



**PETERBOROUGH ECONOMIC ECOSYSTEM INTERIM REPORT
As of October 17, 2018**

Ecosystem Hub

The core of the Peterborough Ecosystem Hub has been formed, but there are vacancies to be filled relative to representation of anticipated spokes. It was decided that we should work on developing the specific spokes by focusing on 1) the most urgent and 2) those groups that already have some foundation. Once the spokes are duly formed, the spoke leader (or alternates) will officially join the Hub. Three meetings have taken place, the most recent on October 16, 2018. A schedule of future meetings has been established for the last Monday of each month at noon, for a duration of 90 minutes, until further notice. In addition to the scheduling of future meetings, additional structural issues have been finalized or decided upon, such as the basic agenda, voting on decisions so that they are final, and working towards a central communication vehicle. Moreover, it was decided that a "leader" is not necessary as long as there is someone to run the meetings, which will now be Jeanne Dietsch and someone to take notes and pull together the agenda, which will now be Kristin Bixby.

In addition to the formation of the Hub core group, the Vision and Mission statements have been finalized:

Vision

The vision of the ecosystem hub is to act as a connection point to a coordinated network of sectors and resources that work in concert to create a sustainable, prosperous and vibrant economy in the Greater Peterborough region.

Mission

The mission of the Peterborough Ecosystem Hub is guide and encourage innovation and new business, strengthen existing business and industry; to respect our environment, grow and diversify our community, and define our culture, while honoring our history.

Ecosystem Spokes

A suggested basic playbook for establishing each spoke has been developed to assist in establishing the structure. Once 1) potential members are recruited, which often takes substantial socialization of the concept, 2) the first meeting is held & includes a productive dialog, and 3) the group moves towards developing a structure, the spoke seems to quite successfully take off.

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As a note, the first spoke – Merchants Spoke - was constituted by reaching out to all potential members as recommended by various stakeholders. I conducted outreach through phone calls and emails, and interacted directly through phone chats and meetings. For those who did not react, I requested assistance from committed members of the greater ecosystem in getting their attention. The first meeting of the Merchants’ Hub took place on September 18th at The Cooper’s Hill Public House. During this meeting, the participants discussed priorities and action items, and decided to hold an immediate 2nd meeting the next week to set their action items, which included adding to their membership, and assigning tasks. A third meeting took place a week or so later. Kyle Sullivan is stepping up as the leader of this Spoke, and I have handed off the organization of meetings, etc to Kyle so I can move on to the next group of spokes. Kyle has subsequently reported to the Hub during the Hub meeting. Several who were unable to participate in the first of the Spoke meetings are very interested and, indeed, excited about the initiative and the Spoke continues to grow. There was a communication issue between the Spoke and the Chamber that could have turned into a real problem, but it was addressed immediately because of the ecosystem initiative. This demonstrates the effectiveness of a concerted focus on communication which was the reason for developing the ecosystem in the first place.

The spokes that have been **formed** and/or are currently in production are:

- **Merchants Spoke**
- **Sustainability/Environmental**
- Specialty Food
- Business Development, Retention, Expansion
- Tourism, Culture & the Arts

Others that are necessary, but in question for various reasons are:

- Education & Workforce Development
- Housing
- Diversity & Inclusion

Merchants Spoke – Spoke # 1

As it was determined that the Merchants’ Spoke was the priority, that spoke has been organized and is successfully up and running. They have had 3 meetings to date and are functioning exceptionally well. See additional notes above.

Sustainability Spoke – Spoke # 2

The initial meeting of the core group of the (currently referred to as) Sustainability Spoke took place on October 16th and consisted of a diverse group of individuals involved in sustainability, energy, climate change, business development, waste stream management, and legislation. Because there are currently a couple of existing committees, namely the energy committee and the recycling committee, the group has decided that, rather than merge all these committees which didn’t make sense to them, they will designate one or two individuals from each committee or relevant group to be part of this Spoke.

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This spoke will deal with quite an array of issues and will be somewhat complex. Amelia Tracy is currently taking the reins in terms of communications and further formulation of the Spoke. They are currently organizing their 2nd meeting.

Spokes in Formation

Specialty Food & Agriculture: Met with Karen Hatcher and discussed the focus and issues with agriculture. Karen does not want to take the lead, but will be an active participant. Am currently pulling together names of potential participant in this spoke and will call a meeting very soon to take place within the next couple of weeks, hopefully.

Tourism, Culture & the Arts: A small group had an initial meeting on their own after the second hub meeting, but did not know how to move forward. Am currently forming the potential core group with the help of 3 participants and calling a meeting within the next couple of weeks, hopefully.

Business Development: Will be formed within the next 3 weeks or less, depending on schedules as there are stakeholders outside of Peterborough.

Education & Workforce Development: To be determined. There are issues to be addressed.

Housing: To be determined. There are issues to be addressed.

Diversity & Inclusion: To be determined as viable.

Structure

The structure of each spoke will vary based on the nature of the spoke. Each spoke will have its unique culture and way of communicating. Some may find it necessary to meet in person, others can accomplish what they need through conference calls, and still others on a digital basis or a combination of the above. The basic structure of the group will consist of the appropriate stakeholders, a leader, and a communicator. Some spokes may opt to rotate leadership more frequently than others. The leader represents the spoke on the Hub. The spoke group will take several steps in its constitution and to ensure progress moving forward:

- Agree to structure: meeting mode(s) and frequency (generally on a monthly basis)
- Agree to issues and set strict priorities so that action can be effectively undertaken (do not take on too many issues at once)
- Agree on who will take leadership role, who will communicate (take minutes, meeting reminders, etc)
- Agree on who should take part in the spoke and how to recruit
- Set action items based on priorities

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- Allocate tasks and responsibilities to the members. It is very important that no one person or persons assumes the majority of the tasks as often happens in committees, groups, etc. If the workload is distributed equally, the likelihood of progress and continuity is greatly increased.
- Discuss and agree on what, if anything, the spoke needs from the Hub

Success/Metrics

Each spoke will have its own idea of what constitutes success. The following seems to run true with each group to a certain extent:

- Official formation and structural development
- Continuity and growth of membership where possible
- Defining issues, priorities and developing action items
- Successful completion of action items
- The spoke itself feels that it is accomplishing something meaningful and having a positive impact on the broader economy, their own economic wellbeing, and the community

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