MINUTES  
Clean City Liaison Committee  
July 18 2008

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

Guests: Raffaella Morello – Public Works, Waste Management  
Victor Paola – Corporate Service, Customer Contact Centre  
Kelly Barnett – Planning and Economic Development, Municipal Law Enforcement  
Ramona Maharaj – Public Works, Operations and Maintenance  
David Hennick – Hamilton Police Services  
Rebecca Howerton – Graffiti Prevention Strategy Program  
Toni Rubino – Graffiti Prevention Strategy Program  
Tom Dalby – Canada Post Corporation, Manager, Communications Central Area  
John Comeau, Canada Post Corporation – Manager, East Delivery Operations  

Regrets: Barbara Rhynold  
George Zolis

1. Review of Previous Minutes  
The minutes of the May 22, 2008 were reviewed by the committee members

_That the minutes of May 22, 2008 meeting of the Clean City Liaison Committee be accepted as written._

SPERANZINI/HAWKER  CARRIED

D. Rodrigues indicated the June 22, 2008 did not meet quorum therefore it was deemed an information session without formal minutes. This information was distributed to the committee members via email on July 16, 2008.

2. Subcommittee Reports and Updates  
Marketing and Branding

R. Speranzini indicating a marketing company is being sought to assist with the slogan and new logo design for Keep Hamilton green and clean. Period. A presentation to the Public Works Committee will be scheduled for the fall.

P. Homerski added that the legal department for the City of Hamilton indicated that copyrighting or trademarking of the slogan and logo is the prerogative of the Clean City Liaison Committee (CCLC). The Committee may wish to discuss whether restricting rights to a slogan or logo is an appropriate.
Subcommittee Reports and Updates (cont’d)

City Business

J. Hawker reported the following business:
1. Waste Management staff will present a report regarding the use of larger residential blue boxes at the September 15, 2008 Public Works Committee meeting.
2. Endorsement of the Sport Field Management Strategy will be presented to the Public Works Committee in November. It was asked if a waste collection strategy will be involved.
3. Public Works’ Operations and Maintenance division will report on recycling collection in parks on October 20, 2008

Graffiti
No report (regrets from G. Zolis and B. Rhynold).

Business Recycling Report
M. Sparrow indicated that ideas and strategies for business recycling will be built into the workshop proposed for the fall of 2008.

Business Workshop
B. Rich reported that the mailing list for the workshop is near completion and will be forwarded to Vicki Lockhart. The agenda for the workshop is near completion. Tentative month for the workshop to occur will be in October. A specific date needs to be determined.

M. Sparrow suggested that the Chamber of Commerce be involved as either a host site and/or as resource. D. Rodrigues, M. Sparrow and B. Rich to contact the Chamber of Commerce to request assistance.

3. Canada Post Corporation guests
D. Rodrigues introduced representatives from Canada Post Corporation: Tom Darby, Manager, Communications Central Area and John Comeau, Manager, Hamilton East Delivery Operations

Mr. Darby and Mr. Comeau presented the following:
- Canada Post Corporation is concerned about graffiti not only in Hamilton but across Canada. The corporation is interested in the prevention of graffiti on their “furniture” (red mail boxes and grey relay boxes)
- There are 32,000 pieces of furniture across Canada with 400 red mail boxes and 1400 relay boxes in Hamilton.
- Canada Post Corporation has a clean-up response protocol of 48 to 72 hours of received complaint. Residents can call the toll free number that is posted on the mail box to request removal of graffiti or any other issues with the furniture.
- Reoccurrence of graffiti is immediate.
- In southwestern Ontario (St. Catharines and Windsor), Canada Post supplies community groups with the removal product “Goof Off.” However the community group is responsible for training of the proper use of this product, Canada Post does not provide the training.

CCLC presentation questions:
1. M. Sparrow inquired if there was an opportunity to communicate the availability of Goof Off to retailers that had Canada Post outlets? Mr. Darby indicated not at the present time however will present the idea to the corporation.
2. R. Speranzini requested that, if available, a seasonal report from the contractors that remove graffiti on behalf of Canada Post to be provided to the CCLC.
3. Councillor Collins asked if there was financial assistance via advertising for educational tools for neighbour associations to assist with graffiti clean-up.

4. Mr. Darby indicated that Canada Post Corporation is open to a proposal from the City of Hamilton as a potential “pilot project”. Canada Post will provide a template to D. Rodrigues to create the proposal. D. Rodrigues recommended that the chair of the CCLC and P. Homerski correspond with Canada Post Corporation to continue progress and potential partnership with the City of Hamilton and the CCLC.

Further to the presentation, P. Homerski indicated that relevant City departments and Hamilton Police Service have collaborated on a graffiti reporting system that triages graffiti complaints to appropriate City departments or utilities for action. Staff is refining the protocols and welcomes Canada Post’s involvement. Graffiti complaints should be called in to 905 546-CITY (2489) unless there is a graffiti incident in progress – a 911 call for Hamilton Police Service to respond as a crime in progress.

4. Other Business

D. Rodrigues relayed a concern from Mayor Eisenberger pertaining to excessive litter along the Lincoln Alexander Parkway. The Mayor brought this to the attention of the Public Works Committee at its June 16, 2008 meeting.

Staff was directed to “communicate with the Clean City Liaison Committee and Hamilton Police Service to investigate installing signage and implementing significant fines for individuals who litter throughout the City and specifically along the Linc and the Red Hill Valley Parkway. Councillor Ferguson requested that the Hwy. 403 access ramps also be included.”

M. Sparrow commented that perhaps the CCLC and Public Works can coordinate efforts with the Ministry of Transportation to install additional litter signage on the ramps leading into the City.

The CCLC put forward the following recommendations to the Public Works Committee:

- That the City increase signage along the Linc and Red Hill Valley Parkway that focuses on fines for littering under Section 180 of the Highway Traffic Act (a $110 fine if convicted).
- That the City and the Ontario Ministry of Transportation (MTO) work together to increase anti-litter signage along Hwy 403 portions through the City of Hamilton.
- That the City and Hamilton Police Service engage in a public education and information program aimed at changing behaviours by increasing awareness of littering fines and encouraging containment at source and that the Hamilton Police Service increase enforcement of Section 180 of the Highway Traffic Act along the Linc and Red Hill Valley Parkway.

5. Adjournment

The meeting adjourned at 1:50 pm.

Next Meeting: September 25, 2008 at 330 Wentworth Street North, 2nd Floor Back Meeting Room.