

Miramichi Salmon Association Inc.
Annual General Meeting
Zoom Call/ Rodd Miramichi
Saturday, 29 May 2021 10:00 am
Meeting Minutes

Present: David Creighton, Debbie Norton, Manley Price, Mark Holleran, Rick Pryde, Tristan Hovey, Vin Swazey, Ross Bingham, Andy Dumaine, Stan Knowles, Joe Walsh, Carl Graybill, Ralph Vitale, Kit Barrow, Brad Burns, Marty Vickers, Peter Cherry, Carol Loveland-Cherry, William Utley, Gary Tanner, Laura Gilks, Paul Valeri, Rip Cunningham, Richard McGuigan, Greg Sprague, Kenny Kyle, Stephen Toning, Joe Palmer, Paul Baker, Kevin Harris, Mike Crosby, Craig MacDonald, Janice Cormier, Jackie Girouard, Dan Cain

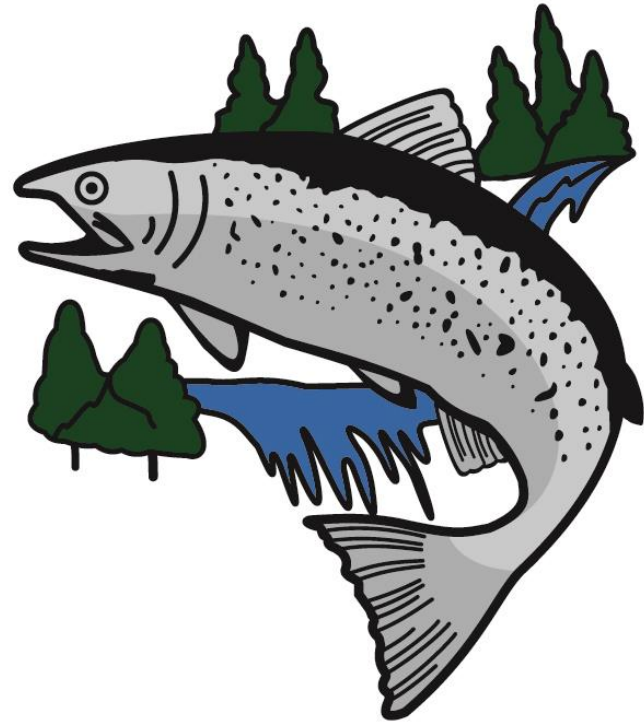
MSA Staff Present: Butch Dalton, Mark Hambrook, Lyndsay Jay-Keating, Holly Labadie, Vanessa McLaughlin, Patty Sanderson, Robyn McCallum

1. Debbie Norton called the meeting to order at 10:01 am and welcomed everyone. Debbie reviewed the meeting etiquette document circulated in the meeting package.
2. Kevin Harris moved to approve the agenda as circulated; seconded by Mark Hambrook.; motion carried.
3. Vin Swazey moved to approve the minutes from the June 27, 2020 AGM and Continuation Notes from November 7, 2020 as circulated; seconded by Tristan Hovey; motion carried.
4. Chair Report: Debbie talked about new staff, spring fundraising efforts, the importance of collaborating with Plamu First, provincial government relations which led to the two-year barrier contract and movement with the Miramichi Lake project, MSA's mission, the hatchery's historical significance and the importance of hatchery operations.
5. Vice Chair Report: Joe Palmer talked about MSA's ability to adapt and strive in adverse situations, the recent improvements in general operations, being optimistic about the future of MSA, the support MSA has received from the province, the success of the raffle, and the possibility of working with CAST in the future.
6. President's Report: Slides from a PowerPoint Robyn delivered are enclosed. See Appendix I.
7. Conservation and Research Update: Slides from a PowerPoint Lyndsay delivered are enclosed. See Appendix II. There was discussion about being able to manage 100 dams this year. Lyndsay said MSA staff will meet this week to finalize work plans. Manley reminded the group to be cognizant of language when discussing beaver dam management- we are simply notching beaver dams to improve spawning.
8. 2020 Year End Financial Report: Alvin Bell, APA
Alvin Bell presented the non-consolidated 2020 year end statements for MSA and MFM. The consolidated statements will be placed on our website. A significant portion of MSA's receivables were the Canadian Emergency Wage Subsidy (CEWS). Inventory was down a bit, investments were up. COVID had a significant negative effect on operations, with fundraising dinners less than half of a typical year. Salaries were down due to staff turnover in 2020. MFM receivables were large due to CAST, but that has

decreased significantly since year end. Insurance expense for MFM is still significant. A question was asked about comparing our non-profit to other non-profit organizations during COVID. Alvin said MSA compares similarly to other non-profit groups, particularly for reliance on government programs. Another question was asked about our tax contributions. Alvin said HST was receivable for MSA and payroll contributions were now up to date. Alvin also said there was a payable in MFM for HST and payroll contributions, largely due to the timing of when CAST was invoiced, but those remittances have since been made up. Another question was asked about discretionary funds and endowment funds available without violating restrictions. Kenny Kyle shared CIBC Wood Gundy information re: investments: as of May 21, 2021, the discretionary fund had \$673,000 and the endowment fund had \$1.44 million. Debbie clarified that there is a policy about the endowment allowance and that the only way to access any of these funds above and beyond typical annual allowance is through a vote by the board. Kit Barrow moved to approve the 2020 year end financial statements; seconded by Kenny. Motion carried. David Creighton moved to appoint APA as the accountant for 2021; seconded by Kenny. Motion carried.

9. MSA US Update: Brad Burns discussed the online auction held in February and Atlantic Salmon Celebration. This event made a profit. 187 complimentary memberships went out to hopefully solicit new members for 2022. New US board members were added to the Conservation and Planning Committee (CPC): (Rip Cunningham and Bill Utley). Brad joined the Development Committee. Brad spoke about a new beaver dam management method that the CPC hopes to try in 2021. Brad discussed FishPal, a website platform concept that may help MSA act as a liaison between anglers and outfitters.
10. Committee Reports: The majority of reports were circulated ahead of time with the AGM meeting package. See Appendix III. Paul Valeri moved to approve all of the committee reports (except Nominations Committee Report); seconded by Stan Knowles. Motion carried.
11. The Rocky Bend raffle draw took place; Joe Palmer had the winning ticket.
12. David Creighton moved to adjourn the meeting.

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President's Report

Robyn McCallum

29 May 2021

Rodd Miramichi

Miramichi Salmon Association AGM



Robyn

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Holly



Mark

Meet Our Team



Butch



Patty



Vanessa



Lyndsay

Communications

- Website
- Leaper (Monthly)
- President's Videos (Bi-weekly)
- Social Media Campaigns
- Radio Messages
- Interviews with Miramichi Leader, CBC



Communications

- Consistent and clear
- Inclusive and welcoming to new followers
- Informative to all
- We are telling our story
- Each platform engages with different audience
- Planning posts weeks in advance



Social Media Impact



- How do we translate social media/website engagement to increased membership?

Twitter

Month	Number of Posts	Post Views	Mentions	Profile Views	New Followers
January	2	541	0	160	11
February	6	2864	2	117	16
March	9	7815	8	121	19
April	5	3573	3	319	11
May (1st-18th)	12	5619	3	459	5

64 followers

Instagram

Month	Number of Posts	People Reached	Profile Views	Website Clicks	New Follows	Post Likes	Comments	Shares
January	0	0	0	0	0	0	0	0
February	10	12515	115	11	5	1312	20	54
March	15	3303	28	1	1	358	7	19
April	14	3041	17	1	1	263	3	4
May (1st-18th)	12	2558	19	2	2	210	3	10

458 followers

Facebook

Month	Number of Posts	People Reached	Engagements	Post Likes	Comments	Shares
January	3	1060	4	1	0	10
February	15	19561	1499	231	8	73
March	19	33380	2743	334	27	123
April	25	57157	4160	448	25	166
May (1st-18th)	17	15230	1465	206	11	50

**2,875 likes,
3,040 follows**

Communications- Internal

- Keeping directors and supporters updated
- Updating database
- Timely meeting packages
- Timely minutes and action items
- Regular staff meetings



Research and Conservation Activities

- Emphasis on timely permit application, clear methodology and work plan, proposed budget, final reporting
- Lyndsay has brought clear planning to activities



Collaboration

- SMB Eradication Working Group
- ASF
- DFO
- Anqotum Resource Management
- North Shore Micmac District Council
- UNB
- Plamu First
- Regional schools (art contest)





Summer Students

Secured summer student funding through Canada Summer Jobs and NB SEED program





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Student Field Team

Spring 2021

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Dylan

Ellie

Caleb

Ian

David

CAST

- Phase 1 completed December 31, 2020
- A final report prepared by Dr. Tommi Linnansaari was submitted in March 2021
- Major achievements for science and for MSA/MFM
 - E.g., hatchery upgrades
 - ARIS project (sonar methods to count fish)
 - Thermal imaging project (understanding temperatures and landscape)
 - SAS project
- No meeting held yet with CAST board



Collaboration for
Atlantic Salmon Tomorrow

Jack Fenety Scholarship

- Awarded to David Roth, PhD Candidate at UNB
- Researching SAS
- Thank you to education committee for application review



Plamu First

- Virtual conference March 16-18
- Received facilitator's report early May
- Developing working group to build detailed plan and submit request to Treasury Board
- MSA will have a strong role to play in this plan including with stocking



Barriers

- Contract signed mid-May
- 2 years (\$200,000/year + HST), with option to renew for 3rd year
- Working with DNRED on improvements to grounds
- Will operate at Dungarvon and NW Miramichi Rivers June 7- Oct 15

DFO Salmon Science Meetings

- DFO Science, UNB, CAST, MSA, First Nations
- With CAST wrapping up, meetings may conclude
- Working on science dialogue with DFO science separately
 - Also working with AS Joint Ventures
- New DFO Science team
 - Matthew Hardy- Regional Director (replacing Doug Bliss)
 - Marie-Andrée Giroux- Section Head, Salmon and Diadromous Fish
 - Amélie Rondeau- Division Head (replacing Matthew)

Fundraising 2020

- Severely impacted by COVID-19
- Buffered through CEWS and online/virtual formats

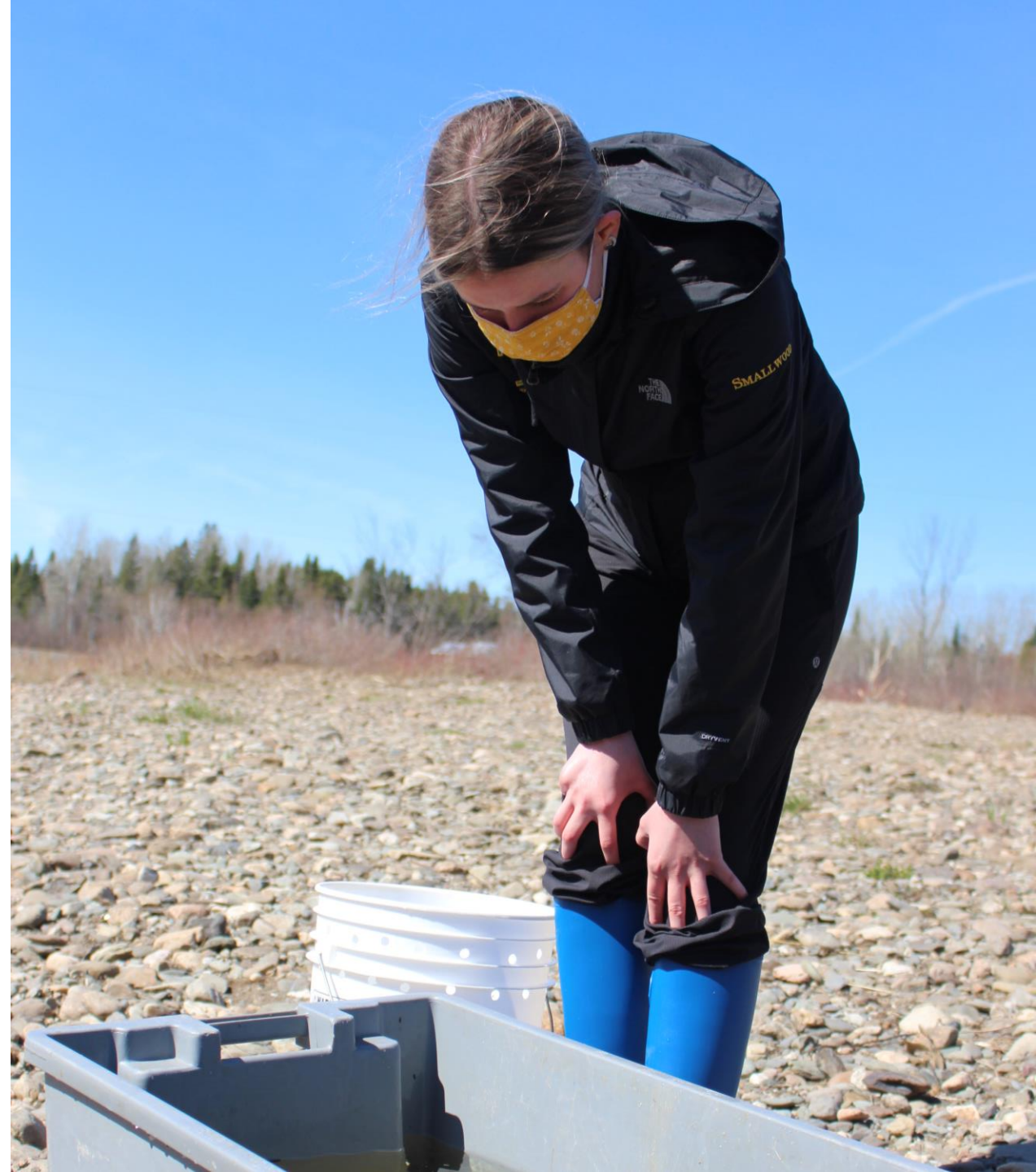
Committees

- Thank you for your ongoing work and ideas
- Consistent executive committee meetings and updates
- Reports submitted in advance create more time at meetings for discussion- thank you
- Let us know how we can support your committees



Membership Engagement

- David Roth's SAS presentation
- CAST Science Colloquium



Government Communication

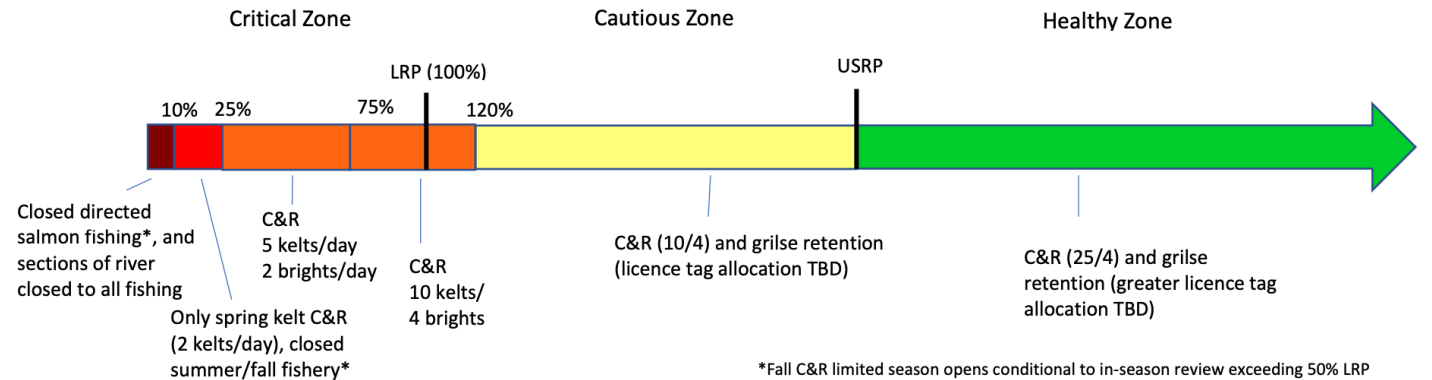
- Met with Premier Higgs in January and April 2021 to discuss PA, hatchery, barrier contracts, protected natural areas, etc.
- Premier seems eager to move on salmon conservation action
- Have since worked with DNRED about signing on to AIS

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- Met with DFO Minister Bernadette Jordan in March 2021
 - Met with Conservative Leader Erin O'Toole in March 2021

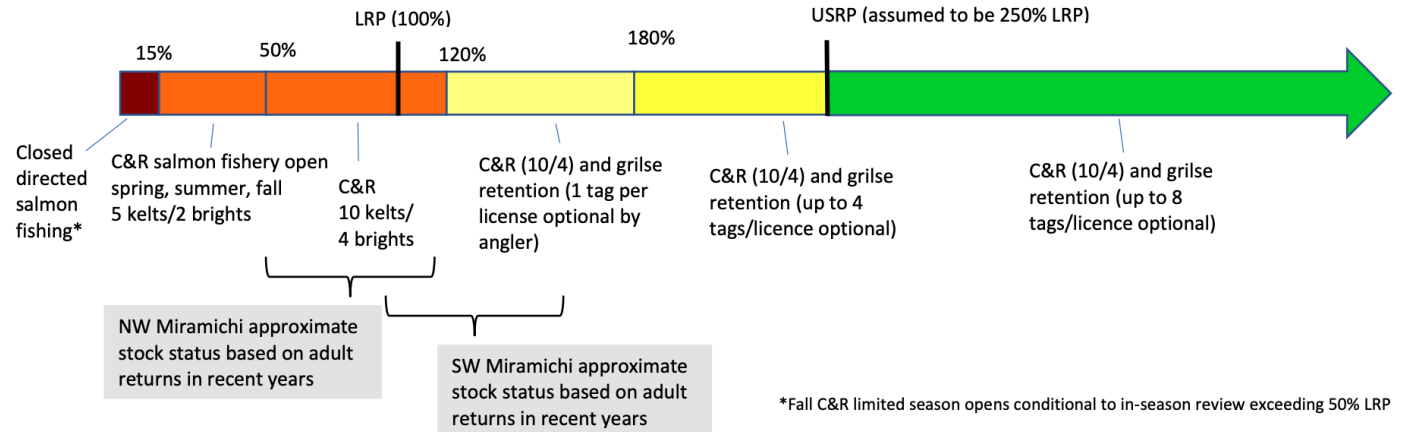
Precautionary Approach

- Working group of stakeholders, First Nations and DFO met on January 13, 2021
- Both the PA explanation and the response from DNRED/GNB have been circulated
- DNRED largely supports our PA; GNB also supportive
- PA is proposed for 2022

DFO Scenario - Start of season rules
(In-season review in all categories)



Conservation Stakeholder Scenario - Start of season rules
(in-season review in all categories)



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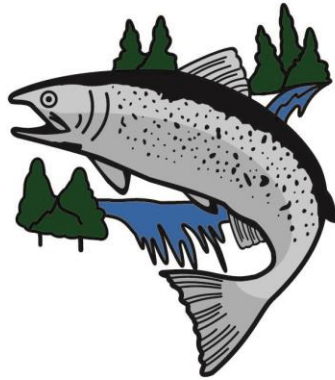
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Miramichi Salmon Association

AGM 2021

Conservation and
Research Update



FIELD PROGRAMS

Smolt Wheels

Smolt Estimate

Stocking Program

Beaver Dam Management

Electrofishing

Habitat Restoration

Striped Bass Spawning Study

Smolt Wheels

Through the use of smolt wheels the MSA provides smolts for research and study purposes to many partners.

- ▶ **Atlantic Salmon Federation (ASF)**
 - ▶ Smolt Tracking- ASF will be continuing the smolt tracking program in 2021
 - ▶ Tagging for the 2021 season took place from May 6 to May 19
- ▶ **Fisheries and Oceans Canada (DFO)**
 - ▶ The Effects of pH on Smolts
 - ▶ Samples of smolts were taken on May 11 and May 16
- ▶ **University of New Brunswick (UNB)**
 - ▶ Predation tags
- ▶ **The Environmental Studies Research Fund (ESRF)**
- ▶ **Miramichi Salmon Conservation Center**
 - ▶ Smolt Collection



Smolt Estimate

- ▶ We had three smolt wheels this year
 - ▶ Wayerton (2)
 - ▶ Dungarvon (1)
- ▶ Wayerton wheels May 3-May 28
- ▶ Dungarvon wheel May 4-May 28

Smolt Counts 2021

Wayerton

Dungarvon

Wheel #1

Wheel #2

Wheel #3

1269

1499

533

Northwest (Wayerton) Smolt Estimate Counts

2020

- ▶ Total caught- 1233
- ▶ Total tagged- 855
- ▶ Recaptures- 40

2021

- ▶ Total caught- 2768
- ▶ Total tagged- 1354
- ▶ Recaptures- 109

One Wheel

vs.

Two Wheels

Dungarvon Smolt Estimate Counts

2021

- ▶ Total caught- 533
- ▶ Total tagged- 236
- ▶ Recaptures- 4

Miramichi Salmon Conservation Center

- ▶ 2021 Smolt Collection of 291

Stocking Program

2021 Stocking Program

- No stocking program planned for 2021
- No Broodstock collection in 2020 and therefore no fry offspring to be stocked in 2021
- Broodstock collection will take place this fall for stocking in 2022

2020 Stocking Program

Wild Fry

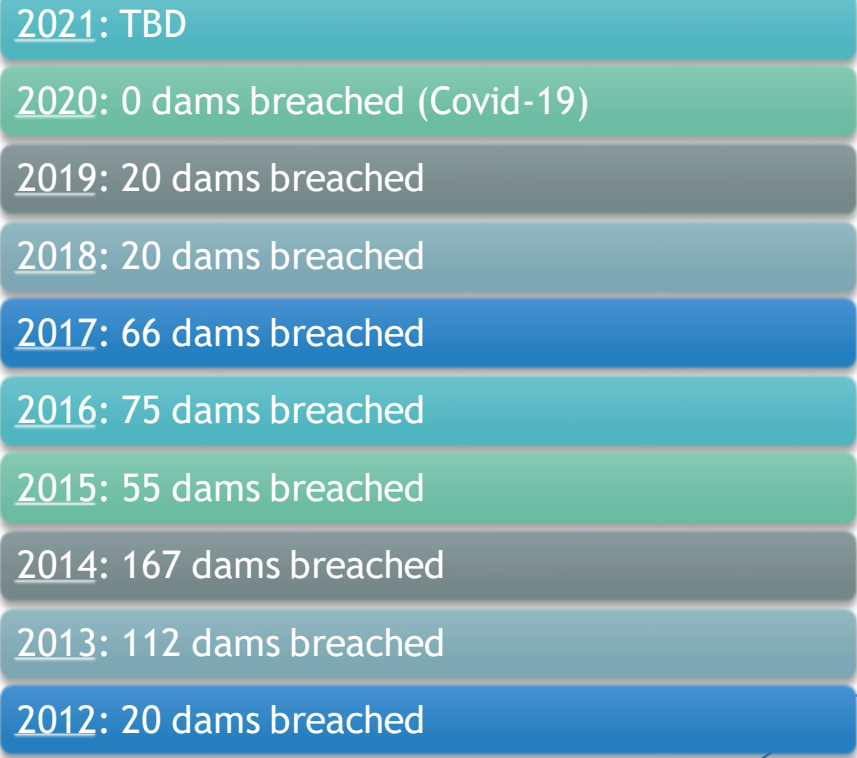
30K fry to Juniper
14K fry to Northwest

SAS Program:

30K fry to Millstream



Beaver Dam Management



Electrofishing

2020

Total Sites: 26

- ▶ 15 Northwest
- ▶ 11 Southwest

(including some previously stocked sites)

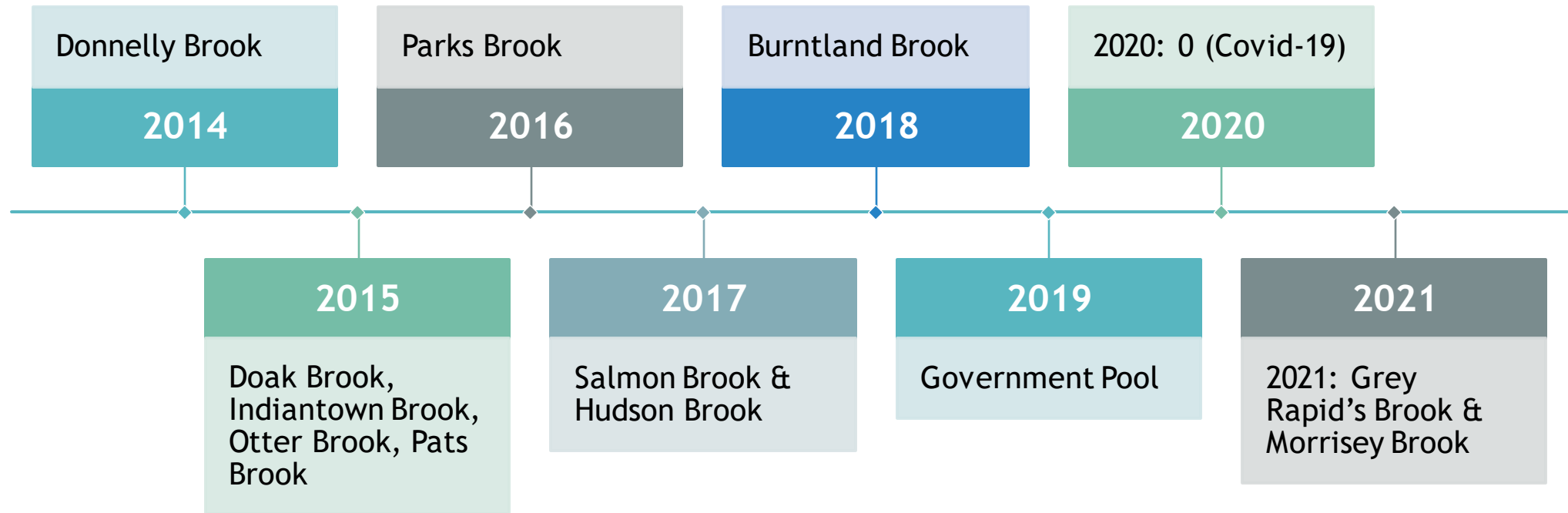
2021

Total Sites: TBD

- ▶ Northwest area
- ▶ Southwest area



Habitat Restoration



Habitat Restoration

Plan for 2021:

First Nations Collaboration:

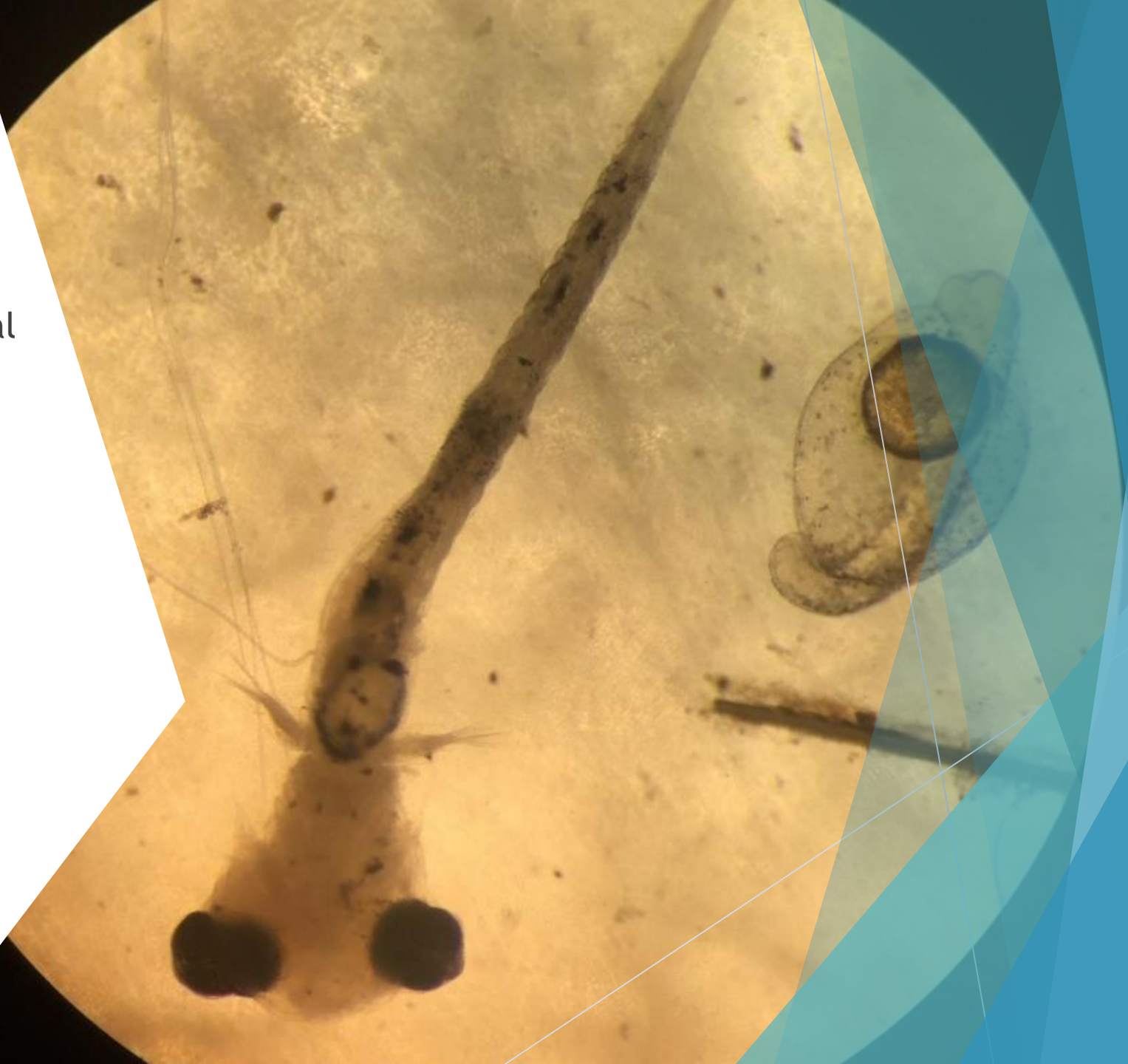
- Funding for 5 years to conduct 11 restoration sites.

Cold Water Habitat Maintenance

- Survey former CWHR sites and key cold water brooks
- Keep mouths of brooks open for fish use during warm water events

Striped Bass Spawning Study (2018-2020)

- ▶ The striped bass egg and larval study was a three-year study that ended in 2020
- ▶ Eggs were found in the Northwest and Southwest
- ▶ Larvae were found in the Northwest, Southwest, and Tabusintac
- ▶ Reports sent to COSEWIC to aid in the reclassification status of striped bass in the Gulf Region
- ▶ Manuscript is being created on this study



Thank you to all our partners and funding sources!



Fisheries and Oceans
Canada
Pêches et Océans
Canada



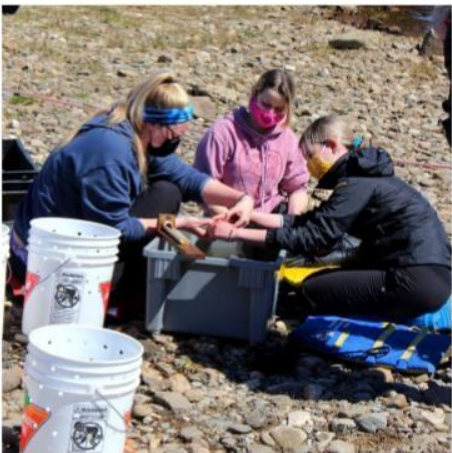
Collaboration for
Atlantic Salmon Tomorrow



MIRAMICHI WATERSHED
MANAGEMENT COMMITTEE



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Questions?