MINUTES
Clean City Liaison Committee
February 19, 2009

Present: Daniel Rodrigues (Chair)  Guests: Ramona Maharaj, Public Works, Operations and
Ron Speranzini (Vice Chair)  Maintenance
John Hawker
George Zolis
Mac Sparrow
Brad Rich
Robin McKee
Clr. Chad Collins
Phil Homerski (Staff Liaison)
Vicki Lockhart (Recorder)

Regrets: Clr. Jackson
Jim Shaw
Martin Schulenburg
Kelly Barnett

1. Declaration of Interest

2. Welcome new member

Chair, Dan Rodrigues welcomed the newest member to the Clean City Liaison Committee, Robin McKee. Historical Perceptions is a company which Robin has created. Under its auspices he hosts walking tours at the historic Hamilton Cemetery on York Boulevard, makes presentations and delivers lectures on Hamilton's history and heritage, collects photographs documenting area history and conducts ongoing historical research.

3. Minutes of Previous meeting

3.1. Business Arising

Graffiti Management Recommendations

On February 2, 2009 a meeting was held with Mayor Eisenberger to discuss the on-going graffiti epidemic and solutions to eliminate this on-going problem. Present were D. Rodrigues, Deputy Chief Ken Leendertse, Clr. T. Jackson, Clr. C. Collins, J. Shaw (Mayor's Office), P. Homerski (CCLC Staff Liaison) and N. Violin (Public Works). The Graffiti Management Recommendations from the CCLC meeting of January 22, 2009 were discussed.

On February 10, 2009 D. Rodrigues, P. Homerski and Clr. McHattie met with Dr. Ken Ockenden with regards to the current working group in Ward 1 for graffiti removal on postal boxes. The group is seeking assistance to continue this project as there is no longer a GPS program. Clr. McHattie has volunteered his office as the “community office” for such an initiative. Further discussions will continue regarding what resources (maps, graffiti removal supplies, liaison with Canada Post) the association requires.
3.2. Approval of Minutes

*That the January 22, 2009 minutes for the Clean City Liaison Committee be accepted as written*

RICH/SPERANZINI  CARRIED

4. Presentations

4.1. KAB Litter Audit

Required to cover 20% of the City. The team used maps and judging precincts of Trillium Awards Program. 16 areas (Ward 11 broken down into upper & lower), 143 sub areas (minimum of 5 sub areas per Ward). The audit took two days to complete – October 17 & 27, 2008. The Litter Audit Team comprised of: Alex Moroz (Lead), Ramona Dechert, Sue Gilpin, Phil Homerski and Liz Pelt.

Process – windshield survey observing sub areas then stopping to rate
1 – No litter: virtually no litter observed, any litter seen could be quickly collected by one individual
2 – Slightly littered: small amount of litter is obvious, could be collected by one or two individuals in a short period of time, eye not continually grabbed by litter items
3 – Littered: visible litter throughout the sub area requiring organized effort for removal, clearly needs to be addressed
4 – Extremely littered: continuous amount of litter level is one of the first things noticed about sub area, requires equipment and/or extra manpower for removal, major illegal dumpsites, strong impression of a lack of concern about litter in sub area

Graffiti was captured as a tick off if it was observed by the surveyor

Litter scores
Highest – Ward 3 & 5 (2.4)
Lowest – Ward 14 (1.0)
City Average – 1.73

Graffiti
Highest – Ward 4 (28/12)
Lowest – Ward 11 (2/10)
City Average – 1.3/143

Recommendations:

That the KHB Board conducts an additional litter Index in the spring of 2009.

That the KHB Board share information from the Litter Index with Councillors and collectively creates a local action plan for each Ward.

A comprehensive action plan to deal with litter and graffiti for the entire City of Hamilton be completed by the KHB Board after the 2009 Litter Index is completed.

The 2009 Litter Index should include pictures for each area.

The Adopt-a-Road, Adopt-a-Park and Team up to Clean-up Programs use the findings of the Litter Index.
5. Business Items

5.1. Plastic Shopping Bags
The CCLC role for reduction of plastic non-recyclable bags will be to monitor the Waste Reduction Task Force (WRTF) decision: That WRTF request the Solid Waste Management Master Plan Steering Committee to consider the ban of non-recyclable plastic bags and the reduction in the use of recyclable plastic bags to be implemented in 2010, in accordance with best practices of other municipalities.

5.2. Adopt-a-Road renewal
CCLC Chair D. Rodrigues has received a letter asking if the committee wishes to continue the Adopt-a-Road sponsorship of a portion of Queenston Road near Nash that had previously been sponsored by the former Keep Hamilton Clean Committee. The CCLC members voted to maintain the Adopt-a-Road sponsorship.

5.3. Sponsorship Program Task Force
D. Rodrigues requested committee volunteers to assist in the creation of a CCLC sponsorship program. Mac Sparrow and Brad Rich volunteered. P. Homerski indicated that, as a City volunteer committee, the City of Hamilton’s policies and procedures must be adhered to. He also requested that the subcommittee members seek staff recommendations when creating this sponsorship package.

5.4. Finance
Budget & Expense Report

2008 Budget
- Budget $18,250
- Expenses $18,860
- Net ($610)

Reserves
- As at 05/08 $19,636.58
- As at 01/09 $19,026.58

2009 Budget
- Budget $18,250 + $13,400 from Reserves = $31,650
- Expenses to date = $300

5.5 Approvals
BASEF sponsorship
The CCLC has expanded its sponsorship line to $1000. The committee has been approached by the Bay Area Science and Engineering Fair (BASEF) to be a sponsor.

*That the Clean City Liaison Committee sponsors the BASEF as a Bronze Sponsor and a Special Award Designation Sponsor, with a total of $1000 sponsorship.*

HAWKER/SPERANZINI CARRIED
Out of Pocket Expenses

The process for any request for re-payment will need to be presented to the committee prior to the event for approval of funds.

6. Subcommittee Reports

6.1. Litter Reduction

6.1.1. Pitch-In Week/Clean & Green Event (R Speranzini)

The decision to run a Clean Up Week event (April 20-25, 2009) similar to the past Pitch In Week events. Schools will be invited to partake in the clean-up event mid week and community groups and Councillors events on the weekend of April 25, 2009.

6.1.2. Linc Litter launch (signage)

The litter signage is posted on all Lincoln Alexander Parkway on/off ramps. A media launch is proposed for April. Guests will include Mayor Eisenberger, Hamilton Police Services Chief, CCLC, and representatives of O.P.P., MTO, and Hamilton Public Works.

6.2. Beautification & Community Improvement

6.2.1. Report Graffiti campaign

CGWG initiative. Postpone graffiti communication launch until May. An on-line reporting initiative in progress.

6.2.2. Graffiti Posters

The CGWG is requesting funds from the CCLC with an upset limit of $2000 to assist with the purchasing of posters and other marketing materials.

That the Clean City Liaison Committee agrees to provide up to $2000 for the purchasing of graffiti marketing posters.

SPARROW/ZOLIS CARRIED

6.2.3. Ward 1 Adopt-a-Box initiative

Anislewood-Westdale Association has approached the CCLC for support with regards to obtaining supplies. The CLLC has request from the association to present a report of what the association requires before any decisions are made.

6.3. Business & Retail Waste Diversion

6.3.1. Business Workshop

Tabled until the March 19, 2009 meeting

6.4. Marketing

Clean & Green creative (R. Speranzini)

The branding is complete and the next step is to take to marketing company Request for quotes issued to four graphics houses. FPM3 was the winning submission and will be the marketing company on record.
6.5.  Council Committees (J. Hawker)

Public Works to meet on March 2, 2009

6.5.1.  Parks Recycling Update

Pilot program has been adopted as a permanent program in 28 City of Hamilton parks. Issue remains with high contamination within the recycling program in parks.

D. Rogrigues proposed “recycling centres” in City parks.

Council has approved $15,000 in public awareness campaign (recycling in parks)
Public education program slated for the late Spring.

6.6.  City Departmental Update (P. Homerski)

Graffiti launch recommendation for May. Crime Stoppers now on board with campaign. Public Works staff to participate in two environmental fairs: April 16, 2009 Our Lady of Assumption in Stoney Creek and May 4, 2009 St. Augustine in Dundas.

6.7.  Keep Hamilton Beautiful Update

Board Training & Certification Ceremony Feb. 25. Copies of Focus Area Survey were distributed to members.

7.  Adjournment