



PUBLIC MINUTES

SASKATOON ENVIRONMENTAL ADVISORY COMMITTEE

May 12, 2016, 11:30 am

Committee Room A, Second Floor, City Hall

PRESENT: Ms. K. Aikens, Chair
Mr. B. Sawatzky, Vice-Chair
Councillor M. Loewen
Mr. S. Homenick
Dr. D. McGrane
Ms. A. Bugg
Ms. A. Garg
Ms. K. Palmer
Ms. S. Harrison
Ms. K. Engele-Carter

ABSENT: Dr. S. Moshiri

ALSO PRESENT: Director of Environmental & Corporate Initiatives B. Wallace
Committee Assistant D. Sackmann

1. CALL TO ORDER

The Chair called the meeting to order.

2. CONFIRMATION OF AGENDA

Moved By: A. Garg

That the agenda be confirmed as presented.

CARRIED

3. ADOPTION OF MINUTES

Ms. Engele-Carter and Mr. Homenick entered the meeting at 11:35 a.m.

Moved By: A. Bugg

That the minutes of Regular Meeting of the Saskatoon Environmental Advisory Committee held on April 14, 2016 be adopted.

CARRIED

4. PRESENTATION - Silverspring School

Grade 6 students from Silverspring School were in attendance and provided a PowerPoint regarding the Northeast Swale in conjunction with Student Action for a Sustainable Future (SASF). The presentation revolved around various topics including: what is the swale; why is the swale important; the species that inhabit the swale; and human impact on the swale.

Discussion followed. Silverspring School commended the City for its support of the SASF program.

Moved By: B. Sawatzky

That the information be received.

CARRIED

5. UNFINISHED BUSINESS

6. COMMUNICATIONS

6.1 Student Action for a Sustainable Future (SASF) (File CK. 175-9)

A letter from Deb Hockley, SASF Program Coordinator, Student Action for a Sustainable Future, dated April 7, 2016 regarding SEAC's past support for the SASF program was provided. SEAC has contributed \$1,800 for the last three years to SASF, which has been collectively matched by the Public and Separate School Divisions.

Discussion followed. Ms. Hockley was in attendance and responded to questions of the Committee.

Moved By: S. Harrison

That the information be received.

CARRIED

7. REPORTS FROM ADMINISTRATION

7.1 City of Saskatoon - Parking Strategy (File CK. 6120-1)

Director of Planning & Development Wallace along with Senior Planner Whitenect were in attendance and provided a PowerPoint presentation regarding *Saskatoon - Comprehensive Downtown Parking Strategy*.

The Committee was provided a brief background regarding the strategy's inception. The purpose of the Parking Strategy was to examine Saskatoon's existing parking conditions in the Downtown and surrounding Business Improvement District areas and prepare a strategy to address both current parking needs, as well as guide future parking decisions and actions as the city grows. The Parking Strategy has five key themes: Parking Supply; Management of the Parking Assets; Development of the Downtown; New Regulations; and Financial Considerations. Key goals for the Parking Strategy include: facilitating economic development; support good urban design; and support the Transportation Plan.

Discussion followed.

Moved By: D. McGrane

That the information be received.

CARRIED

7.2 Dark Sky Lighting (File CK. 6300-1)

Manager of Development Review Dawson was in attendance and updated the Committee regarding dark sky lighting. Planning & Development is looking at lighting in terms of environmental overlay. The City would like to provide developers with incentives along with alternate options to encourage green building. Changes to the Zoning Bylaw have to reflect many aspects of the community, enforcement can be an issue. The Committee will be updated on the matter accordingly.

Moved By: K. Palmer

That the information be received.

CARRIED

7.3 Environmental and Corporate Initiatives (File CK. 7550-1)

Director of Environmental & Corporate Initiatives Wallace was in attendance and provided the following updates:

- Two informational reports were presented to the SPC on Environment, Utilities & Corporate Services on May 9, 2016: Environmental Education Initiatives and Integrated Waste Management Annual Report 2015.

- There is a commitment from the City to include the SASF program into its budget.
- The Committee will be receiving updates in the near future on Recovery Park and GHG Inventory along with the work being done on Natural Areas and Storm Water.

Moved By: S. Homenick

That the information be received.

CARRIED

8. REPORT OF THE CHAIR

Moved By: K. Aikens

That the item be deferred due to time constraints to the next meeting of the Committee in 2016.

CARRIED

9. STATEMENT OF EXPENDITURES

The Committee Assistant submitted a Statement of Expenditures for the Committee's review.

The GHG subcommittee met to discuss options for proposal submissions regarding a media awareness raising campaign. Ms. Bugg excused herself from the discussion and voting on this matter due to a conflict of interest and left the Committee Room for consideration of this item.

The following update was provided:

- Proposals were received from Saskatchewan Environmental Society (SES) and Unite Digital Marketing Cooperative.
- SES currently runs a program titled "Climate Friendly Zone", which engages the general public, educating them on urgent climate issues and proposing actions that can be taken to reduce GHG. SES would like to develop a yearlong social media strategy for this program. The cost associated with this program includes: content creation, developing messaging, linking to suitable blogs, etc. The total cost for the project would be \$5,050.
- Unite Digital Marketing Cooperative's submission revolves around launching a campaign to increase awareness about policy issues related to climate change in Saskatoon. Unite Digital's approach includes: messaging platform, branding, social media strategy, website, and video & other content. A breakdown in cost for each service was provided. All or a combination of services can be chosen.

Discussion ensued. The Committee determined that Unite Digital's proposal better aligns with its goals & objectives. Environmental & Corporate Initiatives Division has climate impact reports that it can share with the Committee for content purposes for the project. Unite Digital is aware that the Committee's budget for the project is \$5,000, taxes included.

Moved By: D. McGrane

1. That Unite Digital Marketing Cooperative be invited to SEAC's June meeting to formally present its proposal for a social media campaign;
2. That the proposed social media campaign total a maximum of \$5,000, taxes included; and
3. That the deadline for completion of the campaign be the end of September 2016.

CARRIED

10. ADJOURNMENT

The meeting adjourned at 1:21 p.m.

Ms. K. Aikens, Chair

Ms. D. Sackmann, Committee Assistant