pillars and Resources</u>				
Inclusive Partnerships & Collaboration	Environmental Stewardship & Education	Sustainable Economic Development	Inclusive Community Engagement	Sustainable Operations
				
BLBRA Board DCBA CBU NSCC CEPI Organizations Industry Government	BLBRA Board CEPI CBU NSCC Industry Organizations Industry Government	BLBRA Board DCBA CB Partnership CBU World Tourism Institute CBU Shannon School of Business NSCC Organizations Industry Government	BLBRA Board Citizen Science Forest Watch Bras d'Or Watch Infrastructure Explore the Bras d'Or Organizations Industry Government	BLBRA Board Funding Facilities Marketing Communications
<u>Canadian Biosphere Reserve Association (CBRA)</u>				
<u>CCUNESCO</u>				
<u>UNESCO World Network of Biosphere Reserves</u>				
<u>UNESCO</u>				

III. Marketing Plan Development

Rodney reported on his, Pierre and Eileen's meeting with Tracey and Neil from VIBE on Marketing Plan development. Expecting a deliverable in the next month. Will be looking at promoting the Biosphere re-certification as well. Pierre has applied for a \$5,000 grant from Digital Nova Scotia to support website and Social Media development.

IV. AGM Update

Scheduled for 7:00 pm, June 23 at the A.G. Bell Nat. Hist. Site Theatre. Barb is working on site logistics with Eileen.

ACTION: ALL were reminded by Eileen to submit annual reports by June 9, 2022 to be included in the Annual Report she is preparing.

6. **Treasurer's Report**

Brian reviewed the March report, FY22 Yearend report and the April report in the Meeting folder. FY22 was \$53,351 versus \$57,636 in FY21. The April 30, 2022 bank balance was \$89,589 and includes the ECCC project advance. There were also 20 new memberships and donations.

Motion to approve FY22 report made by Brian, seconded by Foncie. Motion passed unanimously.

Motion to approve April report made by Brian, seconded by Liz. Motion passed unanimously.

ACTION: ALL were reminded by Brian to submit allocations for their 22/23 projects/committee needs.

7. **New Business**

i. **Bras d'Or Watch, July 23, 2022**

Kathleen Aiken, Executive Director, ACAP, the BLBRA historical contracted partner for delivering the citizen science aspects of Bras d'Or Watch, provided an overview of the planned 2022 project as detailed in the meeting folder. There are four sites being considered this year. Total project cost, Scavenger Hunt being excluded, is \$4,400 to BLBRA with ACAP sourcing in-kind contributions of \$4,100. [See Facebook page.](#)

Motion that the Board accepts the program and costs incurred by ACAP in carrying out the Bras d'Or Watch program for July 23, 2022, made by Liz, seconded by Brian. Motion passed unanimously.

ii. **World Ocean's Day June 2-5, 2022**

Rodney outlined that the event is being held in and around Iona as usual. Sunday, June 5th is the main day with the 6th Àros Na Mara World Oceans Day at the Aros Na Mara Centre.

ACTION: Barb will contact Candace about selling of maps at World's Ocean Day.

ACTION: Liz volunteered to represent the BLBRA at World's Ocean Day.

iii. **Tourism & Sustainable Development**

Tyler and Eileen opened discussions about the World Tourism Institute at Cape Breton University International Conference. Pierre outlined that on *'Tuesday, November 8 from 12:15 -2:15 PM, there will be a virtual "Destination Showcase" which will give participants the chance to showcase their business as a virtual exhibitor while conference attendees get to visit and learn about what makes Cape Breton Island so special.* ' This fits well with UNESCO worldwide tourism initiatives.

ACTION: Pierre will send an expression of interest, for the BLBRA to be a virtual exhibitor, to the organizers of WTI – CBU before the May 27, 2022 deadline.

ACTION: BLBRA virtual logistics to be developed for WTI – CBU. *"Participants will have the chance to upload video, logos, images, text and instantly chat via messaging or video with attendees who are "visiting" during their extended lunch break. It is anticipated there will be approximately 150 attendees."*

iv. **Board Meetings & Travel**

Eileen opened discussion on the subject and outlined the that there are typically six (6) meetings and 1 AGM during the fiscal year. The bylaws stipulate a minimum of 4. The Board now owns a projector, microphone and camera equipment to facilitate online, hybrid and face-to-face meetings. Travel time, travel costs, compensation, winter conditions and minimum attendance requirements by Directors were highlighted as factors affecting the ability to maximize the engagement of directors and other interested parties in the ongoing operation of the association. Anecdotal references indicated that there is a myriad of solutions implemented by non-profits. Notably, compensation if offered, is an individual prerogative, and not always taken.

ACTION: Eileen will set up a sub-committee to develop a compensation recommendation.

ACTION: The New Executive will develop a meeting schedule for 2022-2023.

8. CEPI

Stan outlined that the Senior Council is meeting in October and the CEPI Steering Committee is meeting this next week; there is an RFP out for growing the sportfishing industry in Bras d'Or Lakes; working with DFO on barachois ponds; Tourism Task Committee activated; Species at Risk project may be extended; looking at sewage management; developing a new communication plan; working on Explore the Bras d'Or golf, fishing and hiking events; working with ACAP; working on underwater archeology related to stone mounds recently found; developing hunting and fishing guides; planning a Climate Change Forum.

9. CEPI Youth

Tracy reported she is focused on engaging the youth with traditional activities, including basket making; and the oyster initiatives in the lake.

10. Ex-officio Reports

Victoria, Richmond, Inverness, & CB Municipalities, CB Partnership & NSCC reports waived.

11. Committee Reports

i. Executive Committee

Eileen identified the requirement for an interim vice-chair with Rosella's resignation.

Motion: Barb moved that with the sudden resignation of the vice chair, that Pierre LaRoche becomes the acting Vice Chair until the official election of the executive committee members immediately following the AGM. Seconded by Rodney. Motion passed unanimously.

ii. Trail Committee – Barb reported that the committee met with Kirsty also in attendance. Looking at making a trails page on the website. (*Note: Currently accessed indirectly from the initiatives page **Walk around the Bras d'Or & Existing Trails** https://blbra.ca/initiatives_post/walk-around-the-bras-dor/). Do more workshops.*

iii. Communications Committee - Looking for members.

iv. Citizen Science Committee– Kirsty's Forest Watch report is in the folder and speaks to signage for the Nicholson Trail, exploring use the use of QR codes, trail use engagement, school kits and other citizen science engagement initiatives.

v. Membership Committee

ACTION: ALL - Need a chair and Board member for the Membership Committee.

vi. Marketing/Tourism Committee – Discussed by Rodney above.

vii. Nomination Committee - Foncie has two nominees and will look for additional names to fill the recent identified vacancies.

viii. Explore the Bras d'Or – Tracey, our BLBRA representative on the committee, outlined that work continues on Explore the Bras d'Or and plans are to include golf, fishing (contracts being signed) and hiking events including an 18 km hike.

12. Correspondence

The items were listed in the agenda.

1. CBRA Funding Program Name: Canada Innovation & Entrepreneurship Award, Climate-Related Product Innovation Award - Awarded for products creating innovative solutions to a real-world problem. Website: <https://www.ief-fie.ca/the-canie-awards/>
Funding Scale: \$10,000 cash prizes for each winner,
Deadline: midnight on the 31st of May 2022
ACTION: Nominate a business owner in our Biosphere
2. Funding Program Name: (Federal Government) Zero Emission Vehicle Infrastructure Program Website: <https://www.nrcan.gc.ca/energy-efficiency/transportation-alternative-fuels/zero-emission-vehicle-infrastructure-program/21876>

Deadline: The Request for Proposals (RFP) focusing on public places, on-street, multi-unit residential buildings, workplaces and vehicle fleets is now open until August 11, 2022 (23:59 Eastern Daylight Time).

ACTION: Biospheres apply or send to a partner to co-apply.

13. Upcoming Biosphere Events:

1. AGM, 7:00 pm, June 23, 2022; A.G. Bell Nat. Hist. Site, Baddeck
2. The Highland Village - Check out the Next Chapter - Opens June 15
3. Explore The Bras d'Or/Wjinene'n Pitu'poq - starts July 22, 2022.
4. Bras d'Or Watch - Field Day, July 23, 2022.

Adjournment - Motion to adjourn by Fonce at approximately 4:00 pm

Next meeting: To be determined by new Executive.

Minutes by Pierre. Please email any corrections, clarifications or omissions to Megan MacInnes via secretary@blbra.ca