

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

From: Anca Pascalau, Sustainable Peterborough Coordinator

Meeting Date: February 5, 2019

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 underway for the 2018 Report Card. 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 have been encouraged to submit their accomplishments to be highlighted in the Report Card. The Report Card is intended to be completed and go to print no later than April 3rd, and released publicly at the SP annual event and awards taking place on May 2, so we continue working with very tight deadlines.

2019 Event and Awards Subcommittee Chair

The 2019 event will take place again at the Lang Pioneer Village Museum's Agricultural Heritage Building the evening of Thursday, May 2nd, 5-7pm (tentatively). Save the date invitations have been issued. The awards nomination package will be sent in mid February, with a deadline for submission of Friday, March 29 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 and sharing documents via email, and a site visit has been booked for mid February, which I will attend.

Sustainable Peterborough Business Initiative Working Group Coordinator

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.

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 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. I am in the process of writing the second article to be published end of February/early March. 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, with that number to likely increase as SP partners submit their 2018 accomplishments and data.

Partnership Development

Oversaw 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. Oversaw data collection and entry in the online sustainable activities database. Liaised and met with Katie on an as needed basis. Due to her recent resignation, I am taking over some of the Partnership Development responsibilities, especially as related to the Report Card and Event, until further decisions are made regarding roles, responsibilities, and hours.

Submitted by,

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