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## **Dufferin Flamboro Quarry Community Advisory Panel (CAP) Meeting Minutes**

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<b>Date:</b>	Monday December 3, 2012, 6:15 – 8:30 p.m.
<b>Location:</b>	Flamboro Quarry Office – 685 Brock Road
<b>Chair:</b>	Linda Smith
<b>Participants:</b>	Dale Arnold, Dufferin Aggregates Andreea Bejgu, Communications Coordinator, Holcim (Canada) Inc. Martin Bradley, Dufferin Aggregates Alex Caruana, Operations Analyst, Dufferin Aggregates Tim Cruickshanks, Property Owner/Contractor John Elliott, Mineralist Terry Noftall, Contractor Matt Papas, Financial Analyst Robert Pasuta, Councillor, Ward 14 (Flamborough), City of Hamilton Dave Rodgerson, Neighbour Ron Van Ooteghem, Dufferin Aggregates John Van Wyngaarden, Businessman
<b>Regrets:</b>	
<b>Absent:</b>	
<b>Facilitation and minutes:</b>	Linda Smith, Smithcom, Facilitator Sandra Mackie, DFA Site Administrator – minutes

The meeting began with introductions of members and guests.

Site Manager Ron Van Ooteghem presented thank you letters to Terry Noftall (CIM) and Tim Cruickshanks (Cruickshanks Property Services) for their contributions in 2012 to the Dufferin Aggregates Flamboro Quarry Community Garden.

### **Action Items from December 3rd, 2012 CAP meeting:**

1. Dave Rodgerson will review the Aggregates 101 presentation and present some possible questions to the committee for the aggregate fact sheet handout.
2. Alex Caruana will provide the date for the CSC Public Consultation, which will be communicated to the CAP by Sandra as soon as it is made available.



## Minutes

- Minutes were reviewed.
- Minutes were approved by the committee members.

## Review of Action Items from September 17th, 2012 meeting

- Dave Rodgeron has reviewed the FAQ sheet information and has begun the draft.
- Ron advised Robert that the site tried to set up a meeting with both the Flamborough Horticultural Society and Flamborough Farm Supply (as per his suggestions at the September CAP meeting) regarding the Flamboro Community Garden, but due to inclement weather, neither party has been able to meet at the arranged time.
- Alex Caruana noted that a representative from CSC (formerly SERA) had been in touch with the City of Hamilton regarding Robert Pasuta's request at the September 17<sup>th</sup> meeting to have a CSC member attend a City of Hamilton meeting and address member questions. Robert confirmed that contact has been made and that the CSC member had been placed on the agenda.
- A presentation of the biodiversity study done by Holcim Canada will be scheduled for the March 2013 meeting.
- John Van Wyngaarden advised Ron that the neighbour well issue that he had discussed with the committee at the September meeting has been resolved. The neighbours well had a pump issue. John noted that his neighbour was very happy with Ontario Water Well, found them to be very knowledgeable, and was very happy with the outcome.

## Social Media

- A presentation on social media and Holcim Canada's use of social media was given by Andreea Bejgu, Communications Coordinator, Holcim (Canada) Inc. It began with a video of numerous statistics regarding social media that emphasized how widely used it is in society today.
- A power point presentation was also given. It included the following:
  - Holcim Canada believes that social media is no longer an option, and that incorporating social media into our outreach plans allows us to connect with both our stakeholders and partners in an open and transparent way.
  - Social media currently being used by Holcim Canada includes Twitter, You Tube and LinkedIn.
  - Twitter allows Holcim to connect with stakeholders and partners in real time and allows Holcim employees to communicate on a wider scale regarding events and activities taking place.
  - The Holcim Canada YouTube channel is a combination of corporate and grassroots videos. e.g. Together for Communities.
  - The Holcim Canada LinkedIn account is fairly new and is currently being prepared to be promoted both internally and externally.



- Andreea told the committee that social media touches all of our lives. People are online regardless of their wishes. Holcim Canada is online because their stakeholders (government agencies, other businesses) are also online. Social media provides an open avenue to industry stakeholders such as the OSSGA, etc. It is not always easy to reach these agencies and businesses but social media makes it easier and can provide an opportunity for two way dialogue
- She noted that social media has not yet been used by Holcim Community Advisory Panel members however CAPs have shown interest.
- Twitter, facebook and LinkedIn provide a forum for Holcim stakeholders to obtain information about the company.
- Tweets are sent on behalf of Holcim Canada, Dufferin and Demix. To a large degree, the company relies on employees to filter information up to the Communications Department to be relayed as tweets etc. Twitter allows the company to be linked to stakeholders in real time.
- Social Media changes quickly. Twitter is used to relay what is happening right now, Facebook provides updates of what has happened, YouTube provides information by video and LinkedIn provides information regarding skills etc.
- Ron asked Andreea if LinkedIn is being used by people seeking employment to help them find new jobs. Andreea said that it is becoming more popular and is helpful if you are actively searching.
- John and Terry both acknowledged that they don't really know what LinkedIn and Twitter are and Andreea said that she is not surprised as things change so frequently with social media.
- Twitter is micro-blogging and provides up to the minute reporting. For Holcim Canada, it is good to provide updates to stakeholders because there is so much going on across the company and it helps to convey what is happening. It is meant to be up to the minute.
- Terry asked who received the tweets. Andreea said that if you have an account then you will receive the tweets. Currently, Holcim Canada has about 800 followers.
- Holcim Canada has its own YouTube channel with 29 to 30 videos available and approximately 25 subscribers.
- Holcim Canada has considered using LinkedIn as a recruiting tool. It will describe our business and possibly provide peer-to-peer recommendations. It increases the transparency of the company. Currently nothing else (eg. Twitter) has been linked to the LinkedIn account and it is still being developed.
- John asked if all of the information is sent to a central person. Andreea replied that all information for tweets for the company is filtered through her. It is important that the company have someone available to manage tweets going out and to immediately answer those coming in. The goal is to have a back and forth conversation.
- Employees are encouraged to engage. A weekly newsletter, the Holcim Express, and The Conveyor, a Holcim magazine, are ways the company communicates to its employees.
- John asked if some of the interaction is negative. Andreea replied that it is a risk every time you use any form of social media, and as a result there is an effort to educate employees that what they put online is permanent. But being online also provides an opportunity to respond to any negative comments that may be made.
- John asked if there are team meetings regarding this and Andreea said no but this is why she attends CAP meetings, holds lunch and learns etc.



- Holcim Canada still believes that the company will be talked about no matter what, and social media creates value by providing a means of open communication with stakeholders and interested parties.
- Andreea said that overall the Holcim Canada social media experience has been good. It is building Holcim's brand equity and providing an opportunity to communicate with stakeholders.
- Ron asked Dave how he thought this would be useful to the CAP as the original idea was to use it somehow to communicate with our neighbours. Dave replied that he felt it was a great tool for the company but that one on one communication is probably better when it comes to communicating with the neighbours.
- Ron asked Andreea if the committee could tweet the availability of the fact sheet. Andreea said that they could but it might be just as effective to post it on the website with the minutes etc. Linda suggested that it might be valuable to pull information from the fact sheet to tweet.

### **CSC Update (formerly SERA)**

- Alex Caruana, Operations Analyst, Dufferin Aggregates, provided the committee with a brief update about (CSC).
- Alex told the committee that as a result of the merger between SERA (Socially and Environmentally Responsible Aggregates) and the Aggregate Forum, the merged group has been renamed Cornerstone Standards Council (CSC).
- Alex noted that there is speculation that the council will begin with aggregates but will move to aggregate products (e.g. cement) which will have their own issues to address
- As a result of the merger, Lafarge and Capital Paving are now industry members of Standards Development Panel. LaFarge is also now on the board.
- New environmental members are Trees Ontario and Oak Ridges Moraine Foundation.
- Four of the standards have been redrafted and the panel is working to complete the fifth, sixth and seventh standards.
- Alex noted that a desk audit of the standards had already been done, and that field-testing is scheduled to take place at a Miller and Holcim site in December. The field test will balance the paper audit with the actual.
- Part of the field test is employee based, but auditors will also be looking at environmental tracking, production, community engagement, local procurement and benefits. The auditors are striving to determine the feasibility of auditing the items within the standards.
- In light of this, Alex said that CSC would appreciate the CAP's help providing the auditors with their take on the CAP and the site. He asked the committee if any of them would be comfortable talking to the auditors about these items. He noted that the auditors would prefer to not just hear about what Dufferin Aggregates does, but would like to hear about it from others such as neighbours and CAP members.
- John Van Wyngaarden, Dave Rodgeron and Tim Cruickshanks were all willing to speak to the auditors by phone during the audit.
- Public consultation is scheduled to begin in January 2013. The website is [www.cornerstonestandards.ca](http://www.cornerstonestandards.ca). The website indicates where CAP members can go to provide



feedback on one or all of the standards. This information will go back to the standards development panel for review in the 2<sup>nd</sup> and 3<sup>rd</sup> quarter of 2013. CAP members will be updated (as per action items) when the Public Consultation feedback website is open for input.

- Robert wanted to know if St. Mary's is now on the panel. Alex said that the panel is comprised of community, environmental and industry representatives. Industry representatives may have other members on their caucus that they can invite to updates or public consultation. St. Mary's is a part of those updates but they are not on the Standards Development Panel. Robert asked if FORCE is on the SDP. Alex said that Graham Flint (FORCE) is on the panel. A list of the panel members can be found on the CSC website.
- Ron noted that the CSC is gaining momentum and Alex agreed. The Standards Development Panel used to meet once a month but now meet more frequently and the attitude around the table is positive.

### **Neighbourhood Wells Project Update**

- Site Manager Ron Van Ooteghem provided an update on the Neighbourhood Wells Project.
- Ron told the committee that the project was near completion. There is one more well to be done on the 4<sup>th</sup> Concession and another treatment system to be installed on the 5<sup>th</sup> Concession.
- Work to be done at Flamboro Downs is delaying the project. The work will be extensive and the details are still being determined. It is unknown what will happen to the facility at this time.
- Robert asked Ron what Dufferin Aggregates will be providing to Flamboro Downs. Ron told Robert that some of the wells at Flamboro Downs may need to be re-drilled and that some may require treatment systems. All of this will need to be put in order, but this may not happen before the end of the year. Dufferin Aggregates is proceeding under the assumption that everything is status quo with Flamboro Downs and that any affect that mining the lower bench may have on their current water supply will need to be addressed.
- Robert mentioned that the City is still discussing the lease between Great Canadian Gaming and Ontario Lottery and Gaming Corporation and that the property could go to someone else until such a time as it is moved to Hamilton. Ron said that it wouldn't matter as Dufferin Aggregates still needs to address the water issue as it stands today.
- Robert asked Ron if Dufferin would continue to address the water issue if the facility expanded to include gaming tables etc. Ron said that he wasn't sure but felt in his opinion that Dufferin Aggregates will need to deal with the situation as it is currently and that any issues arising from expansion of the facility will likely be the responsibility of Flamboro Downs.
- Ron noted that production at the site will continue until December 14<sup>th</sup> with clean up and maintenance to follow through January and February. This would include moving into the bottom bench.
- John Van Wyngaarden asked if the water table dropped this year and if so how much? Ron told John that Dufferin Aggregates monitors the water table through the sump readings and due to the dryness of the year there would have been lower levels but they have recovered. There were times when Dufferin Aggregates didn't need to pump to maintain the sump levels, however other times for e.g. during "Hurricane Sandy" the site pumped through.



## Open Forum

- Dave asked Alex when the information for the public forum for CSC will be available on their website. Alex said that it should be available between January and March of 2013. Linda asked if everyone would like to be apprised of this information and the committee agreed.
- It was suggested that the committee could review the information provided for the public forum and provide feedback either as a group or independently. Alex will provide Sandra with the dates the information is available and she will contact the CAP, at which point it will be decided if feedback will be provided by the group at the next (March) meeting or individually.
- Ron asked the committee if they would like to continue with updates on CSC and the wells project at each meeting and the committee agreed that they would like these to continue.
- Linda asked the committee if they would like to expand the CAP membership. Robert mentioned that Sue Coverdale, who is currently listed as a CAP member, has been moved to Tourism with the City of Hamilton. Robert told the committee that he would identify someone with the Economic Development Committee at the City of Hamilton who may replace Sue as a Flamboro CAP Member moving forward.
- John Van Wyngaarden mentioned that he had had a customer who visited the site and the customer mentioned that he was very impressed with how well the Flamboro site is run and what a good job is being done. Terry mentioned that Dale does an excellent job with housekeeping and that the site is very well cared for i.e. landscaping etc. John said that he has heard many positive comments about the site.
- Terry Nofall told the committee that they had originally started out discussing issues and ideas revolving around the Flamboro site and its community, and that now the discussion seems to be more about the company and the larger community. He said that there is less for him to comment on and that he is more concerned with the local issues. He emphasized that this was not a complaint but wondered if the committee could refocus on the Flamboro site and its community.
- Linda asked Terry if there was something that he would like to see on the agenda. Terry mentioned that in some of the original meetings there were discussions about canvassing the Dufferin Aggregate community and speaking to the neighbours about the committee, handing out the Aggregate fact sheet and introducing themselves to the neighbours. He said that he would prefer that the discussions include something local and specific that will benefit the community.
- Linda suggested that we have a brainstorming session at a later meeting on how to further engage in the local community.
- John mentioned that he believes that information regarding CSC is also important and Terry agreed, but added that he felt it would also be beneficial to maintain conversation regarding issues directly involving Flamboro and its neighbourhood.
- Ron told the committee that he became more involved and visible to the neighbourhood as a result of the wells project. He visits each of the neighbours involved before their project begins and after it is completed and this has allowed him to get to know the neighbours better. Overall their response to the project and the site has been positive.



The meeting adjourned at 8:40 pm.

**Next Meeting**

- The next meeting will be held on Monday March 4<sup>th</sup>, 2013 at 7 p.m. in the boardroom at the Dufferin Aggregates Flamboro Quarry.
- Alex Caruana, Operations Analyst, Dufferin Aggregates, will provide the committee with an update on the progress of CSC.
- Dave Rodgerson will present the committee with a rough draft of the aggregate fact sheet based on his review of the Aggregates 101 presentation and information provided to him by Jessica Davidson.
- Site Manager Ron Van Ooteghem will provide an update of the Neighbourhood Wells Project as it pertains to the site moving down to the lower bench.
- John Bayliss, Manager, Environmental Approvals & Policy for Holcim Canada, will discuss biodiversity at Dufferin Aggregates.