



MARKHAM ENVIRONMENTAL ADVISORY COMMITTEE MINUTES

Ontario Room, Markham Civic Centre February 21, 2019

Attendance

Members

Kevin Boon, Chair
Christopher Ford, Vice Chair
Ashok Bangia
Karl Fernandes
Karl Lyew
Diane Ross

Guests

Stewart Cumber, Public
Karthik G, Student
Ariana Lin, Student
Rumaisha Qadar, Student

Staff

Jacqueline Tung, Community Engagement Assistant
Jennifer Wong, Sustainability Coordinator

Council

None Present

Regrets

Alimasi Chen
Phil Ling
Elvis Nurse
Nadine Pinto
Natasha Welch
Regional Councillor Jack Heath
Regional Councillor Joe Li

1. CALL TO ORDER

The Markham Environmental Advisory Committee (MEAC) was called to order at 7:15 PM with Kevin Boon presiding as Chair.

2. CHANGES OR ADDITIONS TO THE AGENDA

The agenda was accepted as presented.

3. ADOPTION OF THE MINUTES OF THE MARKHAM ENVIRONMENTAL ADVISORY COMMITTEE MEETING HELD ON JANUARY 17, 2019

Moved by: Ashok Bangia

Seconded by: Christopher Ford

That the minutes of the Markham Environmental Advisory Committee meeting held on January 17, 2019 be adopted as distributed.

CARRIED.

4. MATTERS ARISING FROM THE MINUTES

A) Information reports on Markham initiatives and Council Matters

- No updates were provided regarding council matters.

B) Follow up on action items

- Chair Kevin Boon reviewed and updated the action items.

5. NEW BUSINESS

A) Board/Committee Information night – debrief

- Committee information night took place on January 31, 2019. Karl Lyew and Kevin Boon were present at the information night to provide details to the public regarding the MEAC committee.
- Based on the information night, there appeared to be a general interest from members of the public with respect to joining the MEAC committee.
- February 4th, 2019 was the closing date to apply to become a MEAC committee member.

B) MEAC Earth Month 2019

Update from the Planning sub-committee by Jacqueline Tung

- Earth day will take place on April 27, 2019 at the downtown Markham Cineplex theatre.
- The following exhibitors have been confirmed: Markham Library, York Region, Animal Advisory Committee, Pitch it Green, Markham Waste and Markham Water.
- The following have been invited, but not confirmed: Friends of the Rouge (not confirmed), Markham Forestry (launching trees for tomorrow campaign), Markham Mayor Youth Council (interested in participating, activity TBD), Markham Teen Arts Council (not confirmed), Student exhibit (invited 4 schools), Face painting (not confirmed), Speaking of Wildlife (not confirmed), Scales (not confirmed), EV drives by either Plug n Drive or car dealerships (not confirmed) and Face to face painting (not confirmed).
- Remington wants the animal exhibits to be outside the building and are prepared to provide tents to accommodate these exhibits.
- Stewart inquired if it would be possible for Cineplex to provide a theatre to show an environmentally conscious film?
 - Jacqueline informed the committee that Cineplex has previously not provided any private cinema showings.

- Members questioned if it would be possible to engage with management at Remington to create and secure partnerships with the businesses within the downtown Markham complex.
 - Jennifer Wong asked the committee to brainstorm alternative methods of engaging with the businesses located at the downtown Markham complex.
- Last year, Remington showed a willingness to integrate environmental policies into their business.
- Remington has a T.V display, Jacqueline mentioned the possibility of reaching out to each vendor to discuss if they would be interested in broadcasting their logo/brand along with an environmental initiative they have undertaken, to be placed on the T.V display during the event.
- One member stated that it is a challenge to come up with a direct and universal method to attract new audience to the Earth Day event.
 - Jennifer Wong mentioned that the City of Markham has tracked event engagement through the 'passport system', where members receive stamps from each booth they visited at a given event. Completed passports could be used to enter raffles at the event. This may be an effective way of encouraging engagement at Earth Day.
- It was determined that there would be four (4) schools present at Earth Day. Last year schools were asked to identify an environmental problem and generate ways to mitigate such problems. These ideas were subsequently presented to attendees.
- Two Schools have been confirmed to attend: Pierre Elliot Trudeau, San Lorenzo Ruiz. Two other schools have been asked to join the Earth Day event but have yet to confirm.
 - Formal invitation from the City will go out by the fourth week of March 2019.
 - Possibility of providing certificates to those attending, however the committee agreed that presenting them at the podium with speeches is not preferred this year.
- Committee may reach out to Bill Crothers to see if they have any interest in joining.
- Last year Earth Day undertook a substantial amount of resources with quite modest results, the goal is to scale back the scope of the event this year so as to better organize the event.
- Student members stated that a digital flyer/advertisement at schools would be more effective at engaging students and encouraging them to join the event, in comparison to a physical flyer.
- Committee Member Roles:
 - Chris – Marketing.
 - Ashok (Possibly Kevin Boon) – Sponsorship Retainment.
 - Ashok stated that he will be leaving on vacation in early March and will be out of the country through Earth Day, and would like to approach retailers in Downtown Markham early.
 - Natasha/Nadine/Jacqueline - Reach out to exhibitors.
- Those attending the event will not be paying for booth rentals.
- Member brought up the idea of drafting a letter for printing on City of Markham letterhead highlighting the benefits of Earth Day as a sales method/ form of legitimacy for potential sponsors and attendees. ??? Jennifer and Jacqueline will try to come up with a letter of introduction to encourage retailers like Me-Va-me if they have environmental

goals and achievements to share. Remington may be persuaded to highlight these on the premise TV screens and the giant screen outside the building.

7. NEXT MEETING

THE NEXT MEETING OF THE MARKHAM ENVIRONMENTAL ADVISORY COMMITTEE IS SCHEDULED FOR THURSDAY, **MARCH 21, 2019** AT 7:00 P.M. IN THE ONTARIO ROOM.

8. ADJOURNMENT

Moved: Karl

Seconded: Ashok

That the Markham Environmental Advisory Committee adjourn at 8:50pm.

CARRIED.