



– SEPTEMBER 2012 –

ONGOING INITIATIVES

1. Provincially Significant Wetlands Subcommittee

The subcommittee is prepared to speak as a delegate to City Council when the airport woodlots and open space designation report is brought forward.

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

The subcommittee has organized a press conference to unveil the PSA video produced to highlight the causes and potential solutions to algae issues in Lake Erie. The event will be on Tuesday, October 9th at 10:00am at the Lakeside Pavilion in Kingsville (315 Queen Street). This initiative is in partnership with ERCA and the IJC.

The media strategy for this video will also include showings at public events and institutions, distribution to interested organizations and schools, and uploading 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 at 1:00pm at the Kingsville Arena.

4. Provincial Environmental Advisory Committee Symposium

Invitations have been sent out 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

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at the hotel will be provided to delegates at a group rate. Participants will be charged \$25 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 included a call for presentations to be made during the symposium, as well as offered 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.

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