

Minutes

Sustainable Peterborough Business Initiative Upstairs Boardroom - Peterborough Economic Development October 27 from 3:00 p.m. to 4:00 p.m.

Present: Cathy Mitchell, Anca Pascalau, Natalie Ambler, Craig Mortlock, Tyler Nolan, Joe Rees

Regrets: Andrew Laing, Brigid Ayotte, Rob Arkell, Andre de Bellefeuille, Melanie Kawalec

The group's discussion was predominantly based on Cathy Mitchell's [presentation](#). Additional discussion notes are captured below.

Toolkit – The group viewed and discussed the toolkit mockup. They agreed that the toolkit, as shown, be launched live by November 9th – as the Business Summit takes place on November 10th. The toolkit should feature an eye-catching graphic, such as a red toolbox. Everyone is encouraged to submit resources to Anca to be added to the toolkit. The group's web page is too long and wordy, as such, Cathy will work on re-writing and condensing the content and will circulate the new content for feedback. As a Twitter identity for the SPBI group is needed, the group decided to adopt the #SPBI hashtag for all SPBI related tweets. Upon launch of the toolkit everyone is encouraged to use the new hashtag to promote the group and the toolkit from their own Twitter accounts; Anca and Katie Allen will tweet out of the Sustainable Peterborough account. Going forward, the hashtag should be used when promoting SPBI events and information.

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

Motion to update and launch the SPBI online toolkit

Moved by: Craig Mortlock

Seconded by: Joe Reese

THAT the SPBI toolkit as presented be populated with the backlog of resources and launched live

MOTION CARRIED

Cathy reached out to Mario Serracino, Lansdowne Place Operations Manager, about joining the SPBI Working Group. Mario is eager to be involved in the group and will attend meetings depending on his availability. Cathy will share his contact information with Anca.

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.

Natalie asked whether SMEs are represented well, and whether we can do anything to represent them better. Perhaps inviting Terry Guiel or another DBIA staff member, and/or a Chamber staff member, and/or a KMA member to sit on SPBI might provide better support for SMEs.

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

A cap and trade workshop will be held in concert with the Chamber in early 2017.

Joe mentioned that PED is working on a business burden reduction program, still very much in its infancy. Joe encouraged everyone to forward any resources and information they think should be captured.

Next meeting: Thursday, January 26, 3-4pm, Peterborough Economic Development Upstairs Boardroom