



Partners in Project Green – Marketing and Networking Team
Minutes – Meeting #02/11 - Wednesday June 22, 2011 @ 1:00 pm
GTAA Admin Building – Room 1120 – 3111 Convair Drive, Mississauga

In Attendance: Chris Rickett (TRCA), Jennifer Taves (TRCA), Nancy Johnston (City of Brampton), Russ Cruickshank (GTAA), Gord Angus (Lowe Martin Group), John Alderdice (City of Toronto).

Regrets: Sinem Kilic (TRCA), Jaipaul Singh (BBOT), Susan Amring (City of Mississauga), Susanna Vas (City of Toronto), Karen Ras (Enersource), Marina Tomasone (Toronto Hydro).

1. Fall Training and Networking Events

The team reviewed the Fall Training and Networking Events report and approved the proposed roster of events. The team provided the following input:

- Consider hosting events with LDC's to promote Tier One programs
- Ensure that upcoming events tie in with the People Power Challenge

2. People Power Challenge

The team reviewed the People Power Challenge report and approved the proposed program structure. The team provided the following input:

- Consider providing an award for the Channel Partner, along with the Channel Partner winner.
- Test the market to determine if companies will participate (TRCA staff noted that causal conversations have indicated interest).
- Approved the changes that were made to allow companies more freedom in how they obtain points.

3. Website Re-design Update

The team reviewed the Website Re-Design report and approved the work that has been undertaken. TRCA staff indicated that the beta site would be sent out to the team for review upon its completion. The team provided the following input:

- In the company settings, allow companies to indicate that they are part of more than one sector (such as office and warehouse, for example)
- Make environmental project badges a roll over with the number of badges they've actually achieved (it currently shows up to three badges)
- Ensure the site is copy edited before it goes live.

4. Tenant Engagement Program

The team reviewed the Tenant Engagement Program report and was satisfied with the outline of the program.

5. Other Business

No other business was raised.