



Attendees: Mayor Ryan
 Jennifer O’Connell, City Councillor, Ward 1 (Vice-Chair)
 David Pickles, City Councillor, Ward 3
 Tom Melymuk, Director, Office of Sustainability
 Stephen Reynolds, Division Head, Culture & Recreation
 Tony Prevedel, Division Head, Operations & Facilities
 Tim Moore, Chief Building Official
 John Hannah, Superintendent, Municipal Operations
 John Coyle, Supervisor, Parks Operations
 Don Woolley, Supervisor, Roads Operations
 Lynn Winterstein, Manager, Marketing & Business Development
 Chantal Whitaker, Coordinator, Sustainability
 Jack McGinnis - Durham Sustain Ability
 Marla Shim, Executive Assistant, Council (Recording Secretary)

Guests: Two-West Wind and Solar Inc.
 - Jerry Foster, President (via telephone)
 - Peter Natyshak, VP Sales
 - Charles Bouskill, Sales

Veridian
 - Mark Turney, Manager, Grid Operations

Absent: Doug Dickerson, City Councillor, Ward 2 (Chair)

Item / Ref #	Details & Discussion & Conclusion <i>(summary of discussion)</i>	Action Items / Status <i>(include deadline as appropriate)</i>
1.	Welcome & Introductions	
	Councillor O’Connell welcomed everyone to the meeting and gave regrets for Councillor Dickerson.	
2.	Two-West Wind and Solar Inc. Presentation	
	Jerry Foster joined the meeting via telephone and provided a brief background of their company. Two-West Wind and Solar Inc. is a renewable energy product developer, distributor and marketer of wind turbine products and solar accessories.	

	<p>Features of the vertical hybrid wind turbine (side-winder) include:</p> <ul style="list-style-type: none"> • The ability to create power in urban areas and at the same time fit into the landscape • A self-starting machine with very low noise decibels • Operates in low wind conditions and can capture wind from passing vehicles • Virtually silent and is both bird and bat friendly <p>Two-West Wind can sell and install the units or they can be installed by the buyer.</p> <p>A unit is installed in Gore Bay, Ontario. In Mississauga there is a sale pending with a car dealership.</p> <p>The Town of Milton is looking into purchasing units for their sports centres.</p> <p>They are currently working on a secondary version of the unit for bus shelters that already have solar roofs.</p> <p>T. Moore noted that the units would need to be regulated through building codes because there could be problems with zoning under the Green Energy Act. The City currently has many restrictions on commercial signage and would need to have signage amendments.</p>	
3.	Update on Website Google Analytics and Challenge	
	<ul style="list-style-type: none"> • C. Whitaker advised that the Sustainable website has received 11,000 visitors since its launch seven months ago and 32,000 page views • 1,600 visits per month • The majority of visitors are within Canada. Other countries within the top four are: USA, UK and Australia • To date, 1,361 people have registered to take the Challenge • Maintains contact with 130 people on the Sustainable Pickering distribution list 	
4.	Update on Measuring Sustainable Progress Report	
	<ul style="list-style-type: none"> • C. Whitaker reported that baseline data has been collected for 17.5 of the 32 indicators. • The data was reviewed by staff and forwarded to Philippa Campsie, a University of Toronto professor who was hired to take the information and re-write it into “common 	<p>C. Whitaker to provide the draft (noting changes) to Councillor Dickerson.</p>

	<p>“speak”; essentially making it reader friendly for the general public</p> <ul style="list-style-type: none"> • A review of the first draft has already been completed • A second draft will be forwarded to committee members on January 25th for their review • Staff is working to have the document completed and released in early April, followed by a promotion/marketing period • It will be an online living document that can be easily updated, as more information is collected • Seven indicators will be measured through a community survey • Currently working with Walter Dekeseredy, University of Ontario Institute of Technology (UOIT) to ensure that scientifically viable methods and industry standards are used when asking the survey questions • End results will be statistically significant and defensible <p>Copies of the City of Pickering’s Sustainability Survey were distributed to Committee members.</p> <ul style="list-style-type: none"> • The survey will be pre-tested by a randomly selected group of 50 individuals using SurveyMonkey • The pre-test will enable UOIT to determine if there are any issues with the survey • Councillor Pickles made some suggested changes • Committee members will be given a second draft of the survey before it is finalized and issued • The final survey will be done by telephone survey using the services of York University, with UOIT preparing the analysis of the final results • Once the survey is complete, the online Sustainable Pickering report will be updated • For the remaining 5.5 indicators, a technical working group will be formed to determine the best approach to measure these indicators. 	<p>C. Whitaker will work with DSA and UOIT to make changes and provide a second draft to Committee members.</p>
5.	Other Business	
	<p>Sustainable Pickering Day/Earth Hour – Saturday, March 27th</p> <p>L. Winterstein and C. Whitaker reported that there is a great opportunity for the City to partner with the Pickering Town Centre for Sustainable Pickering Day/Earth Hour this year.</p> <ul style="list-style-type: none"> • The event will be held in the centre court to enable more space and a better visual impact 	

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	<ul style="list-style-type: none"> • Since it is Earth Hour, the event will be focused around “energy conservation” • Pickering Town Centre has a mailing list of 11,000 people that can be contacted for promoting Sustainable Pickering Day/Earth Hour • The partnership will help to reduce costs for the City • The partnership will also mean additional staff resources; an important aspect since C. Whitaker will be on maternity leave • Staff was asked to provide details to Committee members before committing to a partnership <p>Sustainable Pickering Contribution Program</p> <p>C. Whitaker advised that Hubbell Canada has contributed \$500.00 towards the Sustainable Pickering Contribution program. TD Commercial Banking Centre has also verbally committed to contributing funds and will get back to us shortly with the amount.</p>	<p>C. Whitaker will provide details of partnership (including budgets).</p>
5.	Next Meeting	
	Wednesday, February 24, 2010	

Meeting Adjourned: 11:56 am.