

**ENVIRONMENTAL ADVISORY COMMITTEE**

November 5, 2014

Minutes of the Environmental Advisory Committee held in the Independent Centre boardroom,  
Thompson Rivers University, Kamloops, B.C., commencing at 4:00 pm.

HEADING	ITEM / DISCUSSION	ACTION
<b>ATTENDANCE</b>		
<b>Present:</b>	S. Blackford (designate from TRU office of Legal Counsel); E. Bourassa; J. Gudjonson; M. Harrison; H. Hove; C. Huscroft; L. Komori; D. Parkes; Sofia Perkins-Taal; S. Purdy (Chair); W. Singular; L. Tabata; P. Tsigaris; Robert Wisla	
<b>Participating by Teleconference:</b>	None	
<b>Regrets:</b>	S. Learie; G. Read; A. Saweczko; J. Sparks	
<b>Guests:</b>	Joanne de Vries (Fresh Outlook Foundation); Lucille Gnanasihamany (TRU MarComm); and Alex McLellan (TRUSU)	
<b>Others:</b>	J. Gordon (note-taker, TRUOES); N. Yao (TRUOES)	
<b>CALL TO ORDER &amp; WELCOMES</b>	<i>The meeting, being duly constituted for the conduct of business, was called to order at 4:10 pm by the Chair. A new member, Robert Wisla, an Arts student, along with guest Lucille Gnanasihamany, from TRU's MarComm department, were welcomed to the meeting by the Chair. A second guest, Joanne de Vries, from the Fresh Outlook Foundation, arrived later in the meeting and was welcomed at that time.</i>	
<b>ADOPTION OF AGENDA</b>	<i>On motion duly made by L. Tabata and seconded by L. Komori, it was RESOLVED to approve the agenda as distributed.</i>	
<b>ADOPTION OF MINUTES</b>	<u>Minutes of October 1, 2014</u> <i>On motion duly made by H. Hove and seconded by W. Singular, it was RESOLVED to approve the Minutes as distributed.</i>	
<b>PRESENTATIONS (A)</b>	<u>On the TRU Branding process currently underway</u> Lucille Gnanasihamany, TRU's Associate Vice-President of Marketing and Communications, presented to the committee	

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about the process TRU is currently undertaking to determine its new brand, which it will then use to continue to attract students, staff and faculty to come to TRU. A committee of fourteen key TRU personnel have been involved in the whole process, which has been very consultative with all TRU stakeholders. A key question the process is trying to answer is: What is distinctive, credible and meaningful about TRU? The answer to this will be instrumental in arriving at the TRU brand. So far 700+ people have taken the online survey (which remains open until December 6), and 106 attended the recent town-hall session.

See attached PDF for specifics about the whole branding process, as well as findings from the survey.

Lucille anticipates that her department will have a solid idea of the brand by this Spring, with the anticipated official launch on September 1, 2015.

She would like to present an update to this committee in the springtime. S. Purdy will set this up.

**S. Purdy**

**BUSINESS ARISING  
FROM MINUTES**

**On development of new Strategic Sustainability Plan (SSP)**

J. Gudjonson reported that he will present the plan to Senate on November 27 to make sure there are no significant issues that have been overlooked. The development of a digital ‘dashboard’ (that will help track the key performance indicators of the plan) will be ready in the Spring. The SSP will be promoted through all of the regular ‘channels’ (TV monitors, social media, Mar Comm, etc.).

S. Perkins-Taal commented that in the new TRU Master Plan, it appeared that over the course of the plan (30 to 60 years depending on various factors) the over-all amount of green space and some natural areas on campus decreased. She expressed concern about this. J. Gudjonson said he would investigate this issue and report back regarding this encroachment.

**J. Gudjonson**

**On process of entrenching and infusing sustainability into TRU curriculum**

S. Purdy reported that she and P. Tsigaris will be meeting on Nov 13 with Uli Scheck, TRU Provost & Vice-President Academic, to further discuss this idea, and, in particular, to discuss the idea of creating a ‘Sustainability 1000’ course. Although Uli is generally

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<p>very supportive of this idea, there are many hurdles to overcome. Details now have to be worked through.          S. Purdy and P. Tsigaris will report back at next meeting.</p>	<p><b>S. Purdy &amp; P. Tsigaris</b></p>
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<p><b><u>TRU sustainability course inventory</u></b>          J. Gordon reported that a draft is complete, and the final inventory will be complete by the next EAC meeting..</p>	<p><b>J. Gordon</b></p>
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<p><b><u>Discussion on changing scope and name of EAC to the TRU Sustainability Advisory Committee (or related name)</u></b>          A draft of a new Terms of Reference for such a committee was discussed. It was agreed during the discussion to place the definition of what the committee does at the very beginning of the document. E. Bourassa, W. Singular, and J. Gudjonson agreed to help with editing the document. A. McLellan suggested showing the draft as soon as possible to Gordon Tarzwell, TRU Steering Committee head. S. Purdy thought this was a good idea. It was agreed to keep the 'Advisory' in the name (since this helps define the function of the committee), and that 'Sustainability Advisory Committee' is a suitable name. L. Tabata said he thought more people should be on the committee to reflect the expanded scope of the committee. Possible candidates (or their representatives) that were mentioned include: Will Garrett-Petts; members of the TRU First Nations community; and members of TRU Wellness. Members of this committee were asked to bring forward others who they thought should considered for possible inclusion.</p>	<p><b>E. Bourassa, W. Singular, and J. Gudjonson S. Purdy</b></p> <p><b>All AEC Members</b></p>
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<p><b><u>Remediation of grasslands behind Warehouse</u></b>          This project is now complete except for the construction of an educational kiosk, which J. Gudjonson will discuss with Trades Interim Chair, Tom Haag.</p>	<p><b>J. Gudjonson</b></p>
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<p><b><u>Initiative to phase out desk-top printers</u></b>          J. Gudjonson reported that this initiative is moving ahead as planned. There is now a moratorium on the university buying new desk-top printers for staff. The approximately 250 that are currently in operation will not be removed, but then will not be replaced once they break down (at which point they will, of course, be properly recycled!). Liam Regan, head of TRU Print</p>	
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Services, is helping with this initiative. A media release and internal memo to all staff will explain all of the reasons for this initiative, and ask staff members to voluntarily give up their printer. Anyone who does give one up, will be 'applauded'.

**PRESENTATIONS (B) Update on CommUnity Innovation Lab (CIL), the sustainability conference that the TRU Office of Environment and Sustainability is sponsoring (Feb 3-5, 2015 at the CAC)**

Joanne de Vries, Founder/Director of the Fresh Outlook Foundation, the organization coordinating the event, reported that the event organizing process is moving ahead well. However, one of the areas that she needs help with is with getting attendance confirmation from specific faculty, staff members and students (especially grad students and those with sustainability-related research). She reiterated that her experience with other related events is that they greatly benefit from lots of student attendance.

To help make it easy for TRU community members to participate (partially made possible by the sponsorship of TRUOES) there is free registration.

Registration is now open, but she'd like some help with it. M Harrison has agreed to help.

**M Harrison**

Gil Penalosa, a world-renowned urban planner, will be a key-note speaker and will present at the Barber Centre.

Two more challenges right now are: 1) getting faculty members to include aspects of the CIL into their curriculum for the Winter 2015 semester, and 2) getting faculty/staff members to populate the 72 'table talks' that will take place during the conference.

There will be a 'Sustainability Village' at the conference. This refers to an exposition of sustainability-related organizations (non-profits, community groups; for-profits; government orgs, etc.) who want to promote something to do with their operations to the conference delegates and the general public. Those interested in this, can book a table and will be set-up in the CAC Rotunda. Details of the 'Village' are still being finalized.

Due to the dates of the conference taking place during this committee's regular monthly meeting—Feb 4—the meeting will now happen Feb 11 at the same time, 4 to 5:30 PM.

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REPORT OF COMMITTEES	None.	
DIRECTOR'S REPORT	J. Gudjonson reported on the following: <b>The TRU Sustainability Grant Fund</b> now has \$20,000 that can be accessed by faculty (\$10,000) and students (\$10,000 (2x \$5,000 amounts)) specifically for sustainability-related research. The deadline to apply for this is February 10, 2015 and details on the awards will be out soon.	
NEW BUSINESS	Due to a committee member's recent resignation from this committee (due to her not being able to make it until 4:30/4:45), a discussion ensued about whether a 4:30 to 6:00 meeting time is more suitable. The consensus was to keep it the same—4 to 5:30—since this time worked well for most staff members and students. For those faculty members challenged by it, they said they would not have a problem making the meeting on time in the future (now that this semester is almost done and the new semester's schedule should not pose a problem).	
CORRESPONDENCE	None.	
NEXT MEETING	December 3, 2014 from 4:00 to 5:30 PM in the TRUSU Boardroom.	
ADJOURNMENT	The meeting was adjourned at 5:35 PM.	

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*Signature of Chairperson, Chair*

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*Signature of Vice-Chairperson, Vice-Chair (if required)*