



## Minutes of Sustainable Orangeville

May 25, 2023, 7:00 p.m.

**Electronic and In-Person Participation - Sustainable Orangeville**  
**The Corporation of the Town of Orangeville**  
**(Chair and Secretary at Town Hall - 87 Broadway)**  
**Orangeville, Ontario**

Members Present: G. Bryan  
M. O'Connor  
Councillor Prendergast  
M. Rowley  
M. Smith  
W. Speirs  
G. Spence  
A. Waugh  
M. Whitcombe

Staff Present: T. Barry, Executive Assistant, Community Services  
K. Thomson, Sustainability Co-ordinator  
H. Savage, General Manager, Community Services

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### 1. Call to Order

The meeting was called to order at 7:02 pm

### 2. Disclosures of (Direct or Indirect) Pecuniary Interest

None

### 3. Adoption of Minutes of Previous Meeting

**Recommendation: 2023-006**

Moved by G. Bryan

That the minutes of the following meeting are approved: April 18, 2023

**Carried**

### 4. Presentations

#### 4.1 Presentation from Communications Department (Mallory Cunnington and Jessie McGibbon)

Mallory Cunnington, Manager, Communications provided an overview of what Communications role is to support the Committee. The Communication Department is a team of three (graphic designer, manager, supervisor), and it reaches audiences through Facebook, Instagram, Twitter, Youtube, etc. along with marketing and advertising (transit buses/shelters), and in the Town page in Orangeville Citizen. The

Department assist with corporate communications along with internal communications and provides graphic design (posters/advertisements).

If the Committee requires support from the Communications Department, it must be set out in the workplan. The Committee is not permitted to create its own committee channels (i.e. facebook groups, instagram, etc.) If the Committee would like to issue any media releases or create a website, it must speak with the Department. The Department has certain branding guidelines and style guidelines to follow.

With respect to the new format of the Committee, it was asked how we can publicize the new grant process. This is a formal intake process and it is encouraged to use the workplan to show where the support will be needed. The Committee needs to make its own communication plan for 2024 and determine what intake process will be. The Committee will then go to Council (through our minutes) with the formal communication plan and formal intake.

With respect to the Urban Tree Canopy and call for trees on private land by-law which created an issue; help is needed from the Department in how to present and communicate the Urban Tree Canopy. It was suggested that when Official Plan is updated the Committee can recommend a tree protection (preservation) by-law.

Urban Harvest would like Sustainable Orangeville logo on t-shirts as marketing when the volunteers are out doing the harvesting. Request can be put through Council (through workplan) or communications will accept a direct message about this if prior to workplan. If the decal/logo is approved by communications, then it will be available for us on promotional material. If the Committee was to reach out to someone to print them, the printing would have to be on a volunteer basis.

If something is required to be published on the social media channels, a few weeks notice to the Department is required.

T. Barry to share contact information with the group.

M. Cunningham to share plans that we could use as templates for our own communication plan.

M. Cunningham reminded Individuals that they are able to input Committee events on community calendar on our website.

**5. Items for Discussion and Reports**

**5.1 Hutchinson Court Concerns**

Unfortunately the scope of work previously adopted was larger than anticipated. Resolution was to continue to abide by sustainable action plan and developer (leave as naturalized area). The Committee recommends keeping it as naturalized but requires a solution to this (make it look naturalized not abandoned).

Propose to rough cut twice a year (maybe three times) right along the whole fence line with a durable mower - 28 inches wide. Rough cut will control the spread of weed (wild raspberries) into the neighbours' area.

Information to be sent out to homeowners when the area will be rough cut to advise them about ticks, the purpose of rough cut, weeds, etc. K. Thomson to prepare a brochure for circulation to neighbours.

Chair Prendergast to provide the blurb being prepared to the resident that had complained, and then add the blurb to our communication plan.

Committee members to visit the site to see the state of the area - 6:30 pm May 31, 2023 meet west end of Wardlaw and Parkinson intersection (invite in calendar). Purpose to gather information and see what plantings could be possible and clearing/prepping. Invite the neighbour who had lodged the complaint to attend and provide feedback.

**5.2 Creation of Sub-Groups**

Urban Canopy/Baby Trees - all members

Urban Gardening (backyard gardens/urban harvest/community gardens) - M. Smith, M. Rowley, M. O'Connor

Events/Media/Marketing/Education - all members

Transit/Active Transportation (bike to market) - more of an advisory committee - M. Rowley, M. Smith

Blooming Boulevards - Proposal that the Town provides pollinator friendly plants for planting in town-owned boulevards; homeowner responsible for locates and homeowner may have to maintain the boulevard; permit was required (City of Mississauga); communication out to public to educate - can include Bee Cities as educational purpose - Would a permit be required for homeowner to install a boulevard garden - check with staff

Education Policy and Events - all members

Communication Plan - all members

**5.3 Solar Lighting**

Commercial options - solar bollards (company based in Quebec); good energy usage, easy to maintain, bolted into the ground. No nighttime use for trails. Small connecting pathways in the Town that may require lighting. Good step to sustainable lighting.

Issue to come back to next meeting and Parks will provide a list of all connectivity trails that it could go on.

**5.4 Community Gardens**

M. Smith was asking about the fruit trees that were removed from transit terminal being constructed. The trees were not able to be moved. T. Barry to bring forward previous minutes regarding fruit trees.

T. Barry to send out community gardens policy for everyone to review and provide input.

K. Thomson is the Staff contact for community gardens

**6. Correspondence**

**6.1 Communities in Bloom**

To maintain our circle of excellence we would have to spend \$600 +.

Decided not to proceed with Communities in Bloom this year and T. Barry to send out advising that the Town will not be going forward.

**7. New Business**

Rick Ugalini was in attendance to see what the committee is about.

**8. Date of Next Meeting**

July 6 at 5:30 p.m.

**9. Adjournment**

The meeting adjourned at 9:10 p.m.