



– JULY AND AUGUST 2012 –

ONGOING INITIATIVES

1. Provincially Significant Wetlands Subcommittee

A City Council report prepared by city administration regarding the Natural Heritage/Open Space designation around the airport woodlots went to Council on Monday, August 27th. The Provincially Significant Wetlands Subcommittee has been involved and followed this report since its initiation. The report was deferred at Council on August 27th. The subcommittee will monitor the report and when it comes back to Council we may register as a delegate to speak to the report.

2. Renewable Energy Media Campaign with Generator Design

For the second phase of our education campaign, we would like to focus on energy conservation. This campaign will highlight the benefits of conserving energy, such as reducing air pollution and greenhouse gas emissions. This topic will create the potential to have many campaign partners, including educational institutions, local distribution companies such as EnWin, as well as businesses who sell energy conserving products to homeowners.

The media campaign would be very similar to the previous Solar Technology campaign, including the ad design, media buys from the County papers, Windsor Star online, Windsor this Week, as well as the potential for an Experts on Call session. In addition to these media buys, we are interested in hosting an energy conservation symposium. This could be held at a City facility or potentially in conjunction with other Windsor events. Advertisements for the symposium would also need to be included in the campaign budget.

At the end of our previous media campaign, we currently have \$2,671.74 remaining in our bank account dedicated to campaign finances. It is hoped that we continue to partner with organizations in order to fund the Energy Conservation Education Campaign and the symposium.

3. Water Quality Subcommittee

At the September WECEC meeting, the subcommittee will present the PSA video we produced to highlight the causes and potential solutions to algae issues in Lake Erie. This initiative is in partnership with ERCA and most recently, the IJC who has agreed to contribute \$400.

The video will likely be launched mid-September, before blue-green algae is suspected to bloom in Lake Erie and Lake St. Clair. The media strategy for this video will include showings at public events and institutions, distribution to interested organizations and schools, uploaded to the website and Facebook pages, etc.

In addition, the subcommittee has secured Jim McKenzie, Principal to the Federal Commissioner of Environment and Sustainable Development for our third “Green Speakers Series” event to be focused on water quality and algae blooms. The event will be held in Kingsville in conjunction with the Migration Festival on Sunday, October 21st. The group is in the process of securing a location for the event.

4. Provincial Environmental Advisory Committee Symposium

Planning has begun for the 2012 Provincial Environmental Advisory Committee Symposium. It will be held in Leamington on Saturday, November 17th from 9am until 3pm at the Pelee Days Inn. Accommodations at the hotel will be provided to delegates at a group rate.

Invitations to the various Environment Committees will be sent out shortly. Participants will be charged \$15 to attend the event, and the collected funds will be put towards lunch costs.

The registration package sent to the various Environmental Committees in Ontario will include a call for presentations to be made during the symposium, as well as offer booth space to participants. WECEC will have booth space and present our initiatives and programs during the symposium. Although the primary intent of the symposium is to share ideas among committees, a keynote speaker will likely be arranged for the afternoon. A draft agenda will be brought forward at the October WECEC meeting.

Below is a draft budget for the symposium. WECEC has currently dedicated \$500 towards the event.

Draft Budget	25 people		35 people		
	Outgoing	Incoming	Outgoing	Incoming	
	Pelee Days Inn Conference Room Rental	\$ 100.00		\$ 100.00	
Projector Rental	\$ 50.00		\$ 50.00		
Registration		\$ 375.00		\$ 525.00	*\$15 per person
100 mile lunch	\$ 625.00		\$ 875.00		*\$25 per person
Gifts	\$ 50.00		\$ 50.00		
Miscellaneous	\$ 50.00		\$ 50.00		
Total	\$	500.00	\$	600.00	

5. WECEC Budget - Summary

2012 Budget		
Item	Credit	Expenditure
2012 Budget	\$8,300.00	
Elizabeth May		\$855.00
Gord Miller		\$875.00
Jim McKenzie		\$1,000.00 *Estimate
Brochure printing		\$451.00
Earth Day		\$80.00
Website Updates		\$661.00
Website domain renewal		\$76.27
Pat on the Back		\$2,181.55
Airport bills		\$102.00
Enviro Expo Reimbursement	\$409.63	
Water Quality PSA		\$1,500.00
Provincial EAC Symposium		\$500.00 *Estimate
Totals	\$8,709.63	\$8,281.82
TOTAL REMAINING		\$427.81