

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)
From: Anca Pascalau, Sustainable Peterborough Coordinator
Meeting Date: Feb. 24, 2017
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

2016 Report Card Subcommittee Chair

Work on the 2016 Report Card has commenced and is well underway. The Report Card Subcommittee has met once, with the bulk of the work and approvals taking place electronically. The Report Card Cover has been finalized and approved. The graphic designer has received the content and is working on the mock-up. Aside from partner accomplishments displayed as text, the Report Card will also feature new photos, infographics, and testimonials. It will once again be printed on 100% recycled FSC certified paper, using vegetable inks. We are hoping that the electronic version will be somewhat interactive (ie clickable links and animated graphics), to be determined, will depend on content and cost. Since the Report Card reveal will take place at the Annual Event and Awards on April 20th, we are working with extremely tight deadlines; therefore, the product has to be finalized, approved and go to print no later than March 27th, 2017. Since distribution through Peterborough This Week was very well received by the community last year, the 2016 Report Card will be distributed through Peterborough This Week again this year, with the April 26th edition of the paper. This year I was again able to negotiate a free teaser ad, which will run in the April 19th Peterborough This Week.

Sustainable Peterborough Business Initiative Working Group Coordinator

Development of the online toolkit is completed, and the toolkit is now live on the SPBI web page. I will be adding resources to the toolkit on an ongoing basis, as they are submitted by the working group members. Ongoing admin assistance and coordination as needed (minutes, scheduling, etc).

Website

Homepage mockup, created per directives from Melanie and Brigid at the last Communications Subcommittee meeting, completed and is awaiting feedback from the subcommittee before launching live. Weekly update of the Partner Showcase slider and page. In the process of updating Coordinating Committee section with photos and bios. Performing web content management updates and maintenance on an ongoing basis, with more robust updates to take place upon review with the communications subcommittee and/or Trent intern in

spring/summer/fall 2017. Consistently working with the Healthy Kids Community Challenge Coordinator on updating their section of the website, and assisting Kaitlyn Ittermann with CCAP section of the website questions and updates, as needed.

SP Event Subcommittee Chair

The event is scheduled for Thursday, April 20th, tentatively 5:00-7:30 (to be finalized soon), at Market Hall. Work on the SP Event and Awards is well underway. The Event Planning Subcommittee has met twice, with the majority of the work, communications and approvals taking place electronically. Award nominations are now open (as of February 14th), with a submission deadline of March 29th. The Subcommittee will meet again at the beginning of April to review all nominations and select the winners; winners will be notified around April 11th. The awards will consist of certificates and sustainably built bat boxes created by a group of Trent University students. We were able to secure Gord Miller as the keynote speaker. The bulk of the programme will consist of the keynote presentation, SP Partnership Recognition Awards, 2016 Report Card reveal, recognition of the group who worked on the RCE UNU project, and a presentation by the winning Envirothon team. We are hoping to once again have Chief Williams and/or Chief Cowie to perform an opening and closing prayer, and addresses by the Mayor and the Warden. I am in the process of updating the forms, documents and presentations associated with the event. Official invitations will be issued once the programme is finalized, around mid-March. We will again invite SP Partner organizations to set up displays at the event, Katie Allen is coordinating this initiative. The event will once again be catered by a variety of SP Partners. Media releases will be circulated before the event and media packages containing event information, programme, award winners, and the Report Card, will be available for press after the event.

Sustainable Peterborough Coordinating Committee

Ongoing administrative support including communications, meeting preparation, minute taking, website maintenance, budget management, information sharing, etc. I met with Trish O'Connor regarding SP's sponsorship of the Fleming Sustainability Award, she will forward the donor agreement to be signed by the Chair end of March/beginning of April; the Chair, Vice-Chair or SP rep should be present at the graduation ceremony (June, tbd) to present the award.

Communications&Marketing and Communications Subcommittee Chair

The website homepage was slightly redesigned to highlight partners and news items, awaiting on feedback from the communications subcommittee before launching live. Website content will be reviewed by the subcommittee and/or Trent intern in spring/summer/fall 2017. Will commence work on the annual rack card, featuring all 2016 award winners, in late April/May 2017. Will schedule a meeting with the Communications Subcommittee to discuss communication strategy, partnership related communication, social media, decals, etc. in spring 2017. Since starting in my SP Coordinator role I have been collecting photos for a SP photo library to be used in marketing materials and website, the photo library now contains over 300 photos.

Partnership Development

Oversee Katie Allen's partnership development role, including generating leads and ideas, user profile content for the website (contact information, descriptive paragraph and logo) and community outreach. Oversee data added in the sustainable activities database. Liaise and meet with Katie on an as needed basis.

Community Engagement

I maintain a master spreadsheet of events in which SP participated and continuously source out community engagement opportunities. Ongoing engagement via social media.

Submitted by,

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