



## **MARKHAM ENVIRONMENTAL ADVISORY COMMITTEE**

### **MINUTES**

**May 16, 2013**

**7:00 p.m.**

### **ATTENDANCE**

#### Members

James Lin, Chair  
Chuan Li, Vice Chair  
Mark Angelini  
Kevin Boon  
Phil Fung  
Alexander Karlovski  
Marie LeGrow  
Karl Lyew  
Mohammad Rashid  
Carrie Sally  
Erica Tsang-Tsanitsch

#### Staff

Katie Burns, Sustainability Coordinator  
Graham Seaman, Senior Manager, Sustainability  
Dennis Flaherty, Director of Communication and  
Community Relations  
Darshika Patel, Committee Clerk

#### Regrets

Christopher Sauer, Immediate Past Chair  
Philip Ling  
Adam Poon  
Rodney Yee  
Amanda Napoli  
Regional Councillor Joe Li  
Deputy Mayor Jack Heath

### **1. CALL TO ORDER**

The Environmental Advisory Committee convened at 7:10 p.m. with James Lin presiding as Chair.

### **2. CHANGES OR ADDITIONS TO THE AGENDA**

There were no changes or additions to the agenda.

### **3. ADOPTION OF THE MINUTES OF THE MARKHAM ENVIRONMENTAL ADVISORY COMMITTEE MEETING HELD ON MARCH 21, 2013**

Moved by Carrie Sally  
Seconded by Erica Tsang-Tsanitsch

That the Minutes of the Markham Environmental Advisory Committee meeting held on April 19, 2013 be adopted with the following changes:

- Remove Rodney Yee and Kevin Boon from the list of attended members as they were not present at the previous meeting.

**CARRIED**

#### **4. SOCIAL MEDIA**

Dennis Flaherty, Director of Communication and Community Relations, gave a presentation on social media and the City's use of social media. The City of Markham became involved with social media approximately a year and a half ago. Prior to being actively involved, the City conducted a lot of research in regards to policy. The effectiveness of social media is based on the number of followers you have. The quality of the posting will make an influence too. Mr. Flaherty showcased a feature by Facebook that allow different metrics to be observed.

This Committee will have to decide on the purpose of having its own Facebook site. It is recommended that the committee work with the Sustainability Office to share information. People tend to dismiss information when it is not easy to follow. The Committee can submit their posts to Graham Seaman, Senior Manager, Sustainability and Katie Burns, Sustainability Coordinator. Depending on the type of post, the post can be up within a day or a couple of days.

#### **5. MATTERS ARISING FROM THE MINUTES**

A) Information reports on Markham initiatives and Council Matters

B) Follow-up on Action Items

The Chair has contacted the Mayor's office in regards to having an informal round table meeting with the Mayor. A date is to be confirmed. Markham Environmental Advisory Committee (MEAC) has conducted similar meetings with the Mayor in the past.

Also, Chuan Li will be contacting Eco-Watch in regards to setting up a presentation for MEAC.

#### **6. NEW BUSINESS**

A) Event Updates (Earth Day and Clear Bag Outreach)

The Earth Day event held at Markville Mall was a great success. The Chair congratulated the committee and the Sustainability Office for holding a successful event. MEAC estimates that more than 2000 people attended the event. The mall was a better venue than holding the event at an outdoor location as it attracted more people. The event was also well under budget (approximately \$1500). The Committee received good feedback from the vendors and the vendors were pleased with the uptake. It was requested by a vendor that an event like this be held more than once a year due to its success. The Committee will consider this request once the planning process is well tuned and established.

The Committee is currently analyzing survey results. It was noted that 1000 bags were given out by Orange Drop during the event, Powerstream had many sign-ups, and MEAC gave away all 200 seedlings by 11am. For future events, consider purchasing more seedlings. The extra gift cards from the event will be handed to the Sustainability Office for safekeeping.

Committee members took part in the Clear Bag Outreach by volunteering their time at different

locations across Markham to handout clear bags and answer questions from the public. A report on the Clear Bag Awareness Campaign was prepared by Karl Lyew. From the feedback received from residents, they were appreciative of the reminder and sample of the disposal bags to be used. Residents were also concerned about what to do with their existing green/black garbage bags and where to find clear bags at retail stores. Deputy Mayor, Jack Heath, was pleased with the turnout.

#### B) 2013/2014 Business Plan

MEAC devised a list of initiatives for this committee to be involved in and will need to make a decision on what initiatives to focus on. Since 2012, some key initiatives included solar energy, community farms and the bird friendly Fatal Light Awareness Program (FLAP). The Earth Day event and the Deputy Mayor's walk are two major events organized by this committee. It will be challenging to take on more projects. The Sustainability Office is currently carrying out many projects that MEAC can help promote. Committee members would like to be better informed on policies and programs the City is undertaking regarding the environment. The Sustainability Office would be able to provide quarterly reports. Graham Seaman will follow-up on whether more frequent updates can be provided. Members are also encouraged to stream Council meetings and to access Council meeting minutes and agenda through the Markham portal website for updates.

#### C) Getting involvement in the City's Community Garden Initiative

The Chair asked members what interests them about the Community Garden Initiative. Graham Seaman will provide a presentation on this topic at the next meeting.

#### D) FIT Program Update

No new updates.

#### E) Regional EAC Meeting

The Regional EAC committee is looking for host site for their meeting. They asked municipalities if they are interested. The Chair will forward any new information received to committee members.

### 6. NEXT MEETING

The next meeting of the Markham Environmental Advisory Committee is scheduled for **Thursday, June 20, 2013** at 7:00 p.m. in the Ontario Room.

### 7. ADJOURNMENT

Moved by Chuan Li  
Seconded by Karl Lyew

That the Environmental Advisory Committee adjourns at 9:05 p.m.

CARRIED