

**Sustainable Peterborough Economic Development (SPED)
Working Group
Meeting Minutes – November 7, 2012**

In Attendance: Alex Mortlock, Sheridan Graham, Brigid Ayotte, Melanie Kawalec, Scott Mancini,
Rob Arkell

Regrets: Mike Hendren, Dan Taylor

Definition of Business Sustainability

- Group agreed to utilize definition of business sustainability which mirrored Sustainable Peterborough vision statement
- Final definition: “A Business Balancing Prosperity, Well-Being and Nature”

Assistance of Fleming Students

- Brigid provided update re discussions with Trish O’Connor of Fleming College about the possibility of Fleming students assisting with various aspects of planning as part of applied courses in programs such as business, marketing, agriculture, technology
- Potential to assist in areas such as event planning, program development, software development, and sustainability audits of businesses
- **Brigid to provide further details following presentation by Trish O’Connor to Sustainable Peterborough Coordinating Committee meeting on Nov. 9th – including confirmation of any fee**

Kickoff Event - Planning

- Objective – illustrate the business case for sustainability
- Format - opening speaker followed by panel discussion – panelist made up of local small /medium sized businesses currently pursuing sustainability
 - Bob Willard as opening speaker and potential moderator – available for proposed date
- Date – tentative date Thurs, Jan. 17th – **Scott to confirm if any conflicting Chamber events**
- Time – 7:30am – 9:30am
- Location – to be determined
 - potential venues discussed include library, Holiday Inn, Best Western, Peterborough Golf & Country Club
 - ample parking is important
 - venue with in-house audio/visual and food/beverage capabilities preferred
- Food – continental breakfast – as much local & organic fare as possible
 - Price range likely \$5 - \$10 per person
- Beverage – Coffee/Tea/Juice/Water
 - needs to be fair trade / organic – Kyoto Coffee potential provider
- Parameters – target zero waste / local fare
- Marketing – one-page electronic invitation to be developed – Brigid to handle via GPAEDC staff –will utilize a network of business associations/groups
 - Chamber(s) of Commerce - Scott
 - Sustainable Peterborough - Brigid
 - GPAEDC - Brigid

- Women's Business Network – Sheridan
- DBIA –
- Peterborough Construction Association - Scott
- Peterborough Homebuilders Association - Scott
- Kawartha Family Business Group – Brigid
- Fleming / Trent – Rob
- Rotary Clubs – Scott
- Young Professionals / CFDC
- Admission - \$10 – to donate partial/full proceeds towards sustainability related cause – to be paid via cash @ door - potential Fleming bursary – **Rob to follow up with Trish O'Connor**
- Registration – attendees to be encourage to pre-register online – **Brigid to set-up online registration**
- Displays / Pop-Up Banners – to include Chamber of Commerce, Green Business Peterborough, GPAEDC, Peterborough Green-Up, Cambium

Rest of 2013 Initiatives

- Possible “Empower” event formats for remainder of 2013 – workshops, networking, case studies, speaker series, site tours – kickoff event attendees to be surveyed for their preferred content and format – will potentially hold a variety of event formats
- Need to ensure County locations / businesses included in planning
- Consider opportunities to capitalize on currently established events:
 - Creative Cocktail / Sustainable Business Event – potential event for 2013 – **Rob to follow up with Maryam**
 - Chamber Business After Hours – host at “sustainable” businesses and include site tour – **Scott to investigate**
- Free Sustainability Audits By Students Program – Rob discussed program with University Waterloo / HP/ World Wildlife Fund – **Rob to gather more details re potential to create here**
- Workshops – could be developed with Business Advisory Centre and held at GPAEDC office

Other Business

- Melanie provided brief update re changes in legislation allowing municipalities to fund home improvements related to energy – further discussion next meeting
- **Sheridan to set up Dropbox for SPED materials**
- **Alex to send out samples of case studies/testimonials on past energy initiatives by local businesses**

Next Meeting

- Wednesday, Dec. 12th – 3pm – Cambium Boardroom