



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

MINUTES

ENVIRONMENTAL ADVISORY COMMITTEE

Thursday, September 22, 2011
7:00 p.m.
Council Chambers, Municipal Hall

PRESENT: Michael Hill, Chair
Mark Salter, Vice Chair
Councillor Alison Gaul
Donald Kramer
Carole Witter
Chris Zegger-Murphy
Annie Do

STAFF: Marlene Lagoa – Sustainability Coordinator (Staff Liaison)
Deborah Liske – Recording Secretary

REGRETS: Councillor Don Linge
Blair Irwin
Larry Dill

1. CALL TO ORDER

Chair Hill called the meeting to order at 7:02 p.m.

2. LATE ITEMS

There were no late items.

3. APPROVAL OF THE AGENDA

Moved by Carole Witter, seconded by Vice Chair Salter that the agenda of the Environmental Advisory Committee meeting of September 22, 2011 be approved as presented.
The motion **CARRIED**.

4. MINUTES

(1) Minutes of the Environmental Advisory Committee meeting, June 23, 2011

Moved by Councillor Gaul, seconded by Donald Kramer that the minutes of the Environmental Advisory Committee meeting of June 23, 2011 be approved as presented.
The motion **CARRIED**.

5. OLD BUSINESS

(1) Green Initiatives for Buccaneer Days – Report on Composting Initiative

Vice Chair Salter provided the committee with an overview of the successful green initiative that took place at Buccaneer Days. Highlights included:

- Total organic waste diverted from landfill
 - 300 lbs. from the Corn on the Cob booth
 - All lemon peels from the lemonade vendor (unknown quantity, but substantial)
 - 125 liters from the 7's Rugby Tournament
- 500 juice box containers recovered and recycled from the pancake breakfast
- Approximately 800 – 1000 each of beer cans and plastic drink cups recycled
- Cooking oil from three vendor locations collected and recycled
- Some vendors utilized strictly compostable plates, cups and utensils making them a zero waste contributor

- First Arbutus Scouts collected refundable drink containers through a ReSort Station
- Municipal staff were very supportive of the initiative
- Buccaneer Days committee, vendors, guests, municipal staff and carnival vendors / staff were cooperative, enthusiastic and supportive of the initiative. Many would like to see this type of waste diversion become standard operating procedure for events and functions.
- Improved instruction, information and guidance needed for event participants and vendors who encounter a ReSort station to assist in understanding how to dispose of their waste at the event. The ReSort stations also provide for further insight into how different wastes can be disposed of at home or work in ways that may not have been previously considered.
- Increased overhead signage needed to identify the ReSort stations
- Informative social media promotions geared towards families will assist with future zero waste events
- The success of the green initiative at Buccaneer Days has resulted in other local community events wanting to learn more about greening their events
- Need to improve operating procedures and communication for better coordination between inside and outside municipal staff, vendors and organizers

Committee members discussed acknowledging the organizations, vendors and staff that assisted in making the initiative a success.

Moved by Vice Chair Salter, seconded by Chair Hill that the Environmental Advisory Committee prepare a memorandum to Council summarizing the achievements of the waste management initiative at Buccaneer Days, including expressing our appreciation to the Buccaneer Days committee, municipal staff and vendors.

The motion **CARRIED**.

Vice Chair Salter will draft a summary of the event and a letter of appreciation for the Buccaneer Days Committee.

Marlene Lagoa, Staff Liaison provided the committee with an outline of the CRD Student Climate Challenge – Ready, Set, Solve. Ms. Lagoa has made an application to the project for the creation of a zero waste planning guide for corporate events and events hosted on municipal property. Ms. Lagoa will advise if the application is accepted.

Committee members discussed concepts for increasing awareness at community events to promote environmental concerns and initiatives. Suggestions included a brochures and a portable information unit.

It was noted the remaining committee budget funds will be discussed at the next meeting.

6. WORK PLAN ITEMS

(1) RRU Project Partnership Report – Plastic Shopping Bags

Committee members discussed the report noting the following key points:

- Lots of good information, excellent report
- Report provides a basis for staff to move forward to implement a campaign
- Education, awareness and patience will be needed in order to make a voluntary ban successful
- Forward report to the CRD
- Concentrate on a social marketing campaign

Recognition program comments:

- Point system needs to be re-evaluated
- Program also needs to recognize individuals

Councillor Gaul noted that Council should receive both reports.

Moved by Vice Chair Salter, seconded by Chris Zegger-Murphy that the following resolution be forwarded to Council:

WHEREAS Esquimalt Council has resolved to:

- *Implement a voluntary ban on the distribution of single-use plastic shopping bags within the Township to take effect December 31, 2011; and*
- *Request that the Environmental Advisory Committee, in consultation with the Esquimalt business community, develop and implement a social marketing campaign to reduce the distribution of single-use plastic shopping bags in the Township of Esquimalt and design a recognition program for those businesses who are able to comply, which would include a certificate and public recognition of their compliance;*

AND WHEREAS The Environmental Advisory Committee:

- *Worked with the Sustainability Coordinator to provide direction and feedback to a team of Royal Roads students volunteering to develop the Plastic Bag Free Esquimalt social marketing campaign;*
- *Recognizes the value of the effort and excellent quality of the work completed by the Ethos Sustainability Solutions Group from Royal Roads University;*
- *Believes that staff are best equipped to implement a social marketing campaign to promote the reduction of plastic shopping bag use in the municipality; and*
- *Supports an environmental acknowledgement program for business, however, considers a reward system specific to businesses involved in plastic bag reduction too narrow in scope and too demanding of resources to be warranted as a stand alone program:*

THEREFORE BE IT RESOLVED that the Environmental Advisory Committee recommends that Council direct staff to implement a plastic shopping bag reduction strategy appropriate for available staff time and resources based on the students' report and recommendations;

AND IT BE FURTHER RESOLVED that the Environmental Advisory Committee recommends that Council support the development of a broad recognition program for environmental sustainability achievement for businesses in the municipality.

The motion **CARRIED**.

(2) RRU Project Partnership Report – Community Engagement Framework

Committee members discussed the report noting the following key points:

- Well written report although it lacks a definitive framework from which to move forward
- Lots of great information provided
- Council should concentrate on the development of a dedicated website

Moved by Donald Kramer, seconded by Chris Zegger-Murphy that the following resolution be forwarded to Council:

WHEREAS Esquimalt Council has set GHG reduction targets in accordance with provincial legislation which requires that targets, policies and actions be specified in an Official Community Plan;

AND WHEREAS the Environmental Advisory Committee:

- *Worked with the Sustainability Coordinator to provide direction and feedback to a team of Royal Roads students volunteering to research and evaluate best practices related to community engagement;*
- *Recognizes the value of the effort and good quality of the work provided by the Island Horizon Group from Royal Roads University; and*
- *Supports the development of a website focused on engaging the community on the reduction of greenhouse gas emissions to be the most effective single action that may be taken:*

THEREFORE BE IT RESOLVED that the Environmental Advisory Committee recommends that Council support the development of an appropriate community engagement strategy informed by the students' report and recommendations including the development of a website;

AND IT BE FURTHER RESOLVED that the Environmental Advisory Committee recommends that Council direct staff to consider the students' recommendations for initiatives with specific sectors for inclusion in the Community Climate Action Plan.
The motion **CARRIED**.

(3) Centennial Celebrations Project

Committee members discussed the idea of planting 100 trees for a centennial project. Key points of the discussion included:

- The time to plant trees is November to December
- Would need to develop and implement a framework and guidelines to identify types of trees, mapping where they would be planted, determine how the process will happen and who will participate
- Parks Department has a list of places where they need to plant trees
- Suggested the concept be turned into an "adopt-a-tree-program"
- Need to determine the resources available
- Trees could be planted on public, private and school property
- Invite a representative from the Parks Department to the next meeting to discuss the concept
- Consider planting heritage and animal tolerant trees
- Would like to see the wish list of parks for types and locations of trees they need to plant

Marlene Lagoa, Staff Liaison will contact the Director of Parks and Recreation to advise of the concept and extend an invitation to attend the next meeting of the Environmental Advisory Committee. Councillor Gaul will advise the Centennial Celebrations Committee and the Parks and Recreation Advisory Committee of the Environmental Advisory Committee's consideration for a centennial project.

7. REPORT FROM STAFF LIAISON

Marlene Lagoa, Staff Liaison reported she has submitted the terms of reference for the 2012 Royal Roads University Environmental Science Program projects. Ms. Lagoa does not expect a response until December.

Ms. Lagoa did note that she did not receive a request from Royal Roads University to provide any feedback on the 2011 project reports.

8. COMMUNICATIONS

- (1) Memorandum from Marlene Lagoa, dated September 19, 2011, Re: 2012 Appointments to Advisory Committees, Commission and Board

Marlene Lagoa, Staff Liaison reviewed the memorandum with the committee.

9. COMMITTEE MEMBER ANNOUNCEMENTS

Vice Chair Salter noted the CRD is in the process of collecting data on the damage urban deer are causing. Vice Chair Salter suggested the information collected by the Esquimalt Parks Department be provided to the CRD.

Marlene Lagoa, Staff Liaison noted Bob Lapham of the CRD is collecting data and information for a report to be presented to CRD committee on October 19, 2011.

10. NEXT MEETING

The next meeting of the Environmental Advisory Committee will take place on October 27, 2011.

11. ADJOURNMENT

The meeting adjourned at 9:05 p.m.

Michael Hill, Chair

This 27th day of October, 2011