

## **Minutes**

### **Sustainable Peterborough Coordinating Committee**

**Sutherland Room - Peterborough City Hall**

**July 23, 2015 from 12:30 p.m. to 2:30 p.m.**

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**Present:** Ken Doherty, Melanie Kawalec, Dawn Berry-Merriam, Amber Dickinson, Anca Pascalau, Katie Allen, Sheridan Graham, Stephen Hill, Larry Stinson, Brigid Ayotte, Peter Hughes, Cheryl Lyon

**Regrets:** Meredith Carter, Jenny Olauson, John Knight, Jeannette Thompson, Linda Slavin

#### **1. Call to order/Opening Remarks**

Meeting was called to order by the Chair at 12:37 p.m.

#### **2. Approval of Agenda**

Moved by: Sheridan Graham

Seconded by: Melanie Kawalec

**THAT the Agenda for the May 28th meeting be approved.**

MOTION CARRIED

#### **3. Declaration of Pecuniary Interest**

None declared.

#### **4. Approval of the May 28, 2015 Minutes**

Moved by: Brigid Ayotte

Seconded by: Dawn Berry-Merriam

**THAT the minutes of the May 28, 2015 meeting be approved.**

MOTION CARRIED

#### **5. Strategic Plan Implementation**

The 2015 Sustainable Peterborough Strategic Plan Implementation Summary, as created by Melanie Kawalec, was used as a baseline for discussion. The document has now been updated by Melanie and can

be read [on our website](#). The Strategic Plan Implementation discussion followed the layout of the Summary and the discussion centered on each section.

### Communication and Engagement

A refreshment of the engagement strategy is needed. In order to achieve this we need to refresh our communication strategy, ensure consistent messaging and branding (ie. new elevator pitch, new vision, new partnership documents, consistency in branding materials and messages). New brochures and pop-up banners are necessary to support outreach. We need to continue to develop relationships. To address marketing and communications, a new communications subcommittee has been formed; it consists of Melanie, Anca, Sheridan, Jeannette, Meredith, Dawn and Brigid. Melanie created a SP Communication Strategy document and will chair the sub-committee. The group will have its initial meeting as soon as possible, as new marketing products are needed for the Purple Onion Festival, September 20, 2015.

Katie Allen has agreed to identify new champions to become partners. Katie has also agreed to prepare a list of partner organizations with best practices in preparation for the SP celebration event which will tentatively take place in November 2015.

Anca will continue to source out community engagement events and weigh the criteria and value-add for each event. Coordinating Committee members are encouraged to attend, to be engaged in participating at all events where SP hosts a booth. The Communications Subcommittee will provide the elevator pitch and the consistent messaging to be used at events, as well as a canned presentation on what SP is in order to spread the word.

SP should host an event to celebrate our partners, our successes, in collaboration with CCAP and PCP milestone awards, tentatively to be scheduled in November 2015. The event should show the spirit of collaboration, should create a draw, perhaps have presentations from businesses on the interesting sustainable initiatives they are undertaking. Anca will put out an email call for volunteers to join the Celebration Event Subcommittee.

### Priority Actions

Anca will perform independent research, work with LURA, Meredith, Working Groups to determine the status of all Priority Actions and provide updates to the SP CC. New priority actions might be considered upon 2016 SP Plan Review and public engagement.

### Process Related Actions

Land Use Planning Working Group to be established through the CCAP Land Use Planning Task Force in September 2015. Meredith and Melanie have set up a Water Working Group, with the initial meeting taking place on September 16.

### Indicators

There is a need for stronger numbers, metrics, and indicators to tell the SP story and successes. Metrics need to be meaningful, consistently applied and easily understood. Each theme area should have some type of metrics/numbers. The Committee also felt that oftentimes sustainability is very difficult to depict in numbers. Perhaps we could use a bottom up approach, tap into existing research and results. The Climate Change project will be able to provide metrics. Indicators don't have to be overly complex or scientific, just meaningful enough that they will capture interest. In order to come up with good metrics, we need to first figure out what's our overall measure, what are we trying to change, what's the objective (to attract people, advocacy leverage, justify financial investment to funders, etc?). The primary responsibility of identifying metrics should lie with the working groups, as they have performed much work that might involve indicators (for instance, the Future of Food and Farming Working Group has stats on how much farmland was lost over the last X years and how much we need in order to feed ourselves in X years). Anca will coordinate, through the Working Groups, the need for indicators, with the Working Groups reporting to the Coordinating Committee on their findings.

We need to complement the qualitative data in the Report Card with some quantitative data. Anca will put out a call for a Report Card Subcommittee to work collectively on the 2015 Report Card. The 2015 Report Card should build in metrics, charts and testimonies, in addition to the stories.

### Coordination and Support

The 2016 budget should be a balanced budget that won't draw from reserve. There will also be some discretionary money in CCAP to potentially be used for youtube testimonies, etc. The 4 year review of the Plan will take place in 2016. Need to identify the objective of the 2016 SP Plan Review, how broad or narrow a review, the level of community engagement, etc. Who should be the consultant hired to perform the review? Should we single-source LURA considering their intimate knowledge of SP and GPA or issue RFP and open up the competition to other consulting firms? Would LURA have a bias, too intimate knowledge of SP and perhaps then not offer a fresh, innovative perspective? These details will be determined at a later date and the discussion will commence at Executive Committee level.

### Plan Integration

Katie will work with current and future partners to promote SP and support a shared vision. Katie should continuously monitor partner organizations that come up with creative practices.

Anca will assist Ken with writing thank you letters to all municipalities and First Nations that received the 2014 Report Card presentation. The letters will also offer SP as a resource tool to Councils on sustainability matters.

Extend the annual Report Card presentations to more than just municipalities. Create a canned presentation with speaker notes for Coordinating Committee members, as well as interested community members to deliver to local organizations and groups. Ken, Sheridan, Stephen and Peter volunteered to review existing presentation and refresh/create a new canned presentation. Anca will email the group the current presentation, including all the personalized slides. Consider presenting it to the SP CC later this fall.

### SP Legacy

The SP CC received recognition with the City of Peterborough Civic Awards. The County Awards are in May, consider nominating. FCM will issue awards for PCP milestone completion in November 2015.

Stephen recommended working with a student to write an article showcasing SP as a local niche organization.

We should consider actively involving the media in order to spread the word by inviting them to SP CC meetings. Perhaps we should start with posting the meeting schedule and the agenda to the SP website calendar.

Annually review SP CC and Working Groups' Terms of Reference. SP CC should issue an annual approval of the Working Groups' membership lists, good practice for liability purposes. We should establish an annual process to allow SP CC members an opportunity to resign or renew their membership for a year. Consider inviting Dave Clifford present to the SP CC on Douro-Dummer's sustainability reporting requirements.

#### Sustainable Peterborough Coordinating Committee

Consider dedicating one meeting per year to operational matters.

### **6. Working Groups update**

#### Food and Farming – Dawn Berry Merriam

Final proceedings from the 3<sup>rd</sup> Summit are available and have been shared with the Committee.

#### Climate Change – Melanie Kawalec

The group's next meeting is taking place in August.

#### Energy – Melanie Kawalec

This group's work has become somewhat integrated with CCAP. Melanie will send Anca a copy of the Energy Working Group's Renewable Energy Workshop Presentation of June 2, 2015, to be posted to the website.

#### Healthy Kids Community Challenge – Larry Stinson

Funding has finally been confirmed, but less than the government originally awarded. The group will be posting for the coordinator position as soon as the funding agreements come through, with the intent to have things in place by September.

Sustainable Peterborough Business Initiative – Melanie Kawalec

No meeting since last SP CC meeting

Water- Melanie Kawalec

The group will have their initial meeting on September 16.

**8. Roundtable Update**

- Amber Dickinson – The Township of Havelock-Belmont-Methuen will be installing variable frequency drives in an attempt at energy reduction
- Cheryl Lyon – Purple Onion Festival planning is in full swing. There will be a first ever EV meet and a “dance for climate” event.
- Larry Stinson – PCCHU is moving. There is an internal green team looking at things like free parking for car poolers, cycling options, etc.
- Peter Hughes – Peterborough Pulse was very well attended and a great success
- Melanie Kawalec – City of Peterborough Council approved submitting a funding application to the Ministry of Energy for the development of a Municipal Energy Plan for the City of Peterborough. LURA will be used.

**Next Meeting** – September 24, 2015