



Green Timbers Heritage Society

Meeting Minutes

Tuesday, November 16, 2021
Virtual meeting via Google Meet

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In Attendance:

Nathan Evans, Don Schuetze, Nick McMahon, Jim Foulkes, Nikolai Karpun

Regrets:

Leana Kininmont, Allison Baker

Meeting Called to Order:

6:55 pm

Approval of last meeting minutes. Moved Nathan, seconded Nick. Passed.

Reports:**SNAP November 1 Update**

Nikolai Karpun, Program Coordinator

Past Month (Amy):

- The fall team has been working for about one month now.
- We are in the process of hiring the new program coordinator. I am working on a training and onboarding plan for them since we have never hired a coordinator while a team is currently running.
- We are final payments from the summer and advance payments for the fall from CSJ. I anticipate a healthy carryover in the budget into the new year.

This Month (Nikolai):

- Settling into role. Received training from Amy and continue to receive support from her in her new role.
- Outreach team continuing to produce video and written content for Newton Pond Park.
- Field team continues a high level of effort into the rainy season. Lots of progress at Cougar Creek, Newton Pond Park, and Holland Park.
- Hosting MP's on various site visits.
- Discussing possibility of extension for field team. Surrey has work to provide and funds to support. Reviewing Canada Summer Jobs funding and rental agreements to determine feasibility.

MP visits: MP Sarai cancelled/postponed; MP Aldag attended one session.

Discussion of extending Field teams session. May not happen.

Outreach did a blog post for Sunnyside Acres about fungi

GT: will do plant project with QR code(s) for plants to be seen. Discussion about using GT site instead of SNAP site.

NB: Will Pollock did a big report of natural items in GT in the 1970s. Jim has the report.

Finance:

Nikolai set up as delegate access to SNAP account

Credit Card application to be done this week.

Website:

Users: 1.7K, Increase 32.9%

Sessions: 2.0K, Increase 37.9%

Bounce Rate: 87.4%, Increase 0.2%

Average Session Duration: 00:54, Increase 13.4%

Membership:

Since our membership campaign started last month we have six new members and about a dozen new email newsletter subscribers. It's hard to get a clear picture on the newsletter subscribers because some of them are undoubtedly spam.

Old Business:

Share SNAP videos via Youtube channel

[Green Timbers - YouTube](#)

Uploaded to the Green Timbers YouTube channel.

Maps update online and possibly in print

Trail descriptions updated.

Allison wants to update/refresh the site's UI. Still some work to be done.

Trees

Getting a running total of tree removals within the park and confirming replacement trees will be planted within GTUF. Ken Crosby says they have to plant 179 compensatory trees in 2021. Plus shrubs.

To do: Nick to create summary for AGM.

Fraser Highway: **To Do:** Ask Robin if there are any tree protection drawings showing measures to protect park trees during construction -- doesn't appear to be drawings; Nick will follow up.

Fire: Did Robin ever respond about fire plans and protocols? Was going to update the trail names map for fire departments.

iNaturalist:

Update on how this works. There are Traditional Projects, which require at least 50 verifiable observations before they can be created, and Collection Projects, where observations are collected automatically. There is one of the latter created by the City of Surrey. Any observations you make are added to this Green Timbers project. More precisely, iNaturalist says "Observations are never "in" a collection project; they either meet the project's requirements and are displayed when the project page is loaded, or they don't. You cannot add or delete individual observations from a collection project." [<https://www.inaturalist.org/pages/managing-projects>]

We should consider encouraging people to use the app, use the location data, and to follow the "Green Timbers Park & Urban Forest" project.

Contact at City:

pamela.zevit@surrey.ca - City of Surrey, Biodiversity Planner.

To do: add links on the website to these apps.

New Business:

AGM:

Tuesday January 18. Have an option for virtual attendees, even if it is in-person. Still to do: make (tentative) reservation. Ricky's at Fleetwood might be an option. **To do:** make reservation.

Advertising for new members:

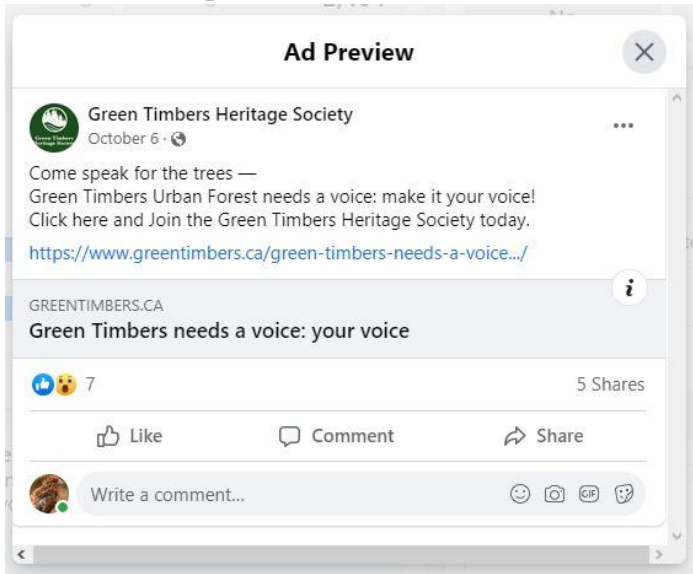
Let's make a decision (ie budget) on the printed card:

- FSA postcards: 4x9 \$950 for 2500, \$1600 for 5,000 (\$2850 for 10,000) printed and delivered to Canada Post; looks like it's easy to get to 10,000 people. Minimum of about 6,000 bordering the park.
- Nathan enquired to MinuteMan Surrey re what pricing includes, and to Taradel (canada post snap admail) what their price includes because they are kind of similar and Taradel says price includes postcard, design, and delivery for 34.5 cents each @ 10,000 unit level. If MinuteMan Surrey also includes delivery to the postal codes, it is a better deal.

Completed:

- One week of FaceBook advertising - \$
- Started: Google advertising. Still need to find that grant money for non-profits from Google
-

FaceBook ad report:



Reach: 2,404

Clicks: 66

Location - Living In Canada: 14510 100 Ave, Surrey (+5 mi) British Columbia

Age: 18 - 65+

73% women, 26% men

Other ideas:

- QR code on card to card
- Put stickers on existing didactic panels in park
- Stickers on existing City signs, cor-plast signs on wire stakes. Apparently department-based, for particular programs.
- Tote bags with GT logo, info, other SWAG
- Gift memberships online
- Advertising in very niche markets, ie senior magazines
- Contests with bag of SWAG as reward
- How to leave GTHS in their will
- SNAP outreach could have brochures etc to hand out.
- <https://www.whitepaper.com/#> for SWAG ideas.

Things to do:

Google Ads money for non-profits: it used to be there but Don can't see it (yet).

Another FaceBook boosted post?

- Alternating FB boosted posts
- Idea: tree jokes

Thank you

Send something to Amy Kim for a job well done.

- Custom jigsaw puzzle?
- Miniature tree and Starbucks card.

About \$50 limit.

Correspondence:

Wikipedia entry:

Hi, thought you might like to know I recently added a photo of the glacial erratic boulder in Green Timbers in Wikipedia.

https://en.wikipedia.org/wiki/Glacial_erratic

Irwin DeVries

To do: Irwin thought he could take a stab at a GTUF entry, need to send him some history and links

BCRegistries Annual Report reminder:

2021 Annual Report Reminder

Incorporation Number S0022972

Your last Annual Report was filed with No Annual General Meeting held. If you file this year's Annual Report with No Annual General Meeting held, your society will be eligible for dissolution.

Done: Filed our 2020 AGM in January as our 2021 AGM. When we are finally able to get our AGM in the same calendar year as the end of our fiscal (i.e. within a couple months after end of Sept) then we will be back on track.

Tree removals:

From Ken Crosbie, Natural Areas Coordinator

November 4:

We have two dead trees that are scheduled for removal on the north side of 100 Ave across from the entrance to the parking lot. There is 1 dead red alder and 1 dead paper birch tree, both less than 30 cm dbh, that target the pathways and require removal. The compensation tree planting for the removal of these trees will be added to the total for tree planting in GTUF. Let me know if you have any questions.



November 9:

We are requiring the removal of a beaver chewed cottonwood tree at GTUF by the meadow – see map below. The beaver had already chewed a cottonwood tree down. Crews are scheduled to remove the chewed tree by November 10. The surrounding trees will be evaluated if they need to have fencing around them. Two trees will be added to the compensatory tree planting list.





City Survey for Green Timbers District, as part of City Centre Plan Update

November 10:

We would like to invite the Green Timbers Heritage Society and its members to view and comment on draft land use options for the Green Timbers District, which will be in the form of a survey.

We are updating the land uses in the Green Timbers District as part of the City Centre Plan Update. The planning process and first round of engagement began this past Spring and there was an initial survey. Since then, City staff have reviewed the input and developed draft land use options for the Green Timbers neighbourhood.

The purpose of this Fall survey is to get the public's feedback on the draft land use options. The survey is available at engage.surrey.ca/city-centre-plan and will run until November 30th.

If you have any questions or would like to discuss elements of the plan in more detail, please give me a call at 604-591-4496 or email me at fkwong@surrey.ca. I would also be happy to meet virtually.

We would appreciate if you could forward this email to your membership and anyone else who is interested in providing their feedback on the Green Timbers neighbourhood. Residents and property owners within the

Green Timbers District will also receive a postcard notification in the mail later this week/early next week regarding the survey.

Thank you,

FAY KENG WONG, RPP, MCIP | ASSOCIATE PLANNER

Suggestions:

144th Street shut down for a few months with no public outcry. Can it be shut down for public traffic for good? Phillip? Who's the guy to talk to?

Meeting Adjourned:

8:02 pm

Next meeting December 14 @ 6:30pm