Present:  Daniel Rodrigues (Chair)  
           Ron Speranzini (Co-Chair)  
           John Hawker  
           Barbara Rhynold  
           Mac Sparrow  
           Phil Homerski  
           Vicki Lockhart (Recorder) 

Guests:  Nello Violin, Public Works- Operations and  
         Maintenance  
         Kelly Barnett, Planning and Economic  
         Development – Municipal Law Enforcement  
         Raffaella Morello, Public Works – Waste  
         Management  
         Alex Moroz, Public Works – Operations and  
         Maintenance  
         Victor Paola, Corporate Service – Customer  
         Contact Centre 

Regrets:  Clr. Jackson  
          Clr. Collins  
          Brad Rich  
          George Zolis 

1. Introductions  
Mr. Rodrigues welcomed all to the meeting and introduced Alex Moroz, Community Liaison  
Coordinator, Public Works Department 

2. Review of Previous Minutes  
The minutes of the March 20, 2008 were reviewed by the committee members  

That the minutes of March 20, 2008 meeting of the Clean City Liaison Committee be accepted  
as written.  
HAWKER/SPERANZINI  
CARRIED 

3. McMaster DeGroote School of Business branding report  
Mr. Speranzini presented the revised branding idea from McMaster DeGroote School of  
Business, they were as follows:  
- green. Hamilton’s time is now  
- green. Join the movement  
- green. The time is now PERIOD  
- Keep Hamilton green. PERIOD  
- green. Hamilton is our home  

The logo/slogan should capture all the City of Hamilton departments (forestry, waste, parks, roads  

The branding idea once finalized will be forwarded to Legal Service for final approval.  

That the CCLC adopt the slogan “Keep Hamilton clean and green. Period”  
RHYNOLD/HAWKER  
CARRIED
4. Committee Reports

4.1 City Business
Mr. Hawker reported the following events:
Ancaster Rotary Annual Scrap Metal Day May 3, 2008
Downtown Renewal Open House on May 1, 2008
May 12 Committee of the Whole meeting; Integrity Commissioner. Mr. Hawker requested that the
CCLC press forward with a report to COW regarding implementing a demolition by-law as it relates to
CCLC mandate
Mr. Hawker to forward an article to the CCLC committee members pertaining to the demolition by-law
in Winnipeg.

4.2 Graffiti report:
Ms. Rhynold reported to the CCLC that she is researching other communities pertaining to graffiti
clean-up. In Las Vegas, the offenders must clean-up graffiti.

Clarification regarding the steps that the City of Hamilton residents must take to report graffiti:
a) When crime (graffiti) is in progress residents can call 911
b) If resident is reporting graffiti, they can report it via 905-546-CITY (2489) whereby the Customer
   Contact Centre logs the graffiti into Hansen and it is dealt with accordingly.

CCLC concluded that the message must be clear and simple to the residents thereby not taking up
valuable time calling 911.

4.3 Business Workshop
Mr. Rich sent his regrets, nothing to report at this time

4.4 Businesses recycling
Mr. Sparrow reported that he is working closely with Mr. Rich to contact the Hamilton Chamber of
Commerce. It is felt that this is an avenue to promote Business Recycling.

5. Other Business
5.1 Litter Containers:
Discussion regarding waste multi-stream receptacles.

That the CCLC puts forward a request to Public Works to consider a cigarette filters/butts
containers as part of the multi-stream waste receptacles

HAWKERS/RHYNOLD CARRIED

5.2 Presentation by Alex Moroz
Alex Moroz, Community Liaison Coordinator for the Operations and Maintenance Division of Public
Works provided an update on several community programs related to litter, graffiti and beautification.
The Public Works Department has also registered the City of Hamilton with the Keep America
Beautiful program. An orientation session for key staff and the CCLC Chair will take place in the near
future.

6. Adjournment:

Next Meeting to be May 22, 2008 Hamilton City Centre 77 James St N room 320A