

**Present:** Stephan Barg  
Lindsay Beyger, Vice-Chair  
Nestor Chornobay  
Costanzo D'Angelo  
Cylma Foxton  
Miranda Pautler  
Jane Snyder

**Also Present:** Franca Calabro, Whitby Community Beautification Committee Representative  
Aimee Pugao, Planner II  
Meaghan Craven, Staff Liaison, Senior Planner - Sustainability  
Shrishma Dave, Legislative Coordinator  
Heather Oerlemans, Council and Committee Coordinator (Recording Secretary)

**Regrets:** Dave Ashton  
Paul Davidson  
Rebecca McHolm  
Cameron Richardson, Chair  
Caitlin Rochon

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Upon quorum being achieved, the meeting began at 7:22 p.m.

1. Disclosures of Interest
  - 1.1 There were no disclosures of interest.
2. Approval of Previous Minutes
  - 2.1 Minutes - February 7, 2018

Recommendation:

Moved By Jane Snyder

That the Whitby Sustainability Advisory Committee minutes of February 7, 2018 be approved.

**Carried**

3. Presentations/Deputations

3.1 There were no presentations or deputations.

4. General Business and Reports

4.1 Interpretive Signage

Meaghan Craven provided an overview of the signage being used to advertise Earth Week as well as an overview of the information brochure and interpretive signage being used to educate residents on pollinators. Discussion ensued regarding how the information is displayed and images used in the brochure and signage.

A detailed question and answer period ensued between Members of the Committee and Ms. Craven regarding:

- the locations of the interpretive signage displays;
- ensuring the content of the signage contains local species and is relevant to the Town's ecosystems;
- ensuring the format of the brochure is presented in a point form easy-to-read format; and
- clarification between the purpose of the brochure versus the interpretive signage.

4.2 Pollinator Brochure Material

Meaghan Craven distributed examples of brochures and requested feedback from the Committee. Discussion ensued with respect to the desired format of the brochure, being that of a single page that includes information about pollinators, and the back of the page providing information on how to start a pollinator garden. Further discussion ensued regarding costs for printing the brochure, and the benefits of using a single page versus a three-fold type brochure.

4.3 Review of 2017 Social Media Results

Brief discussion ensued with respect to holding a contest to generate social media interest in the Pollinator Workshop.

4.4 2018 Social Media Strategy

Lindsay Beyger advised that the Committee required two volunteers to sign up and provide the social media tweet contents for November – December, and January – February.

Jane Snyder offered to provide information for the November and December tweets.

Stephan Barg offered to provide information for the January and February tweets.

**4.5** Downtown Whitby Spring Clean Up

Meaghan Craven confirmed the Downtown Whitby Spring Clean Up Event is on April 21, 2018.

**4.6** 2018 Event Participation Confirmation

Meaghan Craven requested that Committee Members provide their availability to attend various events throughout the year as representatives of the Whitby Sustainability Advisory Committee. She listed various community events relating to conservation, education, and sustainability, and Members provided their availability.

Brief discussion ensued regarding providing give-aways at the events, which included: Brown-eyed Susan's, a pollinator kit, and a rain barrel (for the Pollinator Workshop).

**4.7** WSAC Budget Staff Update

Meaghan Craven provided an update regarding the Committee's budget prior to quorum being achieved.

**4.8** Youth Council Update

There was no Whitby Youth Council update.

**4.9** Whitby Library Update

There was no Whitby Library update.

**4.10** Whitby Community Beautification Committee Update

Franca Calabro provided an update regarding the Whitby in Bloom Speaker Series at the United Church on April 25, 2018 and May 23, 2018. Ms. Calabro also provided an update on the seed and plant

exchange, garden tour, and rain barrels.

5. Correspondence

**5.1** There was no correspondence.

6. Council Update

**6.1** Councillor Emm was not in attendance. Therefore, there was no Council update.

7. Other Business

**7.1** Jane Snyder inquired about the status of the Committee following its final meeting in June, and whether members would be able to reapply for the next term.

Meaghan Craven advised the Committee could meet informally following the June meeting, and applications for the new term would likely be available in early 2019.

8. Next Meeting

**8.1** Wednesday May 2, 2018 - 7:00 p.m.  
Committee Room 1, Whitby Municipal Building

9. Adjournment

**9.1** Motion to Adjourn

Recommendation:

Moved By Cylma Foxton

That the meeting adjourn.

**Carried**

That the meeting adjourned at 8:23 p.m.

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H. Oerlemans, Council/Committee  
Coordinator

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Cameron Richardson, Committee Chair