1. **Presentation by McMaster DeGroote School of Business’ Team Charisma**

Students of the successful team of DeGroote’s MARS Apprentice program presented their winning marketing concept for the Clean City Strategy. Their concept – Green Period – focuses on civic pride and is aimed at engaging the community in exhibiting behaviours that are conducive to a cleaner and greener environment. A hard copy of the presentation is available via Vicki Lockhart.

R. Speranzini indicated that branding idea will be refined prior to the launch of the marketing plan. It was suggested that the branding concept should be presented to the Public Works Committee prior to launch.

P. Homerski was asked to coordinate a presentation of the concept for the March 31, 2008 meeting of the Public Works Committee.

M. Sparrow suggested a coordination of efforts across all divisions within the City of Hamilton to support the brand rather than having multi-branding throughout the organization.

P. Homerski indicated that the Clean City Liaison Committee (CCLC) has two decisions to make:

a) CCLC endorse the brand concept as presented

b) Consider mechanisms and resources to evaluate and implement strategies that support the brand.

That the CCLC accepts McMaster DeGroote School of Business “Team Charisma” brand concept as presented.

SPERANAZINI/HAWKER CARRIED
That the CCLC supports the Green Period concept with modifications to include “Hamilton” in the brand.
SPARROW/ZOLIS CARRIED

That the CCLC explore options available to hire a summer student to assist the City of Hamilton with the evaluation and implementation of the concept.
SPARROW/HAWKER CARRIED

2. Review of Previous Minutes
The minutes of December 17, 2007 meeting were reviewed (due to time constraints at the January 17, 2008 meeting, the adoption of the December meeting minutes was deferred).

That the minutes of the December 17, 2007 meeting of the Clean City Liaison Committee be accepted as written.
RHYNOLDS/HAWKER CARRIED

The minutes of January 17, 2008 meeting were reviewed.

That the minutes of the January 17, 2008 meeting of the Clean City Liaison Committee be accepted as written.
RHYNOLDS/HAWKER CARRIED

2a) Circulation format of the CCLC Meeting minutes
The Chair indicated that to increase the timeliness of volunteer committee meeting minutes reaching Public Works Committee (PWC) it has been requested of Public Works’ volunteer committees that minutes of meetings be included in PWC agendas within one month of the volunteer committee meeting. Cllr. Jackson indicated that his preference would be to ensure that CCLC members have time to review the minutes and will have an opportunity to discuss and approve the minutes at the subsequent meeting.

3. Subcommittee Reports
   3a. Graffiti: G. Zolis/B. Rhynold
       Revisit recommendations at a later date.

       A letter has been developed. Working towards a date in May or early June. Workshop will be held at the Chamber of Commerce. Estimate workshop fee per person $30. Actual cost for the CCLC is estimated at $22 per participant.

       M. Sparrow suggested that Stewardship Ontario should be invited to attend the workshop.

4. Other Business
   J. Hawker requested a donation of $100 to the Bay Area Science and Engineering Fair (BASEF) competition. This is an annual science fair is open to students in grades 7 to 12. For the past few years a Clean City Liaison Committee/City of Hamilton Public Works Award has been offered to the entry “that best addresses the effect on the environment of littering, dumping, and defacing property and/or processes and systemsto effectively manage the collection and disposal of litter”.

That the CCLC provide a $100 award to the Bay Area Science and Engineering Fair (BASEF).
SPARROW/HAWKER CARRIED

5 Adjournment
The meeting adjourned at 2:00 pm. Next meeting March 20, 2008 at the Hamilton Mountain Recycling Centre at 11:30am.