



– APRIL 2013 –

ONGOING INITIATIVES

1. Renewable Energy Media Campaign with Generator Design

This campaign has been successfully launched. A press conference was held on Friday, April 19th at St. Clair's Centre for Construction Innovation and Production and included a tour of the facility. Media coverage was obtained from Blackburn radio, AM800 and The Windsor Star.

Campaign advertisements were placed in the County papers and Windsor Star online. WECEC and our partners participated in an Expert on Call session April 7th, and have another session on April 27th. WECEC participated in the Windsor Home Show (April 5th-7th) to promote the committee and this campaign.

2. Trip to the Detroit Wildlife Reserve

The tour of the Detroit Wildlife Reserve will happen in the morning on Friday June 14th. Invitations to attend the tour will be sent out to environmental groups, City of Windsor staff, City and County Councillors as well as the media. Please confirm with Averil if you would like to attend the tour. A bus will likely have to be rented from Transit Windsor for the trip.

3. Earth Day

WECEC will participate in the Windsor Essex Earth Day celebrations by having a booth at the event on Sunday April 28th at Malden Park from 10am until 3pm. We will be distributing our brochure, customized pens and magnets, as well as our Energy Conservation Campaign information. Drop by and say hi! If you would like to volunteer at the WECEC booth please let Averil know.

4. Green Speaker Series

a) Dan Burden – Walkable and Livable Communities Institute

Through the support of various organizations WECEC is able to bring Dan Burden to Windsor as one of our Green Speakers. The date of the event will be Friday, June 7th.

Dan's speaker fee and expenses is estimated to total \$6,000. We have received the following support from multiple partners:

WECEC - \$1,000
City of Windsor, Environmental Master Plan - \$1,000
City of Windsor, Planning Department - \$1,000
Walkerville BIA - \$1,000
Wyandotte BIA - \$1,000
St. Clair Society of Architects - \$1,000

WECEC will begin planning the event which will include a presentation and workshops as well as walking audits of the Walkerville and Wyandotte BIA areas.

b) Dr. David Suzuki

WECEC was approached by Canvas Campus for a donation to support bringing Dr. David Suzuki to Windsor to present to school children at the WFCU on April 25th. Due to the urgent time frame, an email poll was conducted asking committee members to agree to contribute \$1,000 from the Green Speaker Series budget towards this cause. This carried.

5. Water Quality Subcommittee

The subcommittee continues to work on educating residents about the harm phosphorous is causing to our lakes and rivers and plans to begin a community phosphorous campaign. This would build on the blue green algae video by educating residents about how to read product labels such as fertilizer and laundry soap and compare the phosphorous content for various products. The group has talked of getting permission to use phosphorous free lawn signs on city parks as well as handing them out to homeowners to encourage and educate others. Another short video about how to read labels and make informed decisions would be of great benefit to this upcoming campaign.

6. Surplus Parks Strategy

A Council report recommending the development of Long Park was approved at the Environment, Transportation and Public Safety Standing Committee on March 20th. This report will likely go before City Council in April. The recommendation suggests the construction of the new St. Bernard School as well as the development of 38 residential building lots. Loss of playground equipment will be compensated for by an expansion of playground equipment at Ford Test Track.

7. Rose City Clean Sweep Kick Off

WECEC partnered with the City of Windsor and the Downtown Windsor Business Improvement Association to organize a successful kick-off event for the City's Rose City Clean Sweep campaign. Over 40 participants met on Maiden Lane West on Friday April 5th to help pick up litter around the downtown. There was significant involvement from the media, including a write-up in the Windsor Star.

8. WECEC Budget – Summary

2013 Budget			
Expense	Credit	Expenditure	Spent
2012 Budget	\$8,300.00		
Website domain renewal		\$76.27	Yes
Website hosting fee		\$500.00	
Pat on the Back		\$2,500.00	
Earth Day		\$40.00	Yes
Green Speaker D. Suzuki		\$1,000.00	Yes
Green Speaker D. Burden		\$1,000.00	Yes
Green Speaker 3		\$1,000.00	
WQ video		\$500.00	
Wildlife tour		\$500.00	
Promotional Items		\$348.00	Yes
Conservation Campaign		\$596.00	Yes
Totals	\$8,300.00	\$8,060.27	
TOTAL REMAINING		\$239.73	