



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

Date Thursday, January 7, 2016
Time 10am-12pm
Location Sustainable Severn Sound's Office (c/o North Simcoe Community Futures Development Corporation), 105 Fourth Street, Midland

Attendance

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
Ron Stevens, Councillor, Ward 4, Township of Severn
Steffen Walma, Deputy Mayor, Township of Tiny, County of Simcoe representative
Steve Farquharson, Director of Planning and Development, Township of Tay
Tracy Roxborough, Sustainability Coordinator, Sustainable Severn Sound

Regrets

Andrea Betty, Director of Planning and Community Development, Town of Penetanguishene
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
Patricia File, Councillor, Ward 1, Town of Midland

1.0 Welcome and Approval of Agenda

Discussion: Motion to approve agenda by the Chair. Moved by C. McLaughlin, seconded by S. Walma. Agenda approved by the committee.

2.0 Approval of Minutes from the December 3, 2015 SPSC Meeting



SPSC_Minutes_3-December-15.docx

Discussion: Coordinator requested any comments or changes to meeting. With none reported, motion to approve the SPSC meeting minutes from Thursday, December 5. Moved by R. Stevens, seconded by S. Walma. Minutes approved by the committee and will be distributed to each clerk for submission to Councils.

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3.0 2015 SSS Work Plan Items

3.1 Sustainably Speaking: Speaker Series to Advance Community Sustainability with Funding from the TD Friends of the Environment Foundation

Discussion: Coordinator provided an update on the progress of the Action Items resulting from the December meeting

- SSS was awarded \$8000.00 to support three (3) speaker events, speaker fees (\$4000), staff wage, being a small portion of my wage (\$1,000), plus tools (i.e., educational resources, LED bulbs, native plant seeds, etc.) to support sustainable actions (\$2,000) and advertising (\$1,000).
- Proposed speaker is Bob MacDonald from CBC's Quirks and Quarks (as discussed at the December meeting), with a date of Tuesday, March 22, early evening start. Coordinator printed options for the topics, requested that the SPSC rank the topics from 1 (most interesting) to 3, (least interesting) and that also aligns with sustainability the most (in your opinion). Coordinator to review responses after the meeting to determine preferred choice. <http://www.speakers.ca/speakers/bob-mcdonald/>

Possible Topics

Energy, Who Cares?

Canadians consume more energy per person than almost every other country. We live in a land rich in resources but supplies are dwindling and demand is rising. Climate change is forcing a re-thinking of our energy use, what are the realistic alternatives to a clean energy future?

I Don't Get It! Environmental Conundrums

When the first energy crisis happened in 1973, large gas guzzling cars were instantly unpopular as efficiency became a priority. Why then, as gas prices have continued to rise, are large, gas guzzling SUV's so popular? Why did people oppose Kyoto? Why are protests mounted over windmills when they are clean producers of energy? Why is Canada one of the worst consumers of energy and water in the world? Scientists have been sounding alarm bells about environmental decline for decades, why is real social change so slow in coming? Are there realistic solutions out there?

Surviving the Third Millennium

Climate change, water supply, droughts on the prairies, floods on the coasts, energy shortage, growing population, clones, computer kids...the future can look scary sometimes. Can we engineer our way through another thousand years of civilization? This optimist says yes, and Canada is in a position to lead the way.

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TopicAreas_Rankin
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Event Deadlines

Event #1: Bob MacDonald, March 22, 2016

Event #2: April/May, 2016 (Café Scientifique #1)

Event #3: September, 2016 (Café Scientifique #2)

- Request was presented from the Coordinator to the committee to approve ticket cost (adult and student). The committee approved the following: \$25 at the door, \$20 in advance, and \$10 for students. This is in consideration of \$2.60-\$3.00 box-office charge which goes to the MCC, resulting in a \$22 at the door, \$17 in advance, and \$7 for students (= profit).
- Multiple recommendation/suggestions were received from the committee, including:
 - I. Consider a TED Talk component which could compliment the talk, and have that playing in the Atrium and in the Rotary Hall
Action Item: Coordinator to connect with MCC staff to determine feasibility and will research TED talks to find those that would be a suitable fit.
 - II. Specific budget for this event was requested by the SPSC.
Action Item: Coordinator to present event budget and revised 2016 budget to the committee at the next SPSC meeting scheduled for 4-Feb-2016.
 - III. Consider MC services from the MCC if available. If not, MC will have to be confirmed by the SPSC at the 4-Feb-2016 meeting.
Action Item: Coordinator will connect with the MCC to discuss options. Update to be provided to the SPSC at the 4-Feb-2016 meeting.
 - IV. Recommendation to provide (2) complimentary tickets to each funding municipality, as well as the (2) City of Orillia and the (2) Township of Springwater, recognizing their prior contributions and their watershed location.
Action Item: Coordinator to secure the tickets (20) and draft a letter to each Mayor and/or Deputy Mayor (or Council or municipal representative), inviting them to the event. To be approved at the next SPSC meeting on 4-Feb-2016.
 - V. Coordinator noted the need to discuss any future speaker (re: Café Scientifique or Sustainability Discussion Series) events with the SSEA to determine the potential for partnership and to limit overlap of activities, as moved by the Chair, and seconded by R. Stevens, the at the 3-Dec-2015 meeting.
Action Item: Coordinator to connect with K. Sherman to discuss any Café Scientifique details prior to final confirmation.
 - VI. SPSC requested nametags or option for identification of the SPSC members at the event on March 22.
Action Item: Coordinator to present options for SPSC review at the 4-Feb-2016 meeting.

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3.2 Partnership/Collaboration with Georgian College

- No update at this time.

3.3 Sustainability Action Plan, 2016-2018

Discussion: Coordinator provided an update on the progress of the Action Items resulting from the December meeting:

- Review and request for motion from the Coordinator to approve the revised SPSC Terms of Reference. Moved by D. Luker, seconded by C. McLaughlin. Approved.
- Review and request of motion from Coordinator to approve Project Charters #1 and #2. Moved by S. Walma seconded by J. Schnier. Approved.
- Approval and sign-off of Project Charter #1 this morning by the Website Redesign Sub-Committee (WSC). Approved.



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ofReference_Deceml



ProjectCharterNo.1_
Jan7_2016.docx



ProjectCharterNo2_
Nov25-15.doc

- Coordinator has submitted an OTF application to assist with the activities as part of Project Charter #1, per the deadline of January 6, 2016. C. McLaughlin and the Coordinator reviewed the application together in preparation for submission.
Project Description as part of the Application: This project will support the development of a one-stop-sustainability-web-site dedicated to sharing information on sustainability principles and practices to Sustainable Severn Sound's (SSS) project partners and their communities in the form of,
(1) a website featuring case studies of:
sustainable practices by the watershed municipalities and their communities, plus a comprehensive and regularly updated listing of funding opportunities to support the implementation of sustainable practices by the watershed municipalities and their communities,
(2) monthly articles and newsletters (web-based and print media distribution) highlighting sustainable practices, techniques and ideas, and
(3) quarterly workshops/events designed to introduce participants to sustainable practices, techniques and ideas. SSS will be advised of the status of that application in early April 2016.
- Proofs have been received from Nebs for SSS's Rack Card (Sustainability Action Plan) and a corresponding business card.



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BC_Proof_Jan5.pdf



RC_Proof_Jan5.pdf

- The Coordinator requested confirmation on whether the rack cards and business cards should include non-municipal partner logo. Committee approved the inclusion of SSEA, NSCFDC, and SMDHU (as per their choice).
Action Item: Coordinator to connect with each municipality to confirm/approve use of all logos as discussed, and submit for printing when ready. French translation also to be completed by SSS.
- At the December meeting, Committee recommended a resolution be considered for distribution to Councils requesting their support for any grants and the Sustainability Action Plan. This had been completed (DRAFT), and reviewed. Coordinator requested recommendation, with the SPSC voting to not submit a resolution for the Sustainability Action Plan, but to instead consider:
 1. Inclusion on consent agenda,
 2. Staff report be drafted and reviewed by the SPSC for materials that should be submitted for ‘more than information’ only,
 3. Draft resolution to request approval for internal and website distribution of Monthly Sustainability Bulletins.

Including approved minutes and bulletins on municipal consent agendas will ensure Councils approve the ‘package’ of items in a motion, which will require their review. As reports and information can be grouped together under a consent agenda only if all the members of the SPSC agree; and, if the SPSC selects a specific item for discussion, it would be removed (‘pulled’) by each respective SPSC member and placed on their regular Council meeting agenda.

Action Item: Coordinator to draft:

1. ‘Staff Report’ template (for review by SPSC at next meeting on 4-Feb-2016), and
2. Draft resolution to approve the circulation of the monthly sustainability bulletins to municipal staff and to post on each respective website (for review by SPSC at next meeting on 4-Feb-2016) .

SPSC members will also discuss the inclusion of the Sustainability Action Plan, as well as the event announcement for March 22 on municipal consent agendas.

3.4 Sustainability Discussion Sessions, Event 2 (Thursday, December 10)

Discussion: Update was provided by the Coordinator, based upon the Evaluation Survey Responses:

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- Event Summary available at:
<http://www.sustainablesevernound.ca/index.php/blog/article/summary-of-december-10-workshop-hosted-by-sustainable-seven-sound-and-the-o>

Summary Items

What: Sustainability Discussion Series-Event #2: Creating an Invasive Plant Management Strategy

When: Thursday, December 10, 2015, 8:30am-12:30pm

Where: Best Western Highland Inn and Conference Centre, 924 King Street, Midland

Event Hosts

Sustainable Severn Sound (SSS), the Sustainability Plan Steering Committee (SPSC), the Ontario Invasive Plant Council (OIPC), Invasive Species Centre (ISC)

Speakers

Jeremy Downe, Ministry of Natural Resources and Forestry: Overview of the Invasive Species Act

Kellie Sherman, Ontario Invasive Plant Council: Creating an Invasive Plant Management Strategy

James MacKay, City of London: Invasive Plant Management Case Study

Nancy Vidler, Lambton Shores Phragmites Community Group: Port Franks Community Phragmites Control Project

Alison Kirkpatrick, Invasive Species Awareness Program: Invasive Species Hit Squad, EDDMapS, Boat Clean

Number of Participants

(81) Total Attendees

(3) Mayors including Mayor Gord MacKay (Midland), Mayor George Cornell (Tiny), and Mayor Scott Warnock (Tay)

(10+) Council members representing the Town of Midland, Townships of Oro-Medonte, Georgian Bay, Severn, Tiny, Tay and the County of Simcoe

(23+) Municipal staff representing the Town of Penetanguishene, Townships of Georgian Bay, Tiny, Tay, the County of Simcoe, and the District Municipality of Muskoka

(35+) Community residents, including local businesses (i.e., marina, golf course), representatives from cottage, lake and road associations, local naturalists, staff from Beausoleil First Nation

Review of the Goals and Objectives of the Event

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The Sustainability Discussion Series has been developed to build upon the knowledge of the watershed communities in relation to healthy and sustainable communities, and inform municipal staff, elected officials and the community of effective strategies and models of practice. The events will serve to encourage the application of sustainable practices by watershed municipalities, and support communication and collaboration between them.

Overall, these events are meant to facilitate conversations, increase knowledge, and promote the adoption of sustainable practices which help move the community towards the Severn Sound Sustainability Plan vision.

This event was designed to provide municipal staff and community members with information on creating an Invasive Plant Management Strategy.

How People Heard About the Event

Eventbrite e-mail invitations (101) were sent to municipal staff, Council members and community representatives. The Township of Tiny also posted the information in their November community page, and the Midland Mirror ran a short piece submitted by SSS in the first week of December. Event information was also sent to each municipal communications staff contact, and posted on the SSS website.

Financial Statement

This event was funded by the OIPC and the ISC, with an approximate cost \$3,390. The breakdown is as follows:

Venue Rental	\$375
Food (AM & Lunch) & Service Charges	\$2,100
Speaker Honorarium	\$550
Speaker and Volunteer Gifts	\$165
Printing (agendas, event folder)	\$200
Total	\$3,390

SSS’s Sustainability Coordinator contributed approximately 85 hours for planning, communications, registration and event management, as well as post event-evaluation tasks, with a value of \$2,380 in staff wage/benefit costs.

Feedback from the Event Participants

- 76% responded that the session provided enough information to start an invasive plant management strategy
- 61% were interested in a follow-up session (this information has been sent to the OIPC)



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- 65% rated the event as excellent (5), with the remainder of the respondents ranking it as very good (4)
- Participants responded to a choice of potential topics for Event #3, with the list below representing 1 as the highest interest topic area, and 4 as the lowest:
 1. Environment and Health: Valuing the Natural Environment
 2. Sustainable Development: Enabling Greener Development Standards
 3. Sustainable Food Systems: Rural Community Initiatives
 4. Waste Management: Sharing Successes and Strategies

Recommendations for the Next Event

Based on this response, SSS would recommend that the next event:

1. Be focused on Environment and Health
2. Feature (2) municipal case studies on sustainable city practices/policies, and feature (2) external applicable organizations (i.e., LEAF, EcoHealth)
3. Occur in Oro-Medonte or Severn area
4. AM Format (3 hours), June 2016
5. SPSC assist in securing a partnership with an external organization

Action Item: Coordinator to complete research on possible municipal case studies and partner organizations. SSEA has invited SSS to meet to discuss the June event (21-Jan-2016), and SMDHU has also been invited to discuss ideas/options. Update to be provided at the 4-Feb-2016 meeting.

4.0 Budget Update

Discussion:

- Balance Sheet and Profit and Loss as of December 31, 2015



BalanceSheet_Profit
andLoss_31Dec2015

- SSS budget and fiscal year is January to December, as such, I will be working with these finals to modify the 2016 budget to represent the allocation of 2015 surplus funds to new projects as per the Sustainability Action Plan
- This will be made available to the SPSC at the next meeting on 4-Feb-2016.

Action Item: Coordinator to prepare 2016 revised budget for SPSC review at the 4-Feb-2016 meeting.

4.1 Budget Contributions for 2016

Discussion:

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- Letters and invoices have been produced/printed, and will be sent by Friday, January 15th, and will include a copy of the Sustainability Action Plan
- The County of Simcoe will be reviewing our request for funding as part of their new Arts, Culture and Heritage Grant Program, and I have written an Expression of Interest for the Sustainability Grant Stream, which has been reviewed by Chris and Steffen
- Due this Friday, January 8 via e-mail to the County.
- Recommendation received from the SPSC to hold request letters until approval of each respective 2016 municipal budget.
- No other action required at this time.

Municipality	Status	Action Requested per 3-Dec-2015 SPSC meeting
Midland	Confirmed	None
Penetanguishene	Confirmed	None
Oro-Medonte	Not Confirmed	Deputation by the Coordinator on 13-Jan-2016 not required, update requested by Oro-Medonte representative on 7-Jan-2016 <i>Representative not available</i>
Severn	Confirmed	R. Stevens to provide update on Jan. <i>Confirmation of approved funding received by R. Stevens</i>
Georgian Bay	Not Confirmed	J. Schnier to provide update on 7-Jan-2016 <i>In budget, pending approval in March/April</i>
Tiny	Confirmed	None
Tay	Not Confirmed	J. Farquharson to provide update on 7-Jan-2016 <i>In budget, pending approval in April</i>
County of Simcoe	Not Confirmed	Coordinator to follow-up with D.Parks <i>Coordinator to submit Expression of Interest for County Arts, Culture and Heritage Grant Program on 8-Jan-2016</i>

5.0 February 2016-June 2016 Meeting Schedule

Date	Time	Location	Purpose
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Thursday, February 4, 2016	10am-12pm	SSS Office, 105 Fourth Street, Midland	<ul style="list-style-type: none"> • Event details for March 22 • Update on Project Charter 1 and 2
Thursday, March 3, 2016	10am-12pm	SSS Office, 105 Fourth Street, Midland	Regular Meeting
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

6.0 Information Sharing

Discussion: During the December meeting, Coordinator had requested that the committee consider restructuring the ‘Information Sharing’ standing item as supported by the Sustainability Action Plan and the revised Terms of Reference for SSS and the SPSC. The ‘Information Sharing’ agenda item would be used to:

- Share information on sustainable best practices and identify contacts needed for the Coordinator to prepare the sustainable case studies as part of the new website, and
- Share information on funding opportunities, events and training to be included as part of the monthly Sustainability Bulletins which will be prepared and distributed to municipalities by the Coordinator.

This request was approved by the SPSC at today’s meeting, as part of the approval of the SSS and SPSC Terms of Reference.

7.0 Adjournment

Time: 1:16pm

Next Meeting When: Thursday, February 4, 2016
Time: 10am-12pm
Where: SSS Office