

# Sustainable Peterborough Business Initiative Working Group

## Meeting Minutes – October 20<sup>th</sup>, 2014

Attended: **Natalie Ambler**, Swish Maintenance Ltd.  
**Rob Arkell**, Cambium Inc. (Co-Chair)  
**Mounira Benallou** – Peterborough Economic Development (Guest)  
**Melanie Kawalec**, City of Peterborough  
**Cathy Mitchell**, GreenUP/Green Business Peterborough (Co-Chair)  
**Craig Mortlock**, Mortlock Construction

Regrets: **Brigid Ayotte**, Cavan-Monaghan  
**Diane Camelford**, Lansdowne Place  
**Andrew Laing**, TD Bank Group

## Approve July 21, 2014 Meeting Minutes

- Minutes approved – no changes

## Membership Update

- Katie Allen and Sarah Thomson have resigned in the past week, Terry Rees resigned last month
- Peterborough Economic Development (PED) has joined as a member – Joe Rees (Business Development Lead ) will be representative
- we currently have 3 vacancies
- **Rob to ask Katie, Sarah, Terry to pursue their replacements**
- Potential members:
  - Jeff Taylor – Collins Barrow (accountant) – **Craig to invite him out to next meeting as guest**
  - Green Eyewear Optical (**Cathy to ask**)
  - CIBC (**Cathy has contact**)
  - Would like to get member from retail, agricultural (Circle Organic?), and restaurant (Food Forest?) sector
- Could also pursue associations:
  - DBIA (**Cathy to ask**), Construction Association (**Craig to represent**), Women's Business Network (**Cathy to ask**), Kawartha Manufacturer's Association (**Mounira to ask**), any restaurant association
- Natalie is pursuing additional members as well – looking in manufacturing area (but larger manufacturers)
- **Cathy to check with status of COIN**

## Work Plan Review

- Group agreed not to use “re-launch” for Jan. events as it could be perceived as failure of SPBI
- Work Plan was revised to reflect all of the events that have been undertaken historically

- Consider sector specific value add for our initiatives (i.e. local food will be different from retail)
- Need to establish and communicate a clear & concise value proposition when pursuing new members or discussing what we do - what's our "sound byte" or compelling reason for joining
- Could be "focused on business improvement and networking" – will revisit this further at next meeting
- Group agreed that there should be a different process for SPBI "Endorsing" vs. "Creating" an event – agreed to use the following process
  - Creating an event – requires use of Decision Making Tool
  - Endorsing an event – Chair to send out to members to check for support
- Group agreed that we don't need to have quorum to hold meeting – group can meet and flow meeting notes to rest of group for comment/feedback

### **Small Business Week - Energy Conservation Incentives Event**

- Taking place tomorrow morning at GreenUP office for small business discussion on future energy conservation techniques that would encourage energy conservation through OPA/Save ON Energy programming – **Cathy and Jessica Haines of PDI to run it**

### **Energy Conservation/Sustainable Construction Forum**

- **Craig to chair the event, working with Melanie & Jessica Hayne (PDI) to coordinate this event**
- theme: how to make renovates/new builds more energy efficient – consider using LEED, energy efficiency, water efficiency, etc.
- tentative timing – March 4, 2015
- possibly hosting at KTTC – breakfast meeting best – mid week is best
- **Melanie to connect with Scott Fleming / Ted Brandon re how to get involved**

### **Fleming Project Management - Sustainability Assessment**

- Cathy provided update on the program – 1<sup>st</sup> group to complete pilot projects in 1<sup>st</sup> quarter or new year
- Possible organizations for assessments – Sport & Wellness Centre / PED Office – see Melanie to coordinate

### **January 2015 Event - Guest Speaker**

- **Rob to initiate this event**

### **SPBI Contacts List**

- Cathy has put together list from her experience at GreenUP – need to confirm their willingness to receive information
- Cathy can already let the Green Business Peterborough members know – don't necessarily need to make them a separate SPBI list
- The Group agreed that we would reach out to our various associations to help promote events

**Next Meeting:** Monday, November 17<sup>th</sup> 3-4:30pm  
Cambium Inc., 52 Hunter St. East