

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)

From: Anca Pascalau, Sustainable Peterborough Coordinator

Meeting Date: Sept. 15, 2016

Subject: Staff Report

Purpose

A report to advise the SPCC on the bimonthly activities of the Sustainable Peterborough Coordinator.

Recommendation

That the report be received for information.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Details

2015 Report Card and Council Presentations

2015 Report Card presentations took place May – August, 2016. Thank you letters sent to all councils.

2016 Report Card

In the process of planning for and commencing work on the 2016 Report Card, initial meeting with the subcommittee to take place in October, followed by meeting with the graphic designer in November.

Sustainable Peterborough Business Initiative Working Group

Development of the online toolkit completed, mock-up will be discussed at the September 12th meeting. Once feedback received and incorporated, I will continue populating the database with the backlog of resources. Ongoing admin assistance and coordination as needed (minutes, scheduling, etc).

Website

In the process of updating Coordinating Committee section with photos and bios. Performing updates and maintenance on an ongoing basis, with more robust updates to take place upon review with the communications subcommittee. Currently working with the Healthy Kids Community Challenge Coordinator on their section of the website.

SP Event

Commenced preliminary work on the 2017 SP Event and Awards. In the process of scheduling the first meeting with the event subcommittee to discuss last year's event, what worked, what can be improved, generate ideas for keynote speaker, etc.

Sustainable Peterborough Coordinating Committee

Ongoing administrative support including communications, meeting preparation, minute taking, website maintenance, budget management, information sharing, etc.

Climate Change Action Plan

As a member of the Steering Committee, attend meetings and provide assistance as required.

Communications Subcommittee

The new pop-up banners are completed. Held a subcommittee meeting on Sept. 9 to discuss improvements to the community outreach platform, new marketing materials, and website content. It was decided that, rather than replicating the pop-up banner content on rack cards, we will produce annual rack cards highlighting the year's award winners. To draw interest to the SP booth, a variety of concepts were discussed, including holding raffles (approaching SP partners to donate prizes). The website homepage will be slightly redesigned to highlight partners and news items. Website content will be reviewed at the next meeting.

Community Engagement

Coordinated booth hosting at all City and County farmers' markets in collaboration with ORCA, dates and details provided in the accompanying events/community engagement spreadsheet. Participated in the Love Local Expo. Ongoing engagement via social media.

Submitted by,

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