

Sustainable Peterborough Business Initiative Working Group

Meeting Minutes – May 25, 2015

Attended: **Rob Arkell**, Cambium Inc. (Co-Chair)
Diane Camelford, Lansdowne Place
Andre De Bellefeuille, AE Electric
Melanie Kawalec, City of Peterborough
Cathy Mitchell, GreenUP (Co-Chair)
Craig Mortlock, Mortlock Construction
Tyler Nolan, SGS

Regrets: **Natalie Ambler**, Swish Maintenance Ltd.
Brigid Ayotte, Cavan Monaghan Township
Andrew Laing, TD Bank Group

Membership Update

- Tyler Nolan confirmed as newest member of working group
- Jeff Taylor remains interested as potential member
- Look to connect with Chamber re having Board member on working group
- *Action: Cathy to reach out to Peterborough Economic Development to re-confirm interest*

Steam Whistle Event

- Held Approximately 55 people in attendance
- Feedback from attendees was very positive on event – Steam Whistle presentation was very strong
- Holiday Inn staff good to work with
- Peterborough Utilities Group excellent sponsor – covered most of costs – willing to partner again for future events
- Event netted approximately \$400 – to be donated to Fleming College for bursary
- Major challenge in getting people out to event – lots of effort required for relatively small number of people attending
- *Action: Rob to connect with Steam Whistle re willingness to share their presentation*

Work Plan Update

- Lengthy discussion around the value of events given the effort involved and limited time available by working group members
- Additional discussion around number of working group meetings held – Melanie advised that other working groups meet much less frequently – some just twice per year
- Group agreed to following:

- Reduce meeting frequency to quarterly – but increase email communication/flow to keep momentum going
- Reduce focus on creating our own events and look to partner with other events being held by business groups/associations (i.e. Chamber of Commerce, Kawartha Manufacturer’s Association)
- Increase focus on enhancing website including establishing a toolkit of resources and providing local success stories of business sustainability
- Look for opportunities to tap into other organization newsletters – i.e. Peterborough Construction Association membership bulletin
- Look to establish a “Friends of SPBI” network to whom we can distribute a package of information, stories
 - *Action: Cathy to send around draft of package*

Co-Chair

- Rob stepping down as co-Chair but remain part of working group - Craig considering assuming role
- Will rotate Co-Chair in interim

Next Meeting

- To be held Sept. 21st at GreenUP – 3pm – 4:30pm