

Additions & Corrections to the Agenda

Declarations of Pecuniary Interest

Approval of Minutes

1. Newmarket Environmental Advisory Committee Minutes of May 4, 2016. p. 1

Recommendation:

THAT the Newmarket Environmental Advisory Committee Minutes of May 4, 2016 be approved.

Correspondence

Recommendation:

THAT the correspondence items, previously distributed by e-mail, be received.

Items

2. Introduction of New Member.
3. Public Engagement and Environmental Events.
 - a) Newmarket Farmer's Market
 - b) E-Waste Event
 - c) ClimateWise Launch Event p. 5
 - d) 2017 Waste and Recycling Calendar - Inclusion of NEAC Events
 - e) Discussion regarding future outreach opportunities p. 7
4. Committee and Working Group Updates.

5. Verbal Report from the Senior Environmental Coordinator regarding an environmental projects update.
6. Discussion regarding informal meetings of NEAC.
7. Discussion regarding appointment of a NEAC Chair.
8. 2017 Schedule of Meetings.

p. 9

New Business

Adjournment

The meeting of the Newmarket Environmental Advisory Committee was held on Wednesday, May 4, 2016 in Mulock Room, 395 Mulock Drive, Newmarket.

Members Present: Councillor Sponga
Cathie Ethier
Nicole Hamley
John Birchall
Michelle Bourdeau, Chair
Petra Vollmerhausen

Absent: David Kempton
Jill King

Staff Present: J. Slykhuis, Senior Environmental Coordinator
C. Finnerty, Council/Committee Coordinator

The meeting was called to order at 6:34 p.m.

Michelle Bourdeau in the Chair.

Additions & Corrections to the Agenda

None.

Declarations of Pecuniary Interest

None.

Approval of Minutes

1. Newmarket Environmental Advisory Committee Minutes of April 5, 2016.

Moved by: Cathie Ethier
Seconded by: Nicole Hamley

THAT the Newmarket Environmental Advisory Committee Minutes of April 5, 2016 be approved.

Carried

Correspondence

Moved by: Nicole Hamley
 Seconded by: Cathie Ethier

THAT the correspondence items, previously distributed by e-mail, be received.

Carried

Items

2. Discussion regarding the Municipal Energy Plan and NEAC Recommendations.

J. Birchall and C. Ethier provided an overview of the development of the draft plan to date. Discussion ensued regarding the purpose and drivers of the plan, plan approval and associated timeframes, feasibility and financial impacts to property owners.

Moved by: John Birchall
 Seconded by: Councillor Sponga

THAT NEAC supports in principle the Draft Municipal Energy Plan and that the following comments be forwarded to staff:

- a) THAT a clearer analysis and understanding of how the plan implementation will occur be provided, through a presentation from either Staff or the Consultant to NEAC;
- b) AND THAT NEAC be consulted as part of the feasibility study and included in the implementation group.

Carried

3. Public Engagement and Environmental Events

a) Community Cleanup Day - Saturday, May 7, 2016

N. Hamley advised that she will be in attendance with her children and will be distributing the Trail Guide and will be obtaining brochures from York Region for distribution.

b) Community Garage Sale - Saturday, May 28, 2016

P. Vollmerhausen advised that ads will run in the Era on May 5 and May 26. Discussion ensued regarding sign permits, sign placement and collection and event volunteers.

c) Discussion regarding the Newmarket Farmer's Market.

N. Hamley provided an update on efforts to obtain feedback from members on their availability to participate in a booth at the Farmer's Market. Discussion ensued regarding the number of weekends that the Committee would be present at the Market, potential dates and partnerships with other Town groups and/or York Region. N. Hamley to email members for their availability and contact York Region to determine whether there are any potential partnership opportunities.

4. Discussion regarding informal summer meetings of NEAC.

J. Birchall provided an overview of the meeting structure to date. Discussion ensued regarding work that needs to be conducted over the summer months.

5. Committee and Working Group Updates

Discussion ensued regarding the Council Workshop that was held on April 11, 2016 and feedback from that workshop, including review of Got Milkweed and other monarch friendly programs and the boulevard enhancement program.

6. Verbal Report from the Senior Environmental Coordinator regarding an environmental projects update.

J. Slykhuis provided an overview of current environmental projects being two grant applications, commencement of the stormwater pond maintenance and inventory program, low impact development pilot project on Forest Glen, yellowfish program and rain garden educational projects.

New Business

- a) P. Vollmerhausen requested further information on an upcoming Public Information Centre regarding the Tom Taylor Trail. Discussion ensued regarding the purpose of the meeting.
- b) P. Vollmerhausen requested an update from Councillor Sponga on the gateway feature at Main Street and Davis Drive. Discussion ensued regarding sign materials and future landscape plans.

- c) Councillor Sponga advised that the Urban Hens Pilot Project has been expanded to include Ward 5 and provided an update on applications to date.
- d) J. Birchall provided an overview of the process for meeting minute approval.

Adjournment

Moved by: Councillor Sponga

Seconded by: Cathie Ethier

THAT the meeting adjourn.

Carried

There being no further business, the meeting adjourned at 8:08 p.m.

Date

M. Bourdeau, Chair

Finnerty, Chrisanne

From: JOHN BIRCHALL <johndbirchall@rogers.com>
Sent: August-28-16 10:55 PM
To: Murray, Darlene; Ruggle, Dave; Nethery, Rick; Petra Volmerhausen; Kalimootoo, Chris; Schritt, Craig; Finnerty, Chrisanne; David Kempton; Noehammer, Peter; Michelle Bourdeau; Catherine Ethier; Nicole Hamley; Crystal Lamont; Jill King; Prudhomme, Rachel; Slykhuis, Jen
Subject: Fw: You are Invited!

John D. Birchall johndbirchall@rogers.com

For discussion at our Sept meeting. Anyone interested in going?

On Wednesday, August 24, 2016 8:42 AM, Windfall Ecology Centre <Windfall_Ecology_Centre@mail.vresp.com> wrote:



ClimateWise Launch Event

Hello Birchall, John,

Windfall Ecology Centre is proud to announce the launch of *ClimateWise Business Network*, a target-based sustainability program for businesses and organizations in York Region.

After a year in the making, we are officially launching September 20, 2016 and will be kicking it off with our premier event at *Aw Shucks! Oyster Bar* in Aurora.

Great Food. Cash Bar. Keynote Speaker

Meet our Founding Partners and enjoy great food, networking opportunities, and Keynote Speaker Bob Willard — along with a few surprises.

Full details: [ClimateWise Launch Event](#)

Join us

Date:

Tuesday, September 20, 2016

Time:

4:pm to 7:pm

Place:

Aw Shucks! Oyster Bar,
 15230 Yonge Street,
 Aurora

[View Map](#)

Space is limited. Register early

Register online today!

Web: <http://cts.vresp.com/c/?WindfallEcologyCentr/396e9a29de/c0f8e0756a/3f190487e1>

Email: climatewise@windfallcentre.ca

Phone: 905.727.0491 x155



A Windfall Centre project

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Windfall Ecology Centre
93A Industrial Parkway S.
Aurora, Ontario L4G3V5
Canada

[Read](#) the VerticalResponse marketing policy.



Finnerty, Chrisanne

From: John Birchall
Sent: August-30-16 12:12 PM
To: Michelle L Bourdeau; Nicole Hamley
Cc: Finnerty, Chrisanne
Subject: RE: NEAC Outreach Idea

Hi Michelle- I like your passion and ideas here. While some details need to be discussed further, let's add this to the agenda and start that discussion. Many thanks
 john

John D. Birchall

From: Michelle L Bourdeau
Sent: August 29, 2016 9:45 PM
To: Nicole Hamley; John Birchall
Subject: NEAC Outreach Idea

I was thinking about an idea. Here is the overview. Let me know what you think. Should I present the idea at the next NEAC meeting? Would you guys prefer to discuss first? Do you think it's just too much work or out of our scope?

Purpose: To create awareness around select environmental issues and engage Newmarket residents to make behavioural changes in light of these issues.

I think the first big question is whether or not this is a goal of NEAC. If not, then this idea doesn't make sense.

If this purpose does suit NEAC, then I propose we start a Newmarket Environment Club!

Each year the committee would **select a theme** that is most relevant with NEAC's, the city's and the region's emphasis. Topics could be:

- water
- waste
- energy
- Food
- Green infrastructure
- Nature

Within those topics, there would be a handful of more **targeted messages** for that year (ie. 2-5 key messages within that topic that we drive home). Subtopics could include: avoiding disposable water bottles; proper recycling; installing rain gardens; cycling on the trail system; pollinator habitat; alternative energy, etc.

Through outreach, NEAC would get residents to "join" the environmental club. That basically means they would receive an email newsletter.

Each year the **campaign** to get those 2-5 key messages out (within the theme of the year) would include:

*monthly outreach at the farmers' market

*blog with information about each topic and what actions people can take to make a difference (the blog posts would be shared via the newsletter but it's a good stationary point of reference - they would be short, concise and always recommend what people can do. Might be up to 10 blog posts per year.)

*2-4 events (ie. workshops, presentations, walks, hikes, planting events, etc.)

*feedback surveys (via email) - try to gauge if people are actually making any changes/taking action

Note on events:

It sounds daunting BUT I imagine we could potentially tag along with other existing events if the opportunity came up; partner with other organizations (the library? LSRCA?); get in-kind space for presentations; have guest speakers from the city, region, CA, etc. - it's pretty easy to get free guest speakers.

Promoting events/NEC (Newmarket Environment Club)

*posters for events

*cross-promotion through other orgs

*our own newsletter/blog/social media

*in-kind ads in papers?

*through councillor newsletters; online event listings

*at farmers' market

***Need a promotional "bookmark" to advertise joining the club, upcoming events, how to sign up for newsletter**

Time commitment:

*Committee commits to making a decision on goals for the year - ideally in the fall of the prior year

*4 members commit to doing one farmer's market outreach day

*1-4 members commit to organizing 1-2 events each (dependant on level of interest of members)

*Michelle and Nicole could lead overall coordination, including organizing at least 2 events

*Michelle is happy to coordinate blog and newsletter (used to doing it, shouldn't take much time. Probably only send out 4-5 newsletter per year)

Potential costs:

-would be great to get a dedicated URL

-would be good to have refreshments at events

-promotional materials - bookmarks and posters - could likely get design done for free.

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Michelle Bourdeau
BSc Forest Conservation

Newmarket Environmental Advisory Committee**Meeting Schedule for 2017**

Date/Time/Location
Wednesday, January 11, 2017
Wednesday, March 1, 2017
Wednesday, April 5, 2017
Wednesday, May 3, 2017
Wednesday, September 6, 2017
Wednesday, November 1, 2017

All meetings are in the Mulock Room, 395 Mulock Drive unless otherwise indicated.