

SPBI Meeting Minutes

November 2017

Present: Craig, Hillary, Jessica, Anca, Tyler, Michael, Cathy
Regrets: Rob, Natalie, Varun, Bernie, Andre

Announcements: Start with an Around-the-Table “What you are doing?”

Hillary *Ontario By Bike* recruiting 12- 14 businesses by 2018 for *Bike Friendly Business* designation

- ✚ Peterborough has been designated as 1/5 bike friendly communities/business areas
- ✚ Bike Friendly Business – Cycle Tourism
e.g. Wild Rock, Shimano, BIKE

New Businesses

- ✚ Kawartha Local Box – local products within the area King Street (crate) <https://kawarthalocal.ca/>

Event Review:

- ✚ Construction Ass. Meeting 40 – 60 people – we had 40
- ✚ Incentives – engineers vs contractors* Deer hunt – outdoor projects
- ✚ Breakfast meeting** schedule client demand, agency in demand – dollars

Current Business Initiatives:

- ✚ DBIA looking at more Green Initiatives this year e.g. Christmas lights window display contest “Bright and Green Christmas” Joint Campaign.
- ✚ DOW Jones – current field ROI SGS Phillips are funding directly the entire re-lamping of the plant.
 - *Spot the orange dot* campaign – for employees to stick it on areas/equipment where ID “waste” in the workplace, account for 6-10% of resources waste) through staff and taking back the stories to management, corporate headquarters. e.g equipment being left on
 - “Spot the Orange Dot – heavily rely on people, saving 6-8 % just with people behavioral change. Could be added to our corporate Tool Kit*
 - Savings were ID in Waste, Water, locomotives (\$15,000 in fuel) and GHG emissions
 - Caron offsets –carbon neutral corporation/global sustainability – case study* (Oil sands vs sustain posters and orange dot)
- ✚ Can we share with SP – the business ideas and case studies (Orange DOT e.g.) info sharing of success stories – huge network. Social media, committees and members, putting the stories to paper.
 - Concerted effort – 160 members power, of storytelling best delivered live***
 - Reach out to more associations, Chamber, DBIA, KMA,
 - Friends of the SPBI – all the associations manufacturing e.g. Orange Dot portable information with the members. There bulletin - for more people
 - Marketing – share stories the associations - who are well telling them to – the Associations benefit to the members, green column on their website
- ✚ The Tool Kit – requires new content, please provide links, suggestions, needs to Anca*
- ✚ SPBI Membership – 12 members, two who cannot attend regular meetings. We have attempted to recruit Brant Office Supply, Brio Gusto, Colin Sparrow and others are still deciding. Please make other suggestions to get a good cross section.*
- ✚ Suggestion to look at TOR and Membership types: Broader meetings – Partnering once
 - Active Members – 2 formal meetings, Associate Members – 2 social meeting, & Guests
 - Anca, Cathy, and Hillary to revised terms of reference*
- ✚ Next Meeting: Monday Jan 22nd @ 3:15 pm

