MINUTES
Clean City Liaison Committee
Thursday, September 20, 2007
Hill Park Recreation Centre – 9:30 a.m.

Present: Daniel Rodrigues (Chair)  Guests: Kelly Barnett (Planning & Economic
John Hawker Development – Parking & By-Law)
Barbara Rhynold Myron Lazar (Public Works – Transit)
Mac Sparrow Ramona Maharaj (Public Works –
Ron Speranzini Operations & Maintenance)
Phil Homerski (Staff Liaison) Raffaella Morello (Public Works – Waste
Management)

Regrets: Clr. Tom Jackson
Clr. Chad Collins
Brad Rich

1. Review of Previous Minutes
The minutes of the August 20, 2007 meeting were reviewed by the committee members.

*That the minutes of the August 20, 2007 meeting of the Clean City Liaison Committee be accepted as written.*

SPERANZINI/HAWKER CARRIED

2. Staff Presentation – Operations & Maintenance, Community Liaison Programs
Alex Moroz, Community Liaison Coordinator, Operations & Maintenance Division, Public Works Department delivered a presentation on his portfolio. Mr. Moroz indicated that the community programs his section administers include Adopt-a-Road, Adopt-a-Park and Keep Hamilton Blooming. He reported considerable success in increasing the numbers of parks adopted and traffic islands sponsored through a focused marketing program.

Mr. Moroz outlined plans for the continued development of the programs in his section and challenged the committee members to

Mr. Moroz also relayed some helpful information gleaned from his attendance at the Keep Texas Beautiful Conference with particular emphasis on the Don't Mess With Texas program.

Committee members were invited to attend the Horticulture Celebration Evening of October 18 at the Gage Park Tropical Greenhouse that recognizes our Keep Hamilton Blooming sponsors, Trillium Awards Recipients and volunteers and to officially open the annual chrysanthemums show.

Committee members requested an inventory of parks, traffic islands and other assets available for adoption/sponsorship.
3. **Overview of Questionnaire**
   The committee reviewed the results of a short e-mail questionnaire initiated by the Chair to assist with priority setting for the committee. Waste Management was the top priority for members with respect to what they wish to learn more about. A list of activities or practices the members would like to see implemented by the end of year one and by the end of year three was also generated. The questionnaire results are appended (Appendix A).

4. **Committee Budget Discussion**
   Mr. Homerski suggested a small subcommittee be struck to develop the committee’s 2008 budget. Mr. Rodrigues and Mr. Speranzini volunteered to assist.

5. **Review of Marketing/Branding Process**
   Mr. Speranzini had contacted McMaster University’s DeGroote School of Business and Mohawk College to gauge their interest in assisting in the development of the brand and marketing materials for the committee and the Clean City Strategy. The DeGroote School of Business could provide consultation help before December 31. Mohawk College is interested in assisting but with the fall semester underway, could not provide immediate help. The committee agreed that engaging the expertise of both educational institutions would be preferable. Mr. Speranzini will pursue DeGroote’s consultation assistance in the fall term and Mohawk’s design expertise in the winter term.

6. **Outstanding/New Business**

   6.1. **Litter Containers at HSR Stops**
   Mr. Lazar suggested the committee consider developing parameters for the placement of litter containers at bus stops. Mr. Homerski indicated that the Waste Management, Operations & Maintenance and Transit divisions of Public Works would be meeting shortly to identify resources, constraints and responsibilities with respect to the operational issues of litter/recycling containers on City right-of-ways. Once the operational issues are considered, staff may request the assistance of the committee in developing policy recommendations.

   6.2. **Central Composting Facility Open House**
   Committee members were invited to attend the public open house on September 29 at the City of Hamilton’s Central Composting Facility, 1579 Burlington Street East, 10 a.m. to 4 p.m.

   6.3. **Business of Other Committees**
   Mr. Hawker suggested that other City committees may also deal with items related to the mandate of the Clean City Liaison Committee that could be brought to this committee for information. Likewise, the work of the Clean City Liaison Committee could be shared with other committees that are addressing similar issues to ensure consistency of action and advice. The committee agreed that sharing information between committees could be helpful but suggested that appropriate communications protocols must be followed.

7. **Next meeting**
   Committee members agreed that early morning meetings best meet their professional obligations. The third Thursday of the month seemed to work well for a consistent monthly day. The Chair will solicit input from the Council members. Ms. Rhynold indicated that she will be absent for the October and November meetings.
Appendix A
Committee Objectives

Year One:
- Creation of a Business Workshop that will see a range of QSR and multi-location businesses meet and discuss anti-littering and graffiti strategies.
- Implementation of a “Clean City Brand”. Conclusion to the Clean City Initiative of adapting a Clean-City Brand to identify and promote Hamilton as the cleanest Community in Canada.
- Recycling program (proper location of containers and a pick-up frequency). So citizens can see that what they are placing in the recycling containers is actually being recycled. An improved method of recycling for business. To create a seamless link between public and private recycling methods to minimize litter opportunities.
- Be a visible and involved force in all civic matters. Be represented at Standing Committees and Council Agendas.
- Implement an educational initiative to get students involved.
- Creation of sub-committees to ensure broad-member involvement and contribution.

Year Three:
- Address packaging concerns through governance and corporate strategies.
- Assist in the creation of an ‘anti-littering/graffiti’ by-law and/or components within.
- Creation and active participation in various clean-city initiatives. Programs all-inclusive to businesses as well as citizens.
- Tracking mechanisms to ascertain levels of success. Continued mini “post-mortems” on activities to measure successes and failures.