

Date: Sun, 29 Jun 2008

MINUTES and NOTES

NEXT MEETING Thursday JULY 10 .@ 7; 30 pm note 7: 30 ! @ union office. Let me know if we need to arrange a conference call for anyone! mm

Thanks to all who attended the Environmental Workshop May 3.

Mark Manchester opened the gathering with his version of the Bruce Cockburn song, Justice. He fessed up to an addiction problem we can all relate to: having/hanging on to too much stuff!

Heather Rigby followed with an introduction to get us all thinking: she held up a beautiful shell in a plastic bag and asked us to contemplate how to resolve having both things exist in our world at the same time.

President Bob Hall and Business Agent Kirk Cheney both talked about the significance of Greening our Local in order to make a difference in our world. We are a low impact industry Kirk's quote:, "the solution to pollution is dissolution"

Melissa Morgan talked about the Green Screen Toronto Alliance and the group's accomplishments to date. IA873 should feel good about establishing the first Environmental Committee, and promoting the establishment of the Green Screen Toronto Alliance.

Woody Brown, an Environmental Consultant to the film industry, talked about the importance of producers buying into the concept of producing films in an environmentally responsible way. 5 shows last summer looked for assistance in discovering more environmentally sustainable ways of producing their film. Many actors as well as directors are driving the greening of films

Jacqui Hemingway introduced the environmental consultants hired by the GSTA through a grant from the Ontario Media Development Corp and described their many qualifications.

Melissa Felder and Assoc is researching a Best Practices Guide, based on input gathered at this and other workshops, and onsite research and existing practices globally.. Envirotrack is creating a Green Resources Guide, based on information from this and other workshops, and input from accumulated research.

The Guides will be part of a Producer's Package, aimed at providing potential producers with all the info necessary at their fingertips, to shoot Green, which will help make Toronto their first choice.

Both Guides will be available at the end of 2008.

Felder and Assoc is also developing an outline for a certification programme for accrediting productions that shoot Green, the first of its kind worldwide.

More info can be found at the upcoming website: GreenScreenToronto.com

A QandA period followed. Some of the many great questions that came up:

- Jan Cormack said small steps are being taken but asked when are we going to address the harder parts of greening like finding an alternative to throwing the rainforest into the bin.
- Rosanna DaCampo asked whether greening is budgeted for from the beginning and suggested it should be.
- Joe Madziak suggested if we show producers how greening will save money, they'll pay attention.

- John McKenzie asked who will be vetting the Guides to make sure the info is true and up to date .

Volunteers are always welcome by Green Screen Toronto Alliance. The following committees are running, Workshop and Training, Communications, Membership, and Governance.

Please see Jacqui or Melissa if you would like volunteer .Its a great learning opportunity!

Lunch was served, Swag was distributed for innovative suggestions, a Share table provided everyone with something to take home

The workshop wrapped around 3pm.

Thanks again to all who contributed their time to organizing the event and thanks again to all those who attended and shared their insight

NOTE: the many suggestions from the large worksheets were sent out earlier.