

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)

From: Anca Pascalau, Sustainable Peterborough Coordinator

Meeting Date: Sept. 11, 2018

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

2018 Report Card Subcommittee Chair

Work is soon commencing on the 2018 Report Card; I am in the process of re-assembling the subcommittee and scheduling a meeting for early October. A recent communications subcommittee meeting decision resulted in expanding the Report Card by 4 pages, to enable us to include some background information on SP, and allow for more space to be dedicated to visual content. The initial call for submissions will be issued to the partnership by Katie in mid-November, with a reminder in January. The data submission deadline is January 31, 2019. The Report Card is intended to be completed and go to print no later than March 25, and released publicly at the SP annual event and awards taking place at the end of April (date tbd), so we continue working with very tight deadlines. SP is once again this year partnering with Otonabee Conservation in hosting a community engagement booth at most local Farmers' Markets, as well as the Purple Onion Festival. I completed all our booth bookings earlier this year, with 4 additional bookings made in September; the booth is hosted by seasoned and knowledgeable Otonabee Conservation interns and/or staff.

Sustainable Peterborough Business Initiative Working Group Coordinator

The group met on August 21st and mainly discussed the Green Zone (SPBI Zone) at the Love Local Expo taking place on October 3rd. We also discussed the upcoming downtown Depave project (to commence in fall 2018 and to be completed in spring 2019, the area east of No Frills) and brainstormed ideas on how the SPBI group can be involved. The group also discussed submitting more nomination forms for the SP Event and Awards, and will hold a special meeting dedicated to that task. 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). Our next meeting is scheduled to take place on September 25th at Tiny Greens.

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, as needed. I created a sub-section dedicated to the annual event, containing sub-pages dedicated to each year's event, containing award winners list and information, the award winners' flyer and a photo gallery.

SP Event Subcommittee Chair

Work on next year's SP partnership recognition event and awards is about to commence. I have assembled the sub-committee once again, with our initial meeting to take place in November. A date for the event has not yet been solidified, however it will tentatively take place on April 25th or 26th, possibly again at The Great Hall, Peterborough County Agricultural Heritage Building, Lang Pioneer Village Museum, by popular demand. Award nomination packages will tentatively be released at the beginning of February, with a tentative due date of March 22. The details will be solidified upon meeting with the Event Subcommittee and approval by the Executive Committee.

Sustainable Peterborough Coordinating Committee

Ongoing administrative support including communications, meeting preparation, minute taking, website maintenance, budget management, information sharing, etc. I am in the process of creating the draft meeting schedule and draft budget for 2019.

Communications & Marketing Subcommittee Chair

The annual rack card, featuring all 2017 award winners, was featured as a full page ad in the Peterborough This Week June 6th edition. It was very well received by the award winners and we will continue to promote the winners in this manner on an annual basis. The subcommittee met in July. The subcommittee unanimously felt that the Peterborough This Week editorial partnership is a valuable opportunity. We proposed that we start out as a quarterly contributor and PTW was agreeable to this arrangement. The first couple of columns will be SP introductory pieces that I will write, to be published in November and February. The workflow proposed is as follows: Anca will coordinate all aspects and communications with/submission to PTW, the column writer will submit their draft to Anca, who will circulate it to the communications subcommittee for feedback and/or edits, with final approval issued by Sheridan or Meredith. The complete subcommittee meeting minutes were circulate with the enclosed pre-meeting package, and will be available on the website shortly. 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 700 photos.

SP Indicators and Metrics Subcommittee

The Indicators and Metrics project was renamed Progress Report, which this subcommittee and the communications subcommittee have agreed should be posted to the SP website but that no further design is necessary at this point. The subcommittee is meeting in October to brainstorm future indicators and metrics for a potential plan refresh.

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.

Submitted by,

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