

Present: Beatrice Adesemowo (arrived at 7:24 p.m.)
M. Christine Castle
Stacey Kerr
Melanie Maloney
Miranda Pautler, Chair
Deborah McCord
Judy Rivers

Also Present: Regional Councillor Yamada, Mayor's Designate
Jade Schofield, Project Manager, Sustainability and Climate Change
Jodi Janwin, Staff Liaison, Energy and Sustainability Programs
Coordinator
Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Adel Abdollahzadeh, Vice-Chair
Gayle Giesbrecht
Bob Toyama

1. Disclosures of Interest

1.1 There were no disclosures of interest.

2. Approval of Previous Minutes

2.1 Minutes - September 4, 2019

Recommendation:

Moved By Melanie Maloney

That the Whitby Sustainability Advisory Committee minutes of
September 4, 2019 be approved.

Carried

3. Presentations

3.1 Rebekah Noseworthy, Special Events Coordinator, Town of Whitby
Re: Events

Rebekah Noseworthy provided a PowerPoint presentation regarding Town of Whitby Special Events and the importance of meaningful engagement. Highlights of the presentation included:

- aligning Whitby Sustainability Advisory Committee messaging with various Town events and engaging attendees;
- defining meaningful engagement to include setting a target, establishing a clear purpose, respecting diversity and inclusion, and inspiring action;
- tracking engagement through shared experiences and participation of attendees; and,
- collecting feedback from attendees regarding their experience.

Discussion ensued regarding;

- the current sustainability practices at Town events such as no plastic water bottles;
- focusing on zero-waste events;
- the purpose of the Town's events to improve quality of life, civic pride, and distribute the Committee's public messaging; and,
- the focus of various Town events and choosing events that complement the Committee's messaging.

4. Delegations

4.1 There were no delegations.

5. General Business and Reports

5.1 Whitby Sustainability Advisory Committee Work Plan - Education and Awareness Update

Jodi Janwin requested feedback from the Committee regarding events and activities to include as part of the Education and Awareness section of the Committee's Work Plan.

Discussion ensued regarding:

- participating in Canada Day and issues securing volunteers;
- hosting a Movie Night and the costs associated with purchasing film rights;
- combining a movie with a Q & A session to encourage

- behavioural changes;
- using the Centennial Building Theatre as a venue option for a Movie Night;
- supporting the pollinator program by handing out 'seed bombs'; and,
- participating in the Great Canadian Shoreline Clean Up.

5.2 Whitby in Bloom Committee Update

Jodi Janwin advised that the Whitby in Bloom Garden Tour was well received and that the Committee had requested suggestions for a pollinator garden to include on the 2020 Tour.

5.3 Global Covenant of Mayors

Jade Schofield advised that the motion regarding Global Covenant of Mayors was endorsed by Town Council at the September 23, 2019 Council meeting. Ms. Schofield advised that the Global Covenant of Mayors was a pledge to implement policies and undertake measures for climate mitigation, increase access to sustainable energy, reduce and avoid greenhouse gas emissions, and track and measure these actions.

5.4 Climate Change Brochure

Jade Schofield advised that the Town was working on a Climate Change Brochure. Ms. Schofield provided an overview of the draft brochure and requested feedback from the Committee.

Discussion ensued regarding:

- the choice of layout options (multi-page or postcard);
- including statistical information;
- reframing the content from a negative view point to a positive view point as such as how changes in behaviour would improve lives;
- including action items such as buying local, reducing consumption, and active transportation; and,
- creating a video version of the brochure points.

5.5 Electric Vehicle Infrastructure Demonstration (EVID) Program: Grants

Jade Schofield provided an update regarding the EVID Grant. Ms. Schofield advised that the Town applied for funding for nine stations across five locations in Whitby. Ms. Schofield further advised that the grant application was a collaboration between several municipalities within the Region of Durham.

5.6 Ban on Single-Use Plastics

Jade Schofield advised that a motion regarding a Ban on Single-Use Plastics was brought to Council at the September 23, 2019 Council meeting. Ms. Schofield advised that Staff were directed to report back to Council by the end of Q1 2020 with a phased-in plan to ban single-use plastics and identify budgetary impacts for pilot projects to help small businesses transition. Ms. Schofield further advised that there would be several public engagement opportunities regarding preparing the community for the ban on single-use plastics.

Ms. Schofield challenged members to track their use of single-use plastics over a week to get an idea of how often such products were relied upon.

6. Correspondence

6.1 Rosedale Park Community Tree Planting Event

Jodi Janwin advised that the Rosedale Park Community Tree Planting Event would be held on Saturday, October 5, from 10:00 a.m. to 1:00 p.m. and that sign-up for event was on Eventbrite.

6.2 Support for Native Bee Populations

Stacey Kerr advised that Toronto had a pollinator strategy that focused on native bees as well as honey bees. Ms. Kerr further advised that the strategy was informed by experts in the field of pollinators and that the Committee could invite one of the experts to provide a presentation at a future meeting.

Jade Schofield advised that promoting native bees through a contest to choose an official Whitby Bee would provide an opportunity to engage the public on climate change biodiversity programs.

7. Council Update

7.1 Regional Councillor Yamada provided updates regarding:

- the public engagement opportunity to comment on the Transportation System Discussion Paper through the Envision Durham webpage;
- concerns related to banning all single-use plastics within Whitby such as financial strain on small businesses and accessibility issues surrounding the use of bendable straws;
- the Sparta Group's pilot project in Whitby to turn plastic waste

into diesel fuel and gasoline;

- the use of vote tabulators, vote anywhere method, advanced voting, and mail-in ballots for the 2022 municipal election;
- Council endorsing the bid submission by Sport Durham to host the 2022 Ontario Summer Games for Box Lacrosse at the Iroquois Park Sports Centre and Sailing at the Port Whitby Marina; and,
- Council directing Staff to undertake public consultation and make a funding application for the proposed North Whitby Sports Complex that would help to meet the Town's recreational needs for ice pads and aquatic facilities.

8. Other Business

8.1 Whitby Green Standard

Jade Schofield advised that Whitby's Sustainable Development Guidelines were renamed the Whitby Green Standard to align with Toronto's approach for providing clear language. Ms. Schofield further advised that developers were reviewing the draft guidelines and engaging with staff.

9. Next Meeting

9.1 Wednesday, November 6, 2019 - 7:00 p.m.
Committee Room One, Whitby Town Hall
575 Rossland Road East

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Stacey Kerr

That the meeting adjourn.

Carried

The meeting adjourned at 9:23 p.m.

H. Oerlemans, Council and Committee
Coordinator

M. Pautler, Committee Chair