

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)
From: Anca Pascalau, Sustainable Peterborough Coordinator
Meeting Date: Sept. 28, 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 and Presentation

Created the 2016 Report Card Presentation and coordinated the delegation schedule and all communications for Sheridan and Meredith to all local councils, City, County, Townships and First Nations. The delegations were completed in August.

2017 Report Card Subcommittee Chair

Work on the 2017 Report Card is about to commence. The planning process is underway. I am assembling the sub-committee once again, with our initial meeting to take place mid-late fall.

Sustainable Peterborough Business Initiative Working Group Coordinator

I am adding resources to the online 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, calendar updates and web maintenance on an ongoing basis. 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

Work on the 2018 SP partnership recognition event and awards is about to commence. The planning process is underway. I am assembling the sub-committee once again, with our initial meeting to take place mid-late fall.

Sustainable Peterborough Coordinating Committee

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

Communications&Marketing Subcommittee Chair

The annual rack card, featuring all 2016 award winners, was completed in July, and intended to become an annual marketing and partnership recognition document. Will schedule a meeting with the Communications Subcommittee to discuss communication strategy, partnership related communication, social media, decals, etc. in late fall. 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 325 photos.

SP Indicators and Metrics Subcommittee

Member and coordinator of the newly formed SP Indicators and Metrics Subcommittee. Following our initial meeting in July, I created a Google spreadsheet to which all subcommittee members can contribute proposed indicators. Our second meeting is scheduled at the beginning of October.

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 collection and entry in the sustainable activities database. Liaise and meet with Katie on an as needed basis.

Community Engagement

Coordinated the SP/Otonabee Conservation booth at farmers' markets throughout the Greater Peterborough Area. 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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