

Minutes

**Sustainable Peterborough Business Initiative
Upstairs Boardroom - Peterborough Economic Development
March 30, 2017 from 2:00 p.m. to 3:00 p.m.**

Present: Cathy Mitchell, Anca Pascalau, Craig Mortlock, Tyler Nolan, Matthew Braithwaite

Regrets: Andrew Laing, Natalie Ambler, Rob Arkell, Andre de Bellefeuille

Roundtable introductions were held.

Cathy updated that Melanie Kawalec and Brigid Ayotte resigned from the group. The group discussed recruiting other members (Hillary Flood from GreenUP?). The CCAP economic development task force expressed similar ideas to those expressed in our working group, including an online resource similar to the toolkit that we are developing. Some of the task force members might wish to join the SPBI working group, as they expressed an interest during the task force meetings. Who should reach out to whom for memberships? What is our recruitment strategy?

We need to assess what our focus should be, going forward. Do we reduce/increase the amount of meetings? Do we host events and workshops? How does SPBI benefit you? What is our vision? Should we capture what SPBI group members get out of being members of this working group?

We need to continue populating the toolkit, as it has become stale. We should continue tweeting out the toolkit page with #SPBI, perhaps a 6 month social media campaign, we all tweet out the toolkit page with #SPBI hashtag and track performance?

We should consider meeting in advance of the 2017 Sustainable Peterborough Event and awards (February?) to submit a few nominations for local businesses. We should research other local, as well as provincial level awards and submit nominations in an effort to gain recognition for local businesses.

6-8 breakfast meetings for the construction association will be held in 2017.

Action items:

- tweet and re-tweet the toolkit and SPBI events using the #SPBI hashtag
- send on proposed tool kit resources to the group for review, and, if approved, Anca will add them to the toolkit
- review Terms of Reference and define our vision and focus
- membership recruitment strategy
- research local and provincial awards and submit nominations - ongoing
- schedule meetings for the balance of the year (June, September, November) – Anca to coordinate