



**GREENPRINT STEERING COMMITTEE**  
**Council Chamber, Markham Civic Centre**  
**October 8, 2013, 4:00 p.m.**

**MINUTES**

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**Attendance**

**Members of Council**

Mayor Frank Scarpitti  
Councillor Valerie Burke  
Councillor Howard Shore

**Regrets**

Councillor Logan Kanapathi

**Staff**

Jim Baird, Commissioner of Development Services  
Trinela Cane, Commissioner of Corporate Services  
Brenda Librecz, Commissioner of Community Services  
Prabhjit Banga, Sustainability Coordinator  
Dennis Flaherty, Director Communications and  
Community Relations  
Warren Rupnarian, Accessibility Coordinator  
Graham Seaman, Senior Manager, Sustainability  
Mavis Urquhart, Manager, Environmental Policy and  
Program Development  
Kitty Bavington, Council/Committee Coordinator

The Greenprint Steering Committee convened at 4:12 pm. with Councillor Valerie Burke presiding as Chair.

**1. Disclosure of Interest – None Declared**

**2. Minutes of Meeting – April 9, 2013**

Moved by: Councillor Howard Shore  
Seconded by: Mayor Frank Scarpitti

That the minutes of the Greenprint Steering Committee meetings of April 9, 2013, be adopted.

CARRIED

**3. Staff Update**

Graham Seaman introduced Prabhjit Banga, Sustainability Coordinator, and provided an update on the staffing team.

Staff provided updates on various ongoing sustainability initiatives.

#### **4. Aim to Sustain**

Warren Rupnarain described a proposed community outreach project and introduced the volunteer participants. “Aim to Sustain” is an art and writing contest designed as an outreach program to promote the value of a sustainable Markham to children and young adults. The submission requirements, eligibility, time lines, promotion strategy, judging criteria, and process, were outlined. A memo dated October 8, 2013, was provided with the program information.

It was suggested that support be sought from the Varley Art Gallery and Markham’s Culture Department. Comments were provided regarding the time line, suggestions for promotion, and potential involvement of the Mayor’s Youth Task Force. Staff requested that the Greenprint Steering Committee judge the finalists of the contest. Staff will provide an updated Memo reflecting the comments received.

Staff expressed appreciation to the Corporate Communications Department for their assistance on this initiative.

Moved by: Mayor Frank Scarpitti  
Seconded by: Councillor Howard Shore

That the staff presentation regarding the “Aim to Sustain” outreach program be received.

CARRIED

#### **5. New Business**

The Committee noted previous discussions that budget items be brought forward to this Committee prior to being presented to the Budget Committee, as it is helpful in preparing the members for budget discussions.

Graham Seaman outlined the four capital items being submitted for the 2014 budget: Integrated Community Energy Plan; Community Gardens; Bayview Glen SNAP – Phase 2 of 3; and, Powerstream Embedded Energy Projects.

Moved by: Councillor Howard Shore  
Seconded by: Mayor Frank Scarpitti

That the 2014 budget proposal updates be received; and,

That budget updates be provided on a regular basis.

CARRIED

#### **6. Next Steps**

The Committee endorsed a revised schedule of shorter, more frequent meetings.

#### **ADJOURNMENT**

The meeting adjourned at 4:48 p.m.



## ***REVISED MEMORANDUM***

**DATE:** October 10, 2013  
**TO:** Greenprint Steering Committee  
**FROM:** “Aim to Sustain” Committee, Warren Rupnarain  
**SUBJECT:** “Aim to Sustain”: Art & Writing Contest

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### **Introduction**

As our next outreach project, the Sustainability Office is running an art and writing contest called “Aim to Sustain”.

### **Purpose**

The purpose of this contest is to promote the value of a sustainable Markham to children and young adults through art and writing.

This contest is also a great opportunity to promote Markham’s Greenprint Community Sustainability Plan.

### **Submission Requirement**

The contestants are required to demonstrate one or more of the twelve Greenprint priorities in their submissions.

### **Background**

#### **Timeline**

Official Launch:

- Second week of January 2014
- Promotion: Launch – February 2014

Contest Timeline

- Start: Second week of January 2014
- Deadline: End of February 2014

#### Administration (Marking/Judging) Timeline

- Prescreening: Begins as submissions start to come in
- Judging of Finalists: March 2014
- Award Winners Announced: April 2014

#### Contestant Eligibility

The contest is open to all Markham residents. Age categories are as follows:

- Under 10 years old
- 10-13 years old
- 14-17 years old
- 17-21 years old

City Council members and staff are not eligible to enter into the contest. Any relative of Council members or staff are not eligible to enter into the contest.

#### Promotion Strategy

Promotional methods will include but are not limited to:

- Posters & Flyers
- EIB
- Social Media
- Community Outreach Events
- Outreach to Schools
- Sustainability Office Website

#### Judging Criteria

- Power of the message
- Relevance to Markham
- Style

#### Judging Process

- Pre Screening of submissions will be completed by the “Aim to Sustain” Committee
- We ask that the Greenprint Steering Committee judge the finalists in every age category in March 2014