Thursday, May 19, 2011
6:00 p.m.
Room 193, Hamilton City Hall

Present: Dan Rodrigues (Chair)
         John Hawker
         Brad Rich
         Mac Sparrow
         George Zolis
         Phil Homerski (Staff Liaison)

Guests: Municipal Law Enforcement - Kelly Barnett

Regrets: Ron Speranzini (Vice Chair)
         Clr. Chad Collins
         Clr. Tom Jackson
         Robin McKee
         Hamilton Police Service – Sgt. Barry Mungar

Observers: R. Rodrigues

1. Approval of Agenda
   That the meeting agenda be accepted as written.
   HAWKER/SPARROW CARRIED

2. Declarations of Interest
   There were no declarations of interest.

3. Minutes of Previous Meeting
   3.1 Business Arising
       None to report

   3.2 Approval of Minutes
       That the minutes of the April 6, 2011 meeting of the
       Clean City Liaison Committee be accepted as written.
       ZOLIS/SPARROW CARRIED
4. CCLC Membership
As noted at the previous meeting, there were no candidates who had applied, or seemed eligible, for the two business representative vacancies. P. Homerski requested direction from the committee on a process to identify potential candidates for the business representatives for the 2010 – 2014 term. Committee members suggested that the current business representatives be asked if they would like to continue in this capacity. Should vacancies still exist, the members were asked if they could identify potential eligible candidates as well as requesting the same of the local Chambers of Commerce.

5. Subcommittee Reports
5.1 Annual Report
The amended draft annual report was distributed to members for their endorsement. The Chair indicated that the document highlights CCLC’s accomplishments over its current term (2007 – 2010). The CCLC Term Review is attached as Appendix 1.

5.2 Litter Reduction
P. Homerski reported that the final count of registrants for this year’s Tim Hortons Team Up to Clean Up spring event was just over 31,000. Meetings and surveys will be conducted in the coming weeks to review the elements of this community-wide event.

Discussion ensued on recent media focus on illegal dumping with very little coverage of the great efforts of community volunteers who help keep Hamilton clean and green. Some suggestions on promotional strategies were provided for the Litter Reduction subcommittee’s consideration for future events.

P. Homerski reported on his progress on the initiative to address litter, illegal dumping, graffiti and security issues affecting properties abutting railway lands. A pilot project is being undertaken in the neighbourhood surrounding the CN Rail tracks between Parkdale Avenue and Ottawa Street North using community based social marketing principles. An introductory session involving community stakeholders, City staff, Hamilton Police
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Services, CN representatives and CCLC representatives took place on May 9, 2011. Data and information on illegal dumping and security issues in the pilot area was presented and participants helped to identify good and bad behaviours for each issue and barriers and benefits for each behaviour. A community cleanup of the area is being planned for June.

5.3 Council Committee Reports

J. Hawker reported that at the May 9, 2011 General Issues Committee that funds were approved for a public education campaign to support the Smoke-Free Outdoor Recreation Areas By-law that will come into effect May 31, 2012. P. Homerski confirmed that he and another Public Works staff member have been invited to assist with the development of the education campaign.

J. Hawker asked if CCLC should consider a booth at the Gore Park Promenade which is being organized by the Downtown BIA to take place on the south leg of King Street every Wednesday, Thursday and Friday throughout the summer. It was confirmed that there are some CCLC promotional materials available should committee members wish to volunteer to staff a booth, however no one volunteered.

6. Keep Hamilton Beautiful (KAB)

6.1 Cigarette Litter Prevention Program Task Force

D. Rodrigues reported that the two Cigarette Litter Prevention Program (CLPP) subgroups have met. Plans for public education campaigns are being drafted. A cigarette litter scan is being planned for the waterfront parks to take place in June.

It was suggested that the target launch date for the CLPP initiatives be moved to June 15, 2011 with an end date of September 30, 2011.

6.2 Coca-Cola Bin Grant

P. Homerski reported that Keep Hamilton Beautiful/CCLC’s application for a Coca-Cola Bin Grant was not successful this year. B. Rich indicated that there may be other options available to obtain recycling bins.
7. **Staff and Stakeholder Reports**

7.1 **City Departments**
K. Barnett informed the committee of a recent media report of a mural on a back alleyway property commissioned by an Ottawa Street business. Recently, the City Graffiti Working Group had a presentation from another mural artist to explore opportunities to paint murals on City property. Murals have been used as a strategy in several cities to help combat the spread of tagging and unsightly graffiti.

7.2 **Hamilton Police Service**
No report.

7.3 **Hamilton Association of Business Improvement Areas (HABIA)**
No report.

7.4 **Waste Reduction Task Force (WRTF)**
No report.

7.5 **Other Public**
There were no public delegation requests.

8. **New Business**
J. Hawker reported that Earth Day Hamilton-Burlington was developing a waste audit program for schools. City staff has provided some consultation assistance.

9. **Adjournment**
Meeting was adjourned at 7:35 pm.

**Next Meeting:**
Thursday, June 16, 2011, at 6:00 pm, Room 193, Hamilton City Hall.
Clean City Liaison Committee Term Review

As the term of the inaugural Clean City Liaison Committee draws to a close, the following is a reflection on some of the key initiatives the CCLC either initiated or partnered with, in its efforts to beautify the City of Hamilton.

- The formation of Keep Hamilton Beautiful in conjunction with Keep America Beautiful.
  - This partnership was due in part to take full advantage of existing programs and services already in use in various communities across North America.
  - The programs and services available dovetailed nicely into the CCLC’s mandate on litter and graffiti, while providing an additional component of waste management.

- Business Workshops
  - Operating on the premise of closing the gap between existing residential and community beautification projects, the CCLC Business Workshops provided an opportunity for commercial owners/managers to confer on best business practices aimed at reducing litter and graffiti opportunities.

- Graffiti is a Crime
  - Providing support and input into the City’s Graffiti Working Group, graffiti became a buzz word around Hamilton. The net result saw an explosion of calls to the City’s Contact Centre and Hamilton Police Services from community members either reporting the act of graffiti in progress, or to report that graffiti vandalism had occurred.
  - Heightened awareness of this form of vandalism has seen increased public pride in maintaining a beautified community.
  - CCLC provided funds to support the printing of the Hamilton Police Service’s Safeguard brochure to highlight the partnership between the two organizations in helping to combat graffiti.

- Clean and Green. Period
  - The CCLC undertook great strides in developing and incorporating a consistent message in all beautification initiatives. This steady message allowed for all involved to recognize the goals and objectives of those initiatives.
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- We are now moving towards Clean and Green for 2015 as an end-date target aimed at elevating Hamilton’s beleaguered reputation as a “Steel Town”, and recognizing our beautified assets like: Hamilton’s Waterfront, Gore Park, Gage Park, our various waterfalls, and our vast parklands and rural properties.

- **Annual Clean-Up Events**
  - Starting from a basic clean-up event targeting schools and small groups, the CCLC offered their time and expertise in the City’s efforts in raising the clean-up event to higher levels of participation and interest. Today, we have Team Up to Clean Up with a major sponsor (Tim Horton’s) at the table providing additional resources and support to the now month-long event.

- **Cigarette Litter Pilot Program**
  - The CCLC is taking the lead role in battling the number one littered item: cigarette butts. Working with Keep America Beautiful and their grants program, the CCLC will provide the necessary dataset and recommendation to the City with respects of how to battle this unsightly litter.

While the CCLC has done much more than what has been listed here, it is paramount that recognition be given to those who have given of their time and resources to see these successes be realized.

Recognition to founding members:

- Barbara Reinhold
- George Zolis
- John Hawker
- Brad Rich
- Mac Sparrow
- Ron Speranzini
- And, Robin McKee who joined us mid-term

Today, the CCLC is working on reviewing our mandate so that as the Committee progresses, the succession planning and vision of a beautified community remains at the forefront of all future events and discussions.

Daniel Rodrigues
Clean City Liaison Committee Chair