



## Student Environmental Community for Sustainability

Minutes of the Meeting of Student Environmental Community for Sustainability (SECS)

Date: Tuesday, February 26, 2008

Time: 6:30pm to 8:30pm

Place: Room S237, Confederation College

Attendees: Spencer Laing, Pauline Fogarty, Robert Carty, Riel Bouchard, Thomas Casey, Cassandra Roy, Dave LaFramboise (Camera crew: Derek Daniher, Michael) (marketing: Sarah and associate), John Fullerton, CEO [Green@Work](#)

Late Arrivals: None

Agenda Items: 1) Introductions 2) Documentary 3) Green @ Work 4) Green North Eco Conference 5) Social Marketing Survey 6) Action Plan

Spencer: Filming of the meeting. (Unanimous decision).

Camera crew will collect signatures at the end of the meeting.

Spencer: Introduces marketing students.

Spencer: Group has been made official; however it has been referred to by SUCCI council since before our ratification. Now that we are an official student group we have access to SUCCI resources including a graphic designer.

Spencer: Conference:

Pauline: Group mandate is to represent the student voice and to increase sustainability on the campus. This includes better food and better recycling on campus.

John Fullerton: He is the signatory for a group in the US called "Green Campuses". Second Nature Dr. Anthony Cortesi from Syracuse University. Green @ work is a media front for that group, and they can get us into that loop. He's an LU alumnus. Timing is good for us to get involved. Middle of decision to decide if the publication is going to be online or in print. Second Nature is coming into Canada.

Conference:

John Fullerton: Started out as a small idea. Hunter Lovins is a big deal in the US and CBC National has picked it up. There are 75 registrations so far; the rest will come at the last minute. HOK, Green Bond etc. are serious people attracted by Hunter Lovins. This is a big conference that takes a large venue. Already raised half of the sponsorship dollars already Earthwise, ZWAT, Ecosuperior are good local representation. Website is [greennortheconference.com](#)

First Nations: His wife is from Picaron [sic] so is aware of First Nations concerns. Invites extended to 40 first nations communities to have first nations representation.



Mike Fox is a graduate from CC is meeting with investors for new zero emissions / sustainable development technology with First Nations community.

Sustainable Business: triple bottom line being a sustainable being a sustainable business. Doing 30 conferences next year. For managing and organizing the conference they get 80% stipend the remaining 20% goes to the host.

Riel: What are the projected profits?

John Fullerton: 90,000 dollar profits on the conference, 12,000 with the booths.

Pauline: Some of the funds can go to us?

John Fullerton: Agrees that the funds should go to us, but the deal was with SUCCI.

Spencer: Jon is a supporter and advocate for us.

There is a meeting about the anaerobic digester on Monday with Honeywell.

Spencer: We can be the fist campus to get off fossil fuels.

John Fullerton: Winning the Ontario Energy Award, the challenge with the college is corporate equity, the value proposal for advertisements such as for Honda. NGOs don't have money to spend on sponsorship.

Spencer: If it's a for profit event how can you fundraise?

John Fullerton: Selling commercial sponsorship; college as a commercial entity is the host.

John Fullerton: Use the college as a commercial front. NGOs subcontract to the private sector; that's how the money flows.

Pauline: We should apply for grants. She has one regarding climate change action on TIG.

Pauline: Can she have a TIG booth at the conference?


John Fullerton: Ultimately answered yes.

John Fullerton: We need a governing model, we should look that up online, and the funding thing will go a lot smoother. Also suggests we put a value on everything we do (in kind value) use that calculated value to start requesting funds.

Tom: We students who are going off eventually would like to group to continue indefinitely after we leave.

John Fullerton: Wants to know what the club is anyhow, asks if SUCCI is the parent organization and we are the affiliate within the structure.

Pauline: Jokes that SUCCI is not like a parent but a friend.



Spencer: LUST wants to be a part of the conference, how?

John Fullerton: Everything is done except to see the seats are full.

Spencer: Weren't they supposed to invite them?

John Fullerton: Got Banner ads for the value of \$30,000 from The Chronicle Journal and Dougall and offered zero, because the expense to them (cost is 30,000) is nothing and it's a benefit to the community.

Pauline: How many students will be there?

John Fullerton: Out of the 300 there will be 70 students.

Spencer: No student is going to pay 299.00

John Fullerton: That's what the faculty told him, that no student could pay for it, and he told the college to pay for it.

Tom: Dennis Walsh's son John said that it's possible that there will be student volunteers.

Pauline: We can get a list together of student volunteers.

John Fullerton: TD bank is paying for students to encourage some sort of 'earn while you learn' program.

Tom: We need some sort of presence at the conference.

Spencer: Would there be a possibility one of us could speak?

John Fullerton: No Way! Then he said "for sure" then he said if the conference doesn't fill out it's going to be a disaster. The mayor isn't coming to the conference or sponsoring the conference. The mayor is all about coal and call centers. The challenge is filling the seats and not full of students.

Paula: Strongly disagrees, students are the future: students need to be given opportunities.

John Fullerton: That's good for Earthwise when they do the community greening but the point is to have Union Gas, Philips, Honeywell in the conference to sell green technology. Take out the triple bottom line and it falls apart.

Spencer: Who is responsible for doing the marketing?

John Fullerton: We are?

Pauline: Perhaps we can have student ambassadors go to the wine and cheese?

John Fullerton: Hunters lovins will be there and it will be a big networking opportunity so that would cost big bucks.



John Fullerton: Remembers that Thunder Bay Transit donated two biobuses to transport people to and from the conference.

Spencer: The conference needs more government support.

John Fullerton: The Northwestern Ontario Development Network (NODN) follows the conference on 28 March the Ontario Power Authority meets the next Friday, there's a lot of conferences happening dividing government attention.

John Fullerton: Repeats we have 20 days to get 300 people through the doors.

Riel: Are you more interested in municipalities than small business?

John Fullerton: Every department in the city has a mandate for sustainability. Oshawa won the Gold medal for sustainability and Greening Business: the green supply chain is a multitrillion dollar opportunity. These elements will be covered in the conference.

Riel: Is there opposition from city hall?

John Fullerton: City hall isn't going or supporting.

Riel: Suggests lobbying city hall.

John Fullerton: Yeah, cause some shit (sarcastic) Development Thunder Bay came crawling to the conference once they found out who was coming.

John Fullerton: We need to develop some strategy of how to get some people in the seats.

Tom: We should make that our focus for the rest of the meeting.

Survey:

Spencer: It's going to be a cross section of student interest.

Riel: On the aspect of getting people to come from Fort William First Nation.

John Fullerton: Pict [sic] River Hydroelectric two plants generating 6 million dollars per year.


Pauline: How do we register people for the conference?

John Fullerton: Paypal on the web. Ask them how committed to green are you? Royal Bank is not sending anyone to the conference.

Spencer: develop and marketing strategy ASAP.

John Fullerton: We do the conference get the 300 signed on, and green@work is gone the next day, but SECS picks up the legacy.

John Fullerton: You would think RECOOL is involved but they are not.



John Fullerton: Uses anecdote of the north superior trading board as an example of building credibility. Every year their economic forecast was devastating and people avoided their events like the plague. Then at the turn of the 90's they made an e-business conference and suddenly recovered their credibility.

John Fullerton: Get the phone list, develop a follow up call to the e-mails and ads, and research how to do the marketing plan.

John Fullerton: Let me get this straight the survey is to find out how they put their group together?

Sarah: How they can make their group better.

John Fullerton: You should be asking yourselves how to get my message out to the conference, how do I get in the bag, the guide book...

Pauline: we should come up with a list of ways to market it.

Pauline: we should announce it to our classes.

John Fullerton: Target market is on the lists.

Spencer: Value proposition: invitation

Tom: Access to the Opus should be used.

John Fullerton: Architectural students are already committed, so they are calling all building contractors and architects (green build).

Riel: We should hold a mini-meeting on Friday.

Pauline: We should send a list of volunteers to whom?

John Fullerton: Give the list to Jon Hendel.

Riel: Coordinate with SUCCI to find out what they are doing in the conference.

Pauline: We should make a bookmark for the conference loot bag.

Riel: We need a logo.

Riel: Apply for provincial and federal funding.


Riel: We should have unanimous agreement on club banking.

Club Banking: Every withdrawal needs two signatures and there can be three signatories. Spencer and Cassandra now hold the responsibility.

Riel: hit up the chamber of commerce for money.

Plan of Action:

- 1) Find out where to get the lists.



2) Get the lists.

Thursday: Find out about phones. (Cassandra)

Find out about rooms. (Riel)

[Meeting Adjourned]

Meeting minutes recorded by Robert Carty