

**Sustainable Business Initiative
Working Group
Meeting Minutes – July 22, 2013**

In Attendance: Brigid Ayotte, Cathy Mitchell, Katie Allan, Rob Arkell

Terms of Reference

- Co-Chair position to be filled by GreenUP, Alex Mortlock with Cathy Mitchell as the successor in his absence.
- Rob distributed the finalized Terms of Reference to Committee members on July 3

Work Plan

- Further development of quarterly events – next events will be 3rd quarter and 4th quarter 2013

2013

- 3rd quarter Event will be in September – Rob Arkell the lead assisted by Katie Allan

Low Hanging Fruit

GPAEDC Boardroom (Brigid confirmed)

Thursday September 19th

7 a.m. to 9 a.m.

- Format developed: Intro to Business Sustainability and its benefits, Local Incentives, 3 local business owner testimonies (one high profile)
- Capacity: 50 people theatre style, 30 people classroom style (set up based on registration)
- Suggested businesses:
 - ✚ Siemens Milltronics Process Instruments – Canada's Greenest Employer 2012
<http://www.eluta.ca/green-at-siemens>
 - ✚ E. G. Gray Transportation - http://www.eggray.com/gray_goes_green.asp
 - ✚ Kyoto Coffee Tracy Cosburn tracy@kyotocoffee.ca (705) 745-7329, offered to provide coffee when asked to speak at the postponed "April event"
 - ✚ Brian King bdking@pipcom.com Peterborough condominium Corporation 34, manager
 - ✚ Other suggestions: Lansdowne Place, Swish Maintenance, All Green Ink, Charm Tree Toys, Green Optical Eyewear, (perhaps refreshments could be provided by one of the local restaurateurs: Black honey, SKH, Cravings Bakery)

Action: Send on suggested businesses to Rob

Action: Details of event will be promoted through email and online before the next SBI meeting

- 4th quarter event will be possible event focusing on Local Food Act and the Impact on local businesses. Invite a government official from OMAFR to speak.
http://www.ontla.on.ca/web/bills/bills_detail.do?locale=en&BillID=2754
- Brigid had noted that this may overlap with activities of the Sustainable Peterborough Ag & Local Food Working Group. Important that the two working groups collaborate and not duplicate
- Fill a day during Food Week October 7th connecting producers with local businesses with a series of workshops including:
 - ✚ How to start a small agricultural business
 - ✚ Growing your agri-business
 - ✚ Selling to the public sector
 - ✚ Food safety/ traceability regulations
 - ✚ Funding programs available
- Followed by a 100 mile dinner, potential locations include: Holiday Inn , Fleming College **Fulford's** Restaurant (utilise break out rooms), county location Cross Wind Farms www.crosswindfarm.ca , Elmhurst Resort, (Traynor Farms and local restaurateurs to contribute)

Action: Brigid with support of Cathy will create a document with the potential logistics of the day to identify costs, capacity and efficiently in order to approach other SP group and get businesses involved.

- How can we relate it back to local being good for business? Agriculture & Local Food – Social benefits and SBI – Economic benefits
- Pat Clermont is the chair of the Sustainable Peterborough Ag & Local Food Working Group
- Linda is on holiday until August 5th, details on collaboration will be discussed then

Action: Brigid to follow up with Linda re: possible collaboration and bring back to the working group.

Action: Holiday Inn – Cathy & Rob to meet re local food event after Brigid has spoken to Linda and discussed with Working Group

2014

- 1st Quarter event Chamber After Hours – Topic: Green Business Peterborough – waiting on confirmation for date (Jan or Feb) from Chamber after their August meeting.

Action: Cathy and Alex will take the lead on this event.

- 2nd Quarter event Community Foundation of Greater Peterborough – will likely repeat 7 Days of Green event – will run Apr. 16th - 22nd partnering with NGOs, ethical Impact Investing and the benefits to business, tax incentives, green funds.
- Katie has met with Joel Parks of Freedom 55, local expert
- We will get pairs of business and NGO partnerships to tell their story and make the business case
- *Action: All to work on concept and messaging*
- SBI should communicate with the Climate Change Working Group as they are working on the Partnerships in Climate Protection first 3 milestones, inventory, targets and action plan. Contact Melanie Kawalec.

Committee Membership

- Identified a need for membership assessment and a concerted effort to enlist or recruit new members. SBI Terms of Reference have been approved and will be used to recruit new members.

Action: Cathy will write a blurb for the Green Business Peterborough August Green Blast to be approved by the committee.

Action: Rob will put out an email to existing members to assess commitment levels

Next Meeting: Friday September 6th 3:00p.m. Cambium Boardroom