

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

**From:** Anca Pascalau, Sustainable Peterborough Coordinator

**Meeting Date:** December 4, 2018

**Subject:** Staff Report

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## **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 underway for the 2018 Report Card. The subcommittee has met at the end of October and some preliminary ideas and infographic content have been sent to the graphic designer. 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 (especially appropriate for and helpful to new council members), and allow for additional space to be dedicated to visual content. The working groups will be encouraged to submit their accomplishments to be highlighted in the Report Card. The Report Card subcommittee envisions this year's publication to have a sleeker, crisper look. The initial call for submissions will be issued to the partnership by Katie late November/early December, with a reminder in January, and by me to the townships and First Nations. 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 on April 25th, so we continue working with very tight deadlines.

### **2019 Event and Awards Subcommittee Chair**

The event subcommittee met in November. The 2019 event will take place again at the Lang Pioneer Village Museum's Agricultural Heritage Building the evening of Thursday, April 25<sup>th</sup>, 5-7pm (tentatively). Save the date invitations have been issued. The awards nomination package will be sent in early February, with a deadline for submission of Friday, March 22 at 4:30pm. Feedback from last year's event, which ended at 7, indicated that a shorter event is more desirable so we will strive for a 7-7:30 pm end time rather than 8. The event subcommittee will continue brainstorming ideas via email, and a site visit has been booked for early February, with Katie and I in attendance.

### **Sustainable Peterborough Business Initiative Working Group Coordinator**

Participated in the Love Local Expo Green Zone on October 3rd. 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, web maintenance and back-ups 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.

**Sustainable Peterborough Coordinating Committee**

Ongoing administrative support including communications, meeting preparation, minute taking, website maintenance, budget management, information sharing, etc. All 2019 meeting invitations have been scheduled and sent to the committee.

**Communications & Marketing Subcommittee Chair**

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 and/or Meredith. I have written the first article, which was approved by the subcommittee and Sheridan, and submitted to PTW – it was published online on November 22, with a print a publish date not yet been communicated. Since starting in my SP Coordinator role I, with Katie's assistance, 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.

**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), social media and community outreach. Oversee data collection and entry in the online sustainable activities database. Liaise and meet with Katie on an as needed basis.

Submitted by,

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