

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)
From: Anca Pascalau, Sustainable Peterborough Coordinator
Meeting Date: June 1, 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

The Report Card is completed. Printed copies were made available at the April 20th event. It was printed on 100% recycled FSC certified paper, using vegetable inks. Since distribution through Peterborough This Week was very well received by the community last year, the 2016 Report Card was distributed through Peterborough This Week again this year with the April 26th edition of the paper. A free teaser ad ran in the April 19th Peterborough This Week. So far I have received lots of positive feedback on the Report Card.

2016 Report Card Presentations to Councils

I completed the 2016 Report Card Presentation, which was approved by Sheridan and Meredith, and I scheduled and confirmed all 12 delegations. Sheridan and Meredith will be delivering the presentation to all township councils, 2 First Nations band councils, City Council and County Council throughout June, July and August.

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

Weekly update of the Partner Showcase slider and page. Performing web content management updates and maintenance on an ongoing basis, with more robust updates to take place upon review with the communications subcommittee summer/fall/winter 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 took place Thursday, April 20th, 5:00-8:00, at Market Hall, with around 95 people in attendance. I have received much positive feedback on the event overall, presentations, and awards.

Sustainable Peterborough Coordinating Committee

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

Communications&Marketing Subcommittee Chair

Website content will be reviewed by the subcommittee summer/fall/winter 2017. Commenced work on the annual rack card, featuring all 2016 award winners, the designer is presently working at updating the original mock-up with recommendations from the subcommittee. Will schedule a meeting with the Communications Subcommittee to discuss communication strategy, partnership related communication, social media, decals, etc. in summer 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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