



# Sustainable Severn Sound

Sustainable Severn Sound (SSS) champions the integration of sustainability principles within our partner municipalities and their communities.

## Sustainability Plan Steering Committee (SPSC) Meeting

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Date Thursday, Feb 4, 2016  
Time 10am-12pm  
Location Sustainable Severn Sound's Office (c/o North Simcoe Community Futures Development Corporation), 105 Fourth Street, Midland

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### Attendance

Andrea Betty, Director of Planning and Community Development, Town of Penetanguishene  
Chris McLaughlin, General Manager, NSCFDC  
Doug Luker, CAO/Clerk, Township of Tiny  
Jennifer Schnier, Communications and Economic Development Officer, Township of Georgian Bay  
Jonathan Main, Councillor, Ward 1, Town of Midland  
Keith Sherman, Executive Director, Severn Sound Environmental Association  
Morgan Levison, Public Health Promotor, Simcoe Muskoka District Health Unit  
Patricia File, Councillor, Ward 1, Town of Midland  
Steffen Walma, Deputy Mayor, Township of Tiny, County of Simcoe representative  
Tracy Roxborough, Sustainability Coordinator, Sustainable Severn Sound

### Regrets

Andria Leigh, Director, Development Services, Township of Oro-Medonte  
Glenn White, Manager, Special Projects, Township of Oro-Medonte  
Marina Whelan, Program Manager, Health Protection Service, Simcoe Muskoka District Health Unit  
Nick Popovich, Director of Development Services, Township of Georgian Bay  
Ron Stevens, Councillor, Ward 4, Township of Severn  
Steve Farquharson, Director of Planning and Development, Township of Tay

## 1.0 Welcome and Approval of Agenda

### Discussion:

Roundtable introductions, followed by the Chair's request for any additions or changes to the agenda. Hearing none, Chair requested a motion to approve the agenda. Moved by A. Betty, seconded by S. Walma. Agenda approved.

## 2.0 Approval of Minutes from the 7-Jan-2016 SPSC Meeting



SustainabilityPlanSteeringCommittee\_Di

### Discussion:

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Minutes were provided to the SPSC on 12-Jan-2016, no requests for changes or additions received. Chair requested motion to approve the 7-Jan-2016 minutes. Moved by S. Walma, seconded by J. Schnier. Minutes from the 7-Jan-2016 meeting approved on 4-Feb-2016.

## Action Item:

Coordinator to distribute approved minutes to the SPSC and municipal clerks for distribution to councils.

### 3.0 2015 SSS Work Plan Items (Project Charter #1 and Project Charter #2 Actions)

#### 3.1 Sustainability Speaker Series

##### Discussion:

##### **Event Budget**

Coordinator provided an update on the following items, as per the enclosed budget:

- Overview of revised event budget
- Total Cost: \$8486
- Total Income: \$7100
- Loss: -\$1386 (included in 2016 budget)



March22\_EventBudget.xlsx

The Chair requested motion to approve the March 22 Event Budget.

Moved by A. Betty, seconded by S. Walma. Motion to approve the March 22 budget approved.

##### **Review of Event Details**

Coordinator reviewed the event details (date, time), and requested the committee's decision for an event MC (script to be provided, as below).



Introduction\_BMacDonald.docx

Additional details (2-3 lines on SSS, and the release of the SAP, which identifies sharing sustainability information and ideas through speaker events and as a priority for the project. SSS will also be hosting a new series in partnership with the MCC, entitled Café Scientifique. Casual conversation in the atrium led by guest speakers. We look forward to launching that initiative in May. So, stay tuned. Chair requested motion to approve Doug Luker as event MC. Moved by S. Walma, seconded by K. Sherman. Motion approved.

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## Marketing and Communication



BMcDonald\_Poster\_  
DRAFT.pdf

Coordinator circulated poster around table for SPSC review and approval of logo use. Motion to approve the marketing materials for distribution was moved by P.File, seconded by M. Levison. Marketing materials approved. Coordinator requested motion to approve the marketing materials be posted on partner websites under 'Events' or 'Calendar' or community pages. Moved by P. File, seconded by D. Luker. Motion approved.

### Action Items:

(1) Coordinator to send poster to each communications contact and SPSC member (digital copy), and request posting on event/community pages and announcements. (2) Hard copies will be made available by 9-Feb-2016 and can be picked up at the SSS or mailed to each SPSC member (upon request). (3) Coordinator to explore TV (Roger Klein) and radio (104.1) advertising options and connect with P. File by 16-Feb-2016 to determine next steps. (4)

## Ticket Sales

### Discussion:

35 complimentary tickets have been requested, including all watershed municipalities, as well as active SPSC members. Letters will include 2 tickets, small event poster and rack-card and business card, and addressed to Mayors and Councils. SPSC members recommended the following:

- Request 40 total complimentary tickets,
- Shorten the length of the letter,
- Clarify the language (current supporter vs. prior supporter),
- Request an RSVP and complete a follow-up phone-call, and
- Do not send the tickets with the letter (only upon RSVP).



GeorgianBay\_Invite\_Orillia\_Invite\_Feb5.  
\_Feb5.docx



Orillia\_Invite\_Feb5.  
docx

Chair requested motion to approve the letters for distribution (with the recommendations and changes). Moved by P. File, seconded by A. Betty. Letter approved.

## Other Items

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## Discussion:

Coordinator addressed the recommendation from the SPSC to discuss future proposed events with SSEA, this will occur after today's meeting from 12pm-1pm. SSEA, SMDHU and SSS will meet to discuss June 2016 speaker event (environment and health).

Coordinator presented information on nametags/plaques for SPSC members (cost and options). For 15 plastic badges, the price is \$9.50 each, with magnet, add \$2.50 each, for 15 Metal badges (gold or silver brushed), the price is \$16.99 each (domed), with magnet, add \$2.50 each. There is one time setup fee of \$25.00, shipping \$15.00. Estimated cost is:

- Plastic: \$250
- Metal: \$372

SPSC consensus was to not proceed with this cost at this time.

Only outstanding item is the TED talks to play in the atrium during the networking hour on March 22. MCC has said it will be possible; but has recommended an in-person test.

## Action Items:

(1) Coordinator to schedule a test meeting with the MCC by 19-Feb-2016. (2) Coordinator and J. Schnier will identify TED Talk options and decide on appropriate video or shots for the atrium screen.

### **3.2 Partnership/Collaboration with Georgian College**

#### Discussion:

Coordinator provided a brief update on project submission to support the redesign of the website as it relates to evaluation of SSS project activities. A baseline survey is needed to determine the attitudes and opinions of municipal staff and Council representatives towards sustainability and the Sustainable Severn Sound (SSS) project to evaluate the success and impact of the project. This information will inform strategies to improve partner support and recognition of SSS and sustainable practices, techniques and ideas; and allow us to evaluate/determine the effectiveness of the project activities. The intention would be for SSS to conduct annual surveys; to determine whether the attitudes and opinions change over time.

Questions could include:

- Issues of Highest Concern to Municipal Staff and Council Representatives (as selected through the 10 Sustainability Building Blocks
- Greatest Perceived Benefits from Addressing Sustainability Issues
- Top Reasons for Addressing Sustainability Issues
- Factors Driving Action on Sustainability  
(i.e., corporate reputation, brand, trust, cost savings, alignment with business goals, competitive advantage, improve efficiency/lower cost, personal motivation, employee morale/retention, meet community expectations,

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consumer demand, government regulation, risk management, pressure from NGOs)

- Awareness of SSS and the Role of the SSS Project
- Rating the Effectiveness of the SSS Project and the Information Provided by SSS

As this item is a task of the Website Redesign Sub-Committee, the Coordinator requested approval to defer the item to the next WSC meeting scheduled for 3-March-2016. Motion to approve the request moved by C. McLaughlin, seconded by D. Luker. Motion to defer the item to the attention of the WSC approved.

### 3.3 Sustainability Action Plan, 2016-2018

#### Discussion:

Coordinator provided an update on the following items:

- Sustainability Action Plan Rack Cards and Business Cards) complete, provided to each member (100 cards/50 French + 50 business cards)

SPSC recommendation to develop a staff report template for the Sustainability Action Plan and monthly Sustainability Bulletins (DRAFT Report attached)



STAFFREPORT\_DRA  
FT\_Corrected.pdf

Report includes:

- 4 recommendations,
- Background of the SSS project,
- 2016-2018 Project Impacts and Outcomes,
- Summary of 2011-2015 SSS Activities,
- English and French Rack card, and
- Approved SPSC Terms or Reference.

Recommendation received from the committee included:

- SPSC members will have to modify the report to adhere to their respective Council processes;
- Include that the report was prepared by SSS,
- Include date of report,
- Amend the recommendations for clarity, and
- Ensure clerks are requested to have Council make a 'motion to receive'.
- Ensure quarterly reports follow the same style, summarizing SSS activities from Jan-Mar, and the upcoming activities for Apr-June.

Chair requested a motion to approve the staff report for distribution to clerks for Council information with the recommended amendments. Moved by D. Luker, seconded by S. Walma. Motion approved to distribute staff report to clerks and Councils.

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## Action Items:

(1) Coordinator to amend report and distribute to each SPSC member by 12-Feb-2016 for review prior to Council distribution. (2) SPSC members to complete the needed action to present to Council (i.e., pull for correspondence, direct to appropriate committee, or advise Coordinator or best action).

## **4.0 Budget Update**

### Discussion:

Coordinator provided an update on the following items:

- Balance Sheet and Profit and Loss as of January 31, 2016



FinancialStatement  
\_31-Jan-16\_SPSCMe

- 2016 SSS revised budget



2016\_SSS\_DRAFT\_R  
evisedBudget\_Feb1.

- Deferred revenue has been utilized for 2016, this budget does not include the potential \$35,500 from OTF (Apr-16), or the \$10,000 (Feb-16) from Simcoe County

Chair requested motion to approve the 2016 project budget with the recommended changes by the committee. Moved by D. Luker, seconded by A. Betty. Motion to approve the 2016 budget with recommended changes approved.

### Action Item:

Coordinator to amend the 2016 budget as per the recommendations of the SPSC and include as item for review at the 3-March-2016 meeting.

## **4.1 Budget Contributions for 2016**

### Discussion:

Coordinator provided an update on the following item:

- County of Simcoe Community Grant Program
- One-on-one scheduled with Donna from the County on 5-Feb-2016 to discuss application for 2016 contribution of \$10,000

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- Requested a letter of support from the Chair (D. Luker) on behalf of the committee

### Timeline

- Late January– Application Information Session for eligible applicants
- First Two Weeks of February – One-to-One Application Mentoring Sessions for eligible applicants
- Last week of February– Arts, Culture and Heritage Grant applications due
- Notification of successful applicants immediately following approval by Grant Program Task Force



2016\_CountyofSimcoe\_ArtsCulturalHerit

### Action Item:

Coordinator to draft letter of support and provide to D. Luker for approval and signature by 16-Feb-2016.

## 5.0 March 2016 - June 2016 Meeting Schedule

Date	Time	Location	Purpose
Thursday, March 3, 2016	10am-12pm	SSS Office, 105 Fourth Street, Midland	-Final event details for March 22 -Update on Project Charter 1 & 2
Thursday, April 7, 2016	10am-12pm	SSS Office, 105 Fourth Street, Midland	Regular Meeting
Thursday, May 5, 2016	10am-12pm	SSS Office, 105 Fourth Street, Midland	Regular Meeting
Thursday, June 2, 2016	10am-12pm	SSS Office, 105 Fourth Street, Midland	Regular Meeting

### Discussion:

SPSC members requested that the Coordinator send all the meeting requests for 2016 as soon as possible.

### Action Item:

Coordinator to send a recurring meeting request to all SPSC members by 9-Feb-2016.

## 6.0 Information Sharing

### Discussion:

Coordinator to request suggestions for case studies from each municipality as related to the 10 Sustainability Building Blocks (i.e., Oro-Medonte Community Environmental Centre, Penetanguishene’s Community Design Manual, Midland’s Native Species Development List, Tay’s Water Treatment Plant

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Upgrade and Renovation, Penetanguishene’s Micro-Grid Project, LID projects (swales, stormwater ponds, etc.), shoreline or parkland restoration)

- Midland: Traffic Calming Policy, Jamie Galloway, Town Engineer
- County of Simcoe: LEED Building, Jason Allan, Sustainable Operations Coordinator
- Penetanguishene: Micro-Grid, Brian Murray, Director of Public Works  
Community Design Manual, Andrea Betty, Director of Planning and Community Development
- Tiny: Septic Re-Inspection Project, Shawn Persaud, Manager of Planning & Development
- SSEA/Penetang: Shoreline Restoration Project, Keith Sherman, Executive Director, SSEA  
Brian Murray, Director of Public Works
- SSEA/Midland: Tiffin Pond, Keith Sherman, Executive Director, SSEA  
Sean Berriault, Director of Operations
- Georgian Bay: Waterfront Development Plan, Nick Popovich, Director of Development Services

Coordinator also requested that the SPSC share information on funding and training related to the 10 Sustainability Building Blocks (February focus on Community Economic Development).

Action Item:

Coordinator to discuss the need and best approach for the release of an ‘internal memo’ to each municipal partner that describes the new website design and the development of the case studies. The Coordinator will be contacting staff directly to schedule interviews and request information to complete the case studies. This is scheduled to begin in late February.

## 7.0 Adjournment

**Time:** 1:18pm

**Next Meeting**

When: Thursday, March 3, 2016  
 Time: 10am-12pm  
 Where: SSS Office

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