A special meeting called by the Chair, D. Rodrigues to present an update on the City of Hamilton’s application for affiliate status with the Keep America Beautiful (KAB) program. The objective of the meeting was to explore the Clean City Liaison Committee’s relationship with the KAB program and recommend a governance structure. A. Moroz (Public Works) has initiated the KAB certification process on behalf of the City of Hamilton.

D. Rodrigues indicated that he and P. Homerski had attended an initial KAB certification process meeting with other members of the Public Works department and a representative of the KAB program. The KAB certification process requires an organization (in our case, the City of Hamilton) to meet certain program criteria and organizational requirements in order to be approved for full affiliate status. Hamilton already meets many of the program requirements with respect to litter management, graffiti management and waste diversion programs. However, a decision must be made on the governing model for the “Keep Hamilton Beautiful” program.

The following governing options were presented:

1. Separate and independent Keep Hamilton Beautiful Board.
2. Establish a Keep Hamilton Beautiful sub-committee of the Clean City Liaison Committee.
3. Clean City Liaison Committee acts as the Keep Hamilton Beautiful Board.

Discussion:

Clr. Collins inquired to what benefits the Keep America Beautiful (KAB) affiliation has over Pitch In Canada. D. Rodrigues indicated that KAB has extensive resources, best practices, replicable programs and research data that the CCLC can tap into.

P. Homerski indicated that the Keep America Beautiful program has considerable brand equity even in the Hamilton area. This strong brand equity may help CCLC advance its mandate more effectively and garner support from other key stakeholders such as the business community, Hamilton Police Service and community leaders.
R. Speranzini requested that CCLC members be kept informed of the certification process. It was suggested that A. Moroz, Hamilton’s point person for KHB, make a presentation at a future CCLC meeting.

Operationally, A. Moroz will be responsible for all reporting and administrative requirements of the Keep America Beautiful organization. Mr. Moroz will report to CCLC on KAB/Keep Hamilton Beautiful activities. CCLC will continue to report to Council through the Public Works Committee.

P. Homerski indicated that there are two other Canadian affiliates of the Keep America Beautiful program -- Winnipeg, Manitoba and St. John’s, Newfoundland. Hamilton’s KAB affiliation will be the first in Ontario and is considered a “state” affiliation.

Funding for Hamilton’s registration with Keep America Beautiful has been expensed from the Public Works Department Operations and Maintenance Division operating funds. It is suggested that, should the CCLC assume governance of the Keep Hamilton Beautiful program, the KAB annual membership fee (approximately $200) will be included in the CCLC budget.

**Recommendation:**

The CCLC members unanimously agreed on Option 3 – that the Clean City Liaison Committee acts as the Keep Hamilton Beautiful Board. Further, that the Clean City Liaison Committee will retain its current name.

**Adjournment**

Meeting adjourned at 3:45pm.