The agenda was amended to include a report from Hamilton Police Service (Item 3.2). This will be a standing item on the agenda for future meetings.

1. Declarations of Interest
   There were no declarations of interest

2. Minutes of Previous meeting
   2.1. Business Arising

   2.1.1. Main Street Banner
   The period of time requested by the CCLC to display a banner across Main Street (April 2010) is already booked. Dates currently available are June 21 to July 4, July 12 to August 8 and August 16 to 22, 2010. It was suggested that, rather than using a banner to promote the spring Clean Up Hamilton event, that it be used for general promotion of the Clean & Green concept. P Homerski will investigate cost of banner production and installation to bring back to the committee in the fall.
2.1.2. Street Furniture Update

For the information of the committee, P. Homerski reported that the Bus Bench and Street Furniture Program report had been presented to the Public Works Committee on June 15. Public Works Committee passed a motion to extend existing contracts and postpone the implementation of a coordinated street furniture program to 2015.

2.1.3. CCLC Mandate and Roles

P. Homerski reported that he has requested of Public Works management that appropriate management staff be identified to participate in the CCLC mandate review. A meeting of the task force will be scheduled for the fall.

2.1.4. Purchasing Policies and Graffiti Program Sponsorship

Clarification is required on the development of a corporate sponsored graffiti remediation program coordinated by CCLC. P. Homerski will consult with the City’s Purchasing division, Risk Management and Legal Services as required. An on-line information resource to assist victims of graffiti in identifying Hamilton area graffiti removal companies and services is also being pursued.

2.1.5. HABIA Representative

Tony Greco, Chair of the Locke Street BIA was introduced as the committee’s representative of the Hamilton Association of Business Improvement Areas (HABIA). Mr. Greco indicated that HABIA is particularly interested in working with CCLC on a graffiti program. M. Sparrow indicated that the fall Clean & Green workshop for businesses will include this element and the BIAs will definitely be invited to attend.

2.2. Approval of Minutes

That the May 21, 2009 minutes for the Clean City Liaison Committee meeting be accepted as written.

COLLINS/SPERANZINI CARRIED

3. Presentations

3.1. Working with the Education sector – P. Beaudette

Paul Beaudette, Program Leader, Religion and Family Life for the Hamilton-Wentworth Catholic District School Board spoke on his role with the Board and opportunities for students to be engaged in Clean City initiatives. Mr. Beaudette leads a group of current and retired teachers on incorporating environmental stewardship initiatives into the school curriculum and providing volunteer opportunities to students. For the past four years he has also assisted several HWSDSB schools achieve Eco-school certification – a province-wide program to engage Grade 1 to 12 students in ecological learning and practices. This year, 25 HWCDSB schools achieved Eco-school certification – 18 gold and 7 silver levels.

Mr. Beaudette sees the Clean Up Hamilton initiative as an opportunity for schools to achieve some of the goals of EcoSchools certification and is willing to promote and assist with the coordination of engaging the Catholic schools in Clean Up Hamilton week. He also noted that Clean Up Hamilton week also coincided with National Volunteer Week. Through the Change the World youth challenge that week, Mr.
Beaudette was able to document 957 students generating almost 4000 volunteer hours during that week (Hamilton had committed to a goal of 700 students performing 3500 volunteer hours).

Mr. Beaudette had several recommendations for the Clean Up Hamilton event with respect to the Catholic schools’ involvement. The recommendations were passed on to the CCLC’s Litter Reduction subcommittee for consideration.

P. Homerski indicated that the Public Works department had been invited by Environment Hamilton to participate in three Eco Fairs at Hamilton schools at which a presentation on environmental stewardship incorporated messages of litter and graffiti reduction and prevention. Mr. Beaudette indicated that the two Catholic schools that hosted the Eco Fairs had achieved gold level Eco School status.

Chair D. Rodrigues thanked Mr. Beaudette for his presentation and his insight into engaging the education sector in clean and green initiatives.

3.2. Hamilton Police Services’ Graffiti Update – Sgt. Schulenberg

Sgt. Marty Schulenberg and PC Karey Henschel, Strategic Intelligence Analyst, provided a review of HPS’s focus on graffiti. In January 2009, HPS created an internal graffiti steering committee that included Deputy Chief Leendertse and representatives of the Communication and Call Management Branch. The result was an organized plan and graffiti becoming a strategic priority for 2009. Sgt. Schulenberg also participates on the City Graffiti Working Group providing City staff on advice and training on identifying graffiti on City assets that requires police involvement.

HPS was also involved in the campaign to encourage citizens to report graffiti in progress through 9-1-1 or for existing graffiti to call 546 CITY. Feedback has been mostly positive. All reported graffiti is being logged by the City including calls through 9-1-1.

Cst. Henschel indicated that to-date 237 graffiti incidents were reported to HPS’s communications division – 137 tagging incidents, 23 were hate bias. HPS’s clearance (knowing who is responsible) is 29 incidents or 12.2%. Police arrested 34 individuals – 16 held in custody, 3 released, 6 pre-charge diversion and 9 given a police caution. They have identified 230 suspects and their tags.

Sgt. Schulenberg explained that the Youth Criminal Justice Act presumes that for any non violent event there are better ways to treat a young offender other than place them in jail. This is a diversion practice, however there are factors that are in play before youth goes before the courts. YCJA allows for “restorative to justice” where the offender and all parties involved would deem appropriate punishment.

On a question related to previous commitments on HPS’s involvement in a city-wide Adopt-a-Box program, Sgt. Schulenberg indicated that the Community Policing Centres have been committed to act as locations for distribution of graffiti removal supplies and information, but training and liability issues need to be addressed before going forward in Fall of 2009.
4. Business Items

4.1. Year in Review – D. Rodrigues
It was suggested that the Year in Review document include mention of KAB certification and R. McKee’s photographs of Clean Up Hamilton activities.

*That the amended year in review of the CCLC be forwarded to the Public Works Committee to fulfill the committee’s obligation to provide an annual report and to fulfill its obligations to Keep America Beautiful to maintain affiliation status.*

HAWKER/SPERANZINI CARRIED

4.2. Canada Post Corporation sponsorship – D. Rodrigues & K. Barnett
K. Barnett reported that meetings with Canada Post representatives have secured their interest in sponsoring a city-wide Adopt-a-Box program. Canada Post may also be of assistance in promotion the initiative via their services. D. Rodrigues indicated the plan would entail incorporating Community Policing Centres into a network of Coordinating Offices for distribution of supplies and safety information and collection of data.

P. Homerski will follow up with Risk Management and Legal Services with respect to volunteer safety and liability. D. Rodrigues will follow up with Canada Post.

*That the CCLC be the coordinating body for the implementation of a city-wide Adopt-a-Box initiative with Canada Post Corporation sponsorship, subject to legal advice.*

JACKSON/SPERANZINI CARRIED

4.3. Finance

a. Budget and Expense Report
P. Homerski reported that there is approximately $13,000 left in the budget or approximately 47% remaining for the balance of the year.

b. Approvals
Community Clean supplies – CCLC needs to replace the 1600 Clean & Green bags that were borrowed from Operations & Maintenance’s inventory to accommodate the Clean-Up Hamilton registrants and to ensure supplies for the Community Clean program (neighbourhood litter pick-up events throughout the year). Expense approved.

5. Subcommittee Reports

5.1. Litter Reduction – R. Speranzini
R. Speranzini proposed a meeting of the Litter Reduction Subcommittee to review 2009 Clean-Up Hamilton event and begin planning for 2010.

5.2. Beautification & Community Improvement – G. Zolis
Tabled for next meeting.
5.3. Business & Retail Waste Diversion – M. Sparrow

Business Workshop has been slated for October 22, 2009. It will take place at the Waterfront Convention Centre from 8:30 am to 3:30 pm. A tentative agenda has been prepared. Registration process will be handled by the Chamber of Commerce.

5.4. Marketing – R. Speranzini

P. Homerski reported that the Clean & Green concepts and the Brand Manual have been completed by FPM3 Marketing and Communications. The materials will be forwarded to the committee members via e-mail for their information.

5.5. Council Committees – J. Hawker

J. Hawker will continue to alert members via e-mail to Council committee business related to the CCLC mandate. There were no further updates at this time.

5.6. City Operations Update – K. Barnett

K. Barnett reported that on-line graffiti reporting is up and running on the City of Hamilton’s Web site (Hamilton.ca/graffiti). A graphic is being developed to help the public and business owners identify what assets belong to the City versus utility companies and private owners.

K. Barnett informed the committee that a cover letter is being drafted that will be delivered with the Order to Comply for graffiti complaints. She indicated that the Order contains mandatory strong wording, the cover letter serves to explain to the property owner the City’s commitment to graffiti clean up and the obligations of the property owner.

5.7. Keep Hamilton Beautiful Update – P. Homerski

P. Homerski informed the committee that the Annual Report to Keep America Beautiful is due August 25, 2009 and is required to maintain affiliate status. He will be coordinating the compilation of the report.

The Keep Hamilton Beautiful Board recommendations will be reviewed in the fall of 2009 after which an action plan needs to be drafted.

The Litter Index needs to be repeated and must occur between July 1, 2009 and June 30, 2010 to comply with KAB requirements.

5.8. Waste Reduction Task Force – R. Speranzini

As CCLC’s representative on the City’s Waste Reduction Task Force (WRTF), R. Speranzini reported that the group had created an ad-hoc subcommittee to review the Blue Box collection system in preparation for the next contract period for the City wide collection of recycling material. This review is to be complete by next year at this time. M. Sparrow volunteered to join Mr. Speranzini on this ad-hoc committee.

6. Adjournment

The meeting adjourned at 1:45 pm. The next meeting of the Clean City Liaison Committee is scheduled for Thursday, September 17, 2009 in Room 206 of the Hamilton Convention Centre.