

Present: M. Christine Castle, Vice Chair
Robynne Dunn
Erica Gale
Laurie Kuchirka
Melanie Maloney
Miranda Pautler, Chair
Judy Rivers

Also Present: Jade Schofield, Project Manager, Sustainability and Climate Change
Jodi Janwin, Staff Liaison, Energy and Sustainability Programs
Coordinator
Kathryn Douglas, Legislative Specialist
Heather Oerlemans, Council and Committee Coordinator
(Recording Secretary)

Regrets: Beatrice Adesemowo
Timothy Eric
Gayle Giesbrecht
Luis Licsi
Robert Toyama, Whitby in Bloom Committee Representative

Call to Order

1. Disclosures of Interest

- 1.1** Miranda Pautler made a declaration of pecuniary interest regarding Item 8.2, Proposed Blue Box Recycling Regulation as she worked on that initiative in her role with the Ministry of the Environment, Conservation and Parks.

Ms. Pautler did not take part in the discussion or voting on this matter.

2. Approval of Previous Minutes

- 2.1** Minutes - October 7, 2020

Recommendation:

Moved By Erica Gayle

That the Whitby Sustainability Advisory Committee minutes of October 7, 2020 be approved.

Carried

3. Presentations

3.1 Kelly Millman, Waste Solutions Manager, ReCollect
Re: Waste Sorting Game

Kelly Millman provided a PowerPoint presentation regarding the Waste Sorting Game from ReCollect. Highlights of the presentation included:

- a brief history of the company ReCollect and what they do such as creating the Whitby Waste Wizard and Waste Buddy app;
- collecting data on commonly searched topics by residents to guide educational programs and strategies regarding waste disposal;
- the Waste Sorting Game and how it could be used to teach residents how to properly sort waste;
- the data tracked by the game in order to target outreach messaging to residents; and,
- the library of templates and social media posts that municipalities could use to promote waste programs.

A question and answer period ensued regarding:

- the target age group for the Waste Sorting Game;
- how often the metrics would be shared with municipalities;
- whether the Waste Sorting Game could be offered in multiple languages; and,
- whether the Town was seeking funding for this program from the Whitby Sustainability Advisory Committee.

Discussion ensued regarding:

- implementing the Waste Sorting Game as a one-year pilot program;
- recognizing the Whitby Sustainability Advisory Committee as the group leading this initiative and supporting the Waste Sorting Game within the Town;
- using the remainder of the Committee's budget for the game; and,
- adding hashtags to social media outlets and the Committee's webpage that would be sent out with the messaging of the game.

Recommendation:

Moved By M. Christine Castle

That the Whitby Sustainability Advisory Committee supports the purchase of the Waste Sorting Game through the Whitby Sustainability Advisory Committee's budget.

Carried

4. Delegations

4.1 There were no delegations.

5. General Business and Reports

5.1 Whitby Sustainability Advisory Committee Workplan 2020-2021
Priorities

Jade Schofield provided an update regarding the Town's Work Plan for 2021 and advised that continuing items included:

- standardizing customer services through the Customer Service Strategy;
- the North Whitby Sports Complex south of Brooklin;
- a comprehensive zoning review to ensure zoning by-laws align with Town's updated Official Plan;
- the Environmental Assessment for the Mid Arterial Roadway is almost complete;
- changing the Economic Development Strategy to a Recovery Strategy due to financial impacts of COVID-19; and,
- the Climate Change Plan, Corporate Energy Management, and Whitby Green Standard will move forward in 2021.

Jade Schofield advised that the Single Use Plastics Plan was deemed unnecessary due to the Federal Government's involvement in this initiative. Ms. Schofield further advised that the Town will play a supporting role to communicate education strategies and assist small businesses with alternatives to the Single Use Plastics Plan.

Miranda Pautler requested the Committee compare items on the Whitby Sustainability Advisory Committee's Work Plan with the Town's initiatives to determine which items the Committee could focus on in 2021 to support the Town.

5.2 Outreach Activity Planning

Jodi Janwin advised that the Movie Night Event showing of 'Tomorrow' could not be changed to an online event.

M. Christine Castle suggested featuring a shorter film with a panel discussion such as the David Suzuki film 'Something in the Water'. Ms. Castle stated that a panel discussion may help to attract viewers.

Discussion ensued regarding:

- featuring a short film to prevent technology fatigue for the Movie Night Event;
- hiring an indigenous speaker to discuss environmental issues and climate change from the perspective of indigenous groups;
- working with diverse groups such as indigenous communities, youth, newcomers, and politicians to present their perspectives on climate change;
- recording the seminar series to use as an educational tool for future projects;
- determining seminar themes and the number of seminars per year;
- providing guest speakers with information about their target audience;
- using data to measure the success of each seminar such as the number of attendees, demographics of the attendees, or attendee feedback; and,
- limiting the seminars length to keep people engaged.

5.3 Energy Management Update

Jodi Janwin advised that the draft reports from the Energy Audit are being reviewed. Ms. Janwin further advised that the Energy Management Guidelines will be updated to align with the Region of Durham's energy reduction strategy and will incorporate a declaration of the climate change emergency.

5.4 Mayor's Monarch Pledge and Bee City Overview

Jade Schofield advised that the Town of Whitby was the tenth Bee City in Canada and the first Bee City declared in the Region of Durham. Ms. Schofield further advised that as a designated Bee City, the Town is committed to an ongoing Work Plan that includes community education, celebration of Pollinator Week, and policy updates. She stated that a Wonders of Wax public discussion was planned for December 2020.

Jade Schofield advised that the Mayor's Monarch Pledge was a one time pledge to promote monarch butterflies as pollinators and encourage the growth of their habitats by planting milkweed.

Ms. Schofield advised that the LEAF program is still on track and that native plants will be delivered to residents in the spring.

5.5 Whitby in Bloom Update

Jodi advised that there will be a Whitby in Bloom Speaker Series and a Whitby in Bloom Virtual Garden Tour in 2021.

6. Correspondence

6.1 There was no correspondence.

7. Council Update

7.1 There was no Council update.

8. Other Business

8.1 Tracking Sheet of Presentations

Miranda Pautler requested that Committee members maintain a list of presenters who attend Committee meetings.

Laurie Kuchirka recommended that each member take a turn and that Miranda Pautler begin the list.

8.2 Proposed Blue Box Recycling Regulation

Having previously declared a conflict of interest, Miranda Pautler vacated the Chair and did not take part in the discussion of this matter.

M. Christine Castle, Vice-Chair, assumed the Chair.

M. Christine Castle requested feedback from the Committee regarding the Blue Box Recycling Regulations.

Erica Gale advised that the Blue Box Recycling Regulations were currently in the proposal phase and that the proposal would place the onus of recycling onto the producers, thereby eliminating recycling costs placed on municipalities. Ms. Gale further advised that the program would be expanded into Northern Ontario.

Discussion ensued regarding:

- the costs that would be placed on commercial users such as restaurants;
- how the changes may impact the Town;
- concerns related to increases in the price of goods and illegal dumping;
- benefits of the changes such as reducing the amount of packaging for goods; and,
- who will become responsible for weekly/bi-weekly blue box collection.

8.3 Invasive Species

Miranda Pautler resumed the Chair.

Robynne Dunn provided an overview of topics discussed at the Annual General Meeting for the Master Gardeners, including the importance of biodiversity and public education on invasive species in the community and private gardens. Ms. Dunn proposed that this topic be a future outreach item for the Whitby Sustainability Advisory Committee.

Discussion ensued regarding:

- the alignment of invasive species with the Committee's Work Plan;
- the correlation between invasive species and climate change; and,
- the honorarium for Master Gardeners.

9. Next Meeting

9.1 Wednesday, December 2, 2020 - 7:00 p.m.
Virtual Meeting

10. Adjournment

10.1 Motion to Adjourn

Recommendation:

Moved By Erica Gayle

That the meeting adjourn.

Carried

The meeting adjourned at 9:02 p.m.

Note: These minutes were approved by the Whitby Sustainability Advisory Committee on December 2, 2020.