MINUTES
Clean City Liaison Committee
January 22, 2009

Present: Daniel Rodrigues (Chair)  Ron Speranzini (Vice Chair)  John Hawker  George Zolis  Mac Sparrow  Brad Rich  Clr. Tom Jackson  Phil Homerski (Staff Liaison)  Vicki Lockhart (Recorder)


Public: Kevin Werner, Hamilton Community News

Regrets: Clr. Chad Collins

1. Meeting called to order at 12:15 pm
2. Review of Previous Minutes

That the minutes of December 18, 2008 meeting of the Clean City Liaison Committee be accepted as written.

HAWKER/SPARROW CARRIED

3. Keep America Beautiful Certification

3.1. Pitch-In Canada Affiliation

That the City of Hamilton not renew the $2675 annual fee to maintain its status as a Pitch-In Canada Patron.

HAWKER/SPARROW CARRIED

3.2 KAB Certification Process

The Chair provided information from the Keep Hamilton Beautiful Interim Executive Director Alex Moroz on the Keep America Beautiful certification process. It was reported that the KAB certification package is being completed for the January 23, 2009 deadline. The committee was apprised of the following key events:
- February 25, 2009 Executive Director KAB training in the morning followed by mandatory Keep Hamilton Beautiful Board of Directors training.
- Certification ceremony at February 25, 2009 City Council Meeting.

3.3 Proposed first year KHB budget

As part of the KAB certification process, the Keep Hamilton Beautiful Board is expected to present a proposed first year budget. P. Homerski informed the committee that CCLC’s proposed 2009 Volunteer Committee Budget was appended to the certification package for this purpose.
3.4 Proposed Keep Hamilton Beautiful Mission Statement
The committee/KHB Board was asked to ratify the following mission statement to complete the KAB certification package.

*Keep Hamilton Beautiful Mission Statement:*
“Engaging citizens to take greater responsibility for improving our Hamilton community environments”

SPERANZINI/ZOLIS CARRIED

3.5 Focus Area Survey and Litter Index
P. Homerski thanked committee members for their contributions to the Focus Area Survey – a KAB tool to assess the current beautification, community improvement and waste reduction programs in place in our community. The tool also requests the opinions of citizens on what they may feel are first impressions of our community. Input for this section was solicited from CCLC, neighbourhood associations, community groups, environmental groups, conservation authorities and school board chairs.

A litter index was also undertaken in October 2008. As proscribed by KAB, this initial audit covered a minimum of 20% of the City with every Ward broken down into a minimum of five sub areas. Three Public Works staff members completed the audit over two days. The audit entailed a visual scan of each sub area by each of the surveyors using a 1 to 4 rating scale for litter and comments on the presence of graffiti. CCLC members requested a presentation of the Litter Index results at a future meeting.

3.6 Renaming sub-committees in accordance with KAB requirements
KAB requires all affiliates to strike subcommittees to ensure the litter reduction, beautification and waste reduction mandates are addressed. The committee agreed that the current subcommittees fulfilled this requirement and supported renaming subcommittees to the following:

- Litter reduction – J. Hawker, R. Speranzini and Clr. C. Collins
- Beautification and community improvement – G. Zolis, and D. Rodrigues
- Waste Reduction – City of Hamilton’s Waste Reduction Task Force fulfills this mandate. D. Rodrigues is a member of the WRTF and will be the liaison between the task force and CCLC/KHB.

4. Subcommittee Reports and Updates
4.1. Graffiti Report
Tabled until February 19, 2009 meeting.

4.2. Business Workshop
Tabled until February 19, 2009 meeting

4.3. Business Recycling Initiative
Tabled until February 19, 2009 meeting

Council’s Governance Review Committee had indicated that the City of Hamilton logo had to be added to the “Keep Hamilton Clean & Green” logo which as now been done. A graphics company will be selected to develop the “Keep Hamilton Clean & Green” concept into public awareness campaigns using the approved logo/slogan in preparation for a spring launch.

4.5. Council Committees Report – J. Hawker
J. Hawker reported that the Public Works Committee approved cigarette receptacle expansion from the existing 60 to 120 and will commence as soon as possible.
4.6. City Departmental Update report – P. Homerski

*City Graffiti Working Group (CGWG)*

The CGWG issued an Information Update to Senior Management and Council on January 9 updating them on the work of the staff group’s initiatives (a copy is appended). The Working Group also presentation to SMT on January 22 to solicit their support to continue their work on ensuring City assets are in compliance with the By-law with respect to quick graffiti removal.

The group is planning a Report Graffiti campaign with a media launch scheduled tentatively for the first week of March. The campaign encourages the public to call 911 for graffiti in progress and 905 546-CITY (2489) to report all existing graffiti. It will include posters in and on buses, bus shelters and all City facilities. An electronic poster will be provided to retailers and BIAs for their use. The CGWG requests CCLC’s support for the public campaign. A request for funding for the printing of materials will be presented at an upcoming CCLC meeting.

*Operations & Maintenance Division*

O&M’s Alex Moroz is purchasing bags for Adopt-a and community litter pick-up events. They will be a distinctive colour with the Clean & Green logo imprinted in green. CCLC has budgeted to purchase a quantity for community clean-up events.

Using the KAB Graffiti Hurts material, O&M is introducing a ‘Graffiti clean-up” kits to all Adopt-a-Programs. Graffiti clean-up is being included as part of O&M’s new “Team up to Clean up” program in 2009.

Alex Moroz is creating a generic “Graffiti Hurts” brochure to assist all of our volunteer groups. This brochure will follow similar ones created by KAB –Graffiti Hurts. He is also working on a partnership with the Hamilton-Wentworth District School Board and at several initiatives including some adopt-a-programs that expand into the area of graffiti removal.

*Public Works*

Through partnership with Environment Hamilton, on December 4 Public Works staff assisted with an Enviro Fair at St. Helen’s Catholic Elementary School in east Hamilton. P. Homerski presented an Environmental Stewardship module focused on litter and graffiti.

All PW divisions will be represented at Earth Day Hamilton/Burlington’s Educational Eco-Fest, April 20 – 23. The Environmental Stewardship module has been offered as a presentation.

P. Homerski is planning to introduce a Graffiti Management Strategy through the Public Works Committee. Preliminary research has revealed that the City of Ottawa has a well thought out program that could be replicated in Hamilton. Collaboration between the City, police and CCLC will be imperative.

5. Other Business and Discussion

*CCLC Event Schedule and Work Plan*

D. Rodrigues relayed the following draft schedule of events developed by P. Homerski for the committee's consideration in developing a work plan for 2009.

- January —Graffiti management program (Public Works lead with CCLC and HPS support)
- February 2 — Meeting with Mayor Eisenberger to discuss the direction of CCLC with respect to graffiti
- February 3 — Meeting with Ainslie Wood/Westdale Community Association rep and Clr. McHattie re Adopt-a-Box
- February 25 – KHB Board Training & Certification Ceremony
- March (tentative) – Launch of graffiti reporting campaign with Mayor, Chief and CGWG
- Mid March (tentative) – launch of Clean & Green campaign
- March 25 – BASEF judging
- March 29 – BASEF awards presentation
- March/April (tentative) – Linc litter signs launch with Mayor, HPS, MTO, OPP – weather conditions permitting
• April 18 – Earth Day Hamilton/RBG/BARC restoration planting (CCLC partnership opportunity)
• April 20 - 26 – Pitch-In Week
• Mid April – Mayor's graffiti summit (currently in concept stages only)
• April 20 - 23 – Earth Day Hamilton/Burlington Educational Eco Festival (Clean & Green marketing opportunity)

**CCLC Vacancy**

Clr. Jackson indicated that he and Clr. Collins had interviewed candidates for the CCLC vacancy and will move for Council’s endorsement at its January 28, 2009 Council meeting. The successful candidate will be welcomed and introduced at the next CCLC meeting.

**Graffiti Management Recommendations**

The set of draft recommendations resulting from Deputy Chief Leendertse’s graffiti presentation that were introduced at the last CCLC meeting were tabled for discussion.

Clr. Jackson indicated his concern that a 72-hour deadline would not give property owners sufficient notice to comply. period of time for removal of graffiti.

The following amended recommendations will be forwarded to staff for consideration in developing the City’s Graffiti Management Strategy.

1. That the City undertake a cost analysis study to determine the feasibility of a policy standard which will see graffiti type calls be prioritized to properly reflect the importance it has on the community.
   a. Gang/Cult or Hate Graffiti to be removed immediately.
   b. Other Graffiti to be removed within 72 hours. (Current standards allow for 19 days)
2. That the City of Hamilton examines the current costs associated with Graffiti.
   a. The cost to each of the Departments to remove graffiti and its impact to the taxpayer.
   b. The relative financial loss of economic development/re-development due to the undesirable effects of a graffiti’d community.
3. That City Staff assess the feasibility (legal and cost implications) in the instance that the City were to take full ownership of all graffiti removal, regardless of property ownership.
4. That the CCLC and the Hamilton Police Services engage in active communication with the intent of developing the Community Policing Centres as a focal point for community/business members to go to for graffiti removal support and reporting.
   a. To include product, tips, resource direction, as applicable.

D. Rodigues reported that he was in initial discussions with Home Depot with respect to a process to supply graffiti removal product for distribution through Community Policing Centres to community groups. Clr. Jackson asked staff to ensure that the City’s sponsorship policies were considered in developing this program. The committee supported P. Homerski’s suggestion that CCLC develop a sponsorship program to ensure potential private sponsors were given adequate opportunity to support the Clean City goals and objectives

6. **Adjournment**

The meeting adjourned at 1:45pm.