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Dufferin Aggregates Acton Quarry Community Advisory Panel (CAP) Meeting Minutes

Date:	Monday April 15, 2013 – 7pm-9pm	
Location:	Acton Quarry Office, 12791 Churchill Road, Acton	
Chair:	Joanne Kearney	Smithcom Limited
Participants:	Norm Elliot	Local Neighbour
	Norm Young	Local Neighbour
	Paul Vanhanen	Bruce Trail Conservancy
	Rob McDougall	Dufferin Aggregates
	Enzo Bertucci	Dufferin Aggregates
Presenter:	Andreea Bejgu	Holcim Canada
Absent:	Monica Gunn	Vision Advisory Committee (VAC) and local neighbor
	Ron Heller	Acton East Housing Corp.
Facilitation and minutes:	Joanne Kearney and Courtney Somers – Smithcom Limited	

Minutes

Joanne Kearney started the meeting by prompting the CAP to review the minutes. CAP members reviewed and approved the Feb. 11, 2013 minutes.

Operations Update

Rob McDougall gave an update on the Acton Quarry operations:

- Weather and mechanical issues on site have slowed down production
- Tree Planting event is planned for Saturday April 20th
 - It is the Acton Agricultural Society's 100th anniversary and they will be planting 100 sugar maple trees in celebration

Norm Young asked about the blasting schedule at the Acton Quarry

- Rob McDougall answered saying that blasting usually occurs between 12 and 2pm.
- Rob McDougall suggested putting a meter on Norm's property to monitor the sound and vibrations

Using Media to Engage Our Stakeholders



Enzo Bertucci introduced Andreea Bejgu from Holcim Canada who started a presentation to walk CAP members through the various social media platforms Holcim Canada uses to reach stakeholders and the general public.

Andreea Bejgu showed the CAP a video called [*The Social Media Revolution*](#), which outlined the importance of social media and explained that people should be aware of social media's impact on society.

Andreea Bejgu explained that social media helps Dufferin Aggregates and Holcim Canada be aware of what is being said within the industry and about the company. Social media is incorporated into all of Holcim Canada's outreach plans, which helps Holcim Canada remain open and transparent with stakeholders.

Andreea Bejgu explained that Holcim Canada takes part in many platforms to communicate Holcim's Strength. Performance. Passion. These platforms include:

- Tradeshows, conferences and speaking opportunities
- Partnerships
- Government relations
- Media outreach
- University outreach
- Supporting collaterals
- Advertising

Andreea Bejgu explained that it is important for Holcim Canada to integrate social media into the company business strategy by:

- Sharing good news
- Building reputation
- Sharing innovative solutions
- Interaction with stakeholders
- Listening to stakeholders
- Participating in discussions (CAP)
- Build and strengthen the Holcim brand

Andreea Bejgu showed the CAP what is shown when you Google Image Holcim Canada. Many images came from Twitter and from the circulation of press release that are informing the public.

Andreea Bejgu outlined some organizations Holcim Canada interacts with (Slide 10) and explained that these stakeholders are also using social media.

Andreea Bejgu explained that not every social media platform is used for everything (Slide 11).

Currently Hoclim Canada is on Twitter, YouTube and Linkedin. Andreea Bejgu explained that these accounts are and need to be continually updated. The platforms were adopted based on where Holcim Canada's stakeholders were present.



Andreea Bejgu outlined what Twitter is and how it is used (Slide 13).

Paul Vanhanen asked what sort of messages does Holcim Canada post

- Andreea Bejgu explained it can be a range of information on events or achievements to thanking organizations and other stakeholders

Paul Vanhanen asked how a business could benefit from Twitter

- Andreea Bejgu explained that for Holcim Canada, it gives the company the opportunity to communicate with stakeholders

Andreea Bejgu explained that everything that is posted on behalf of the business must be interesting, relevant and accurate.

Paul Vanhanen asked how Holcim Canada is able to track its message shares on Twitter

- Andreea Bejgu explained that it is too difficult to track on Twitter because there are so many active users.
- Andreea Bejgu explained that when a Holcim Canada post is shared, she gets a notification

Enzo Bertucci explained that this platform is a good way to communicate to the public what Holcim's business is all about and all the good things Holcim Canada is doing. Andreea Bejgu explained that everything tweeted is meant for the general public and not always for specific people.

Joanne Kearney explained that Holcim's position on Twitter is helping to build and protect reputations.

Andreea Bejgu provided a snapshot of the tweets that mention Holcim Canada (Slide 14).

Andreea Bejgu explained that Holcim's social media platforms would not be as successful as it is without the support and involvement of employees. Employees are proud of the company and working on certain projects. Employees inform Andreea Bejgu about projects or achievements that can be posted on Holcim Canada's social media platforms.

Andreea Bejgu explained how the Holcim Canada YouTube channel is used. Some videos are done professionally by agencies and in conjunction with events. Other videos are amateur and taped from a hand held device.

Andreea Bejgu explained that Holcim Canada's LinkedIn account is relatively new and is currently being populated and promoted internally and externally.

Andreea Bejgu explained that *you are what your stakeholders think you are*. Social media platforms are used to provide two-way communication and for brands to get their message out to public.

Rob McDougall asked how Holcim Canada's social media efforts compare to competitors

- Andreea Bejgu explained that Holcim Canada has been active on Twitter longer than most competitors and that Holcim Canada is well ahead of the competition for reaching stakeholders through social media



Enzo Bertucci asked if social media is being saturated and if only a few platforms will stay the course

- Andreea Bejgu explained that the platforms are always changing and new ones are coming up
 - Twitter, Facebook, YouTube and LinkedIn are generally considered to remain present
- People aside from 25 under are on these accounts and that makes them more legitimate

Rob McDougall asked if Dufferin Aggregates would tweet about public meetings

- Enzo Bertucci explained that public meetings are made public and communicated but it has to be balanced with the chance that it could be taken negatively and result in a negative reaction from the public

JART Report

Enzo Bertucci provided an update on the JART Report:

- The JART Report was issued on March 5th and addressed many of the issues that Dufferin Aggregates has been working with the agencies to resolve.
- Currently, the Ministry of Natural Resources (MNR) has not provided a decision on the extension and whether an ESA permit will be issued for extraction within regulated habitat for Jefferson Salamanders.
- Most agencies are waiting to hear from the MNR on their opinion of the extension
- Peer reviewers have approved the water system/monitoring program
- Dufferin Aggregates is continuing to monitor to ensure that the site is hitting accurate water level targets

Paul Vanhanen asked if Dufferin Aggregates has done a study on the amount of salamanders in the area

- Enzo Bertucci explained that a permit from the MNR is required to do that measuring and although many applications have been made, currently Dufferin Aggregates has not been granted the permit to perform this testing.

Norm Elliot explained that it seems to be a political tool to keep postponing the result of the MNR study and that the impression from the public is that the MNR is primarily interested in the ground material.

Enzo Bertucci explained that the MNR is also concerned and committed to protecting the natural areas around aggregate operations.

Paul Vanhanen asked how extensive MNR's concern is about ecology

- Enzo Bertucci answered that the MNR is very concerned about ecology and protecting the natural ecology of the area. The perception of the MNR being focused solely on minerals is not accurate.

Norm Elliot asked if Dufferin Aggregates believes they will be treated fairly in the extension approval process

- Enzo Bertucci responded that yes, the MNR is taking a very balanced approach to this
- Enzo Bertucci explained that the MNR staff in Aurora District are dealing with many different types of applications right now and this has added to the lengthy wait for response from the MNR.



Paul Vanhanen asked about the end use of the Acton Quarry

- Enzo Bertucci explained that the current plan is for the Town of Halton Hills to take over the land. Currently, their plan is to have recreational activities north of 22nd Side Road and natural ecological habitat south of 22nd Side Road.

Paul Vanhanen expressed that the Bruce Trail would be interested in buying some of the land and would like to have a conversation when the time comes.

Enzo Bertucci explained that the updated Ecological Enhancement Plan now includes:

- Reforestation
- Thicket management
- Grasslands
- Wetlands/amphibian ponds

Norm Elliot asked if Dufferin Aggregates is anticipating concern from Acton residents moving into the new residential development area

- Rob McDougall explained that the closest the Acton Quarry is to a residential area is Norm Young's house on Highway 25
- Enzo Bertucci explained that the site is already close to residential areas and with that, the site must maintain the blasting regulation specified by the Ministry of Environment
- Rob McDougall explained that blast measuring devices will be installed

Joanne Kearney brought the meeting to a close and asked the CAP about availability for the next meeting and topics of interest.

Possible next meeting dates:

- Option One: Monday June 10th
- Option Two: Monday June 17th

Topics:

- Update on rehabilitation for the Acton Quarry
- CSR Workshop (Melissa Kelly, Holcim Canada)

Joanne Kearney brings the meeting to a close.

Adjourn