MINUTES
Clean City Liaison Committee
May 21, 2009

Present: Daniel Rodrigues (Chair)
         Ron Speranzini (Vice Chair)
         Mac Sparrow
         Brad Rich
         John Hawker
         George Zolis
         Clr. Jackson
         Clr. Chad Collins
         Phil Homerski (staff liaison)
         Robin McKee

Guests:  Raffella Morello, Public Works, Waste Management
         Kelly Barnett, Planning and Economic Development, Municipal Law Enforcement
         Ramona Maharaj, Public Works, Operations and Maintenance
         Ramona Dechert, Public Works, Operations and Maintenance
         Ed DeVries, Public Works, Operations and Maintenance

Regrets: Martin Schulenburg
         Vicki Lockhart (Recorder)

Observers: C. Lopresti
           K. Werner

1. Declarations of Interest
   There were no declarations of interest.

2. Minutes of Previous meeting
   2.1. Business Arising
   There was no business arising from the April 16, 2009 meeting minutes. Clr. Jackson requested that the minutes be distributed to committee members in advance of meetings.

   2.2. Approval
   
   That the April 16, 2009 minutes for the Clean City Liaison Committee be accepted as written
   
   COLLINS/SPERANZINI CARRIED

3. Presentations
   3.1. Clean Up Hamilton! Post event review
   The Chair thanked everyone for their participation. A special thank you was directed to Vicki Lockhart for all the logistical and behind-the-scenes work she did to make the administration of the event seem seamless.

   Suggestions from N. Javor of Tim Hortons were passed on: consider a banner across Main Street and T-shirts for the organizers to promote the event. P. Homerski will
investigate and report back on the cost and available bookings for the Main Street banner.

R. Speranzini suggested the Litter Reduction subcommittee meet within the next two months to review the 2009 event data, consider suggestions such as a 24-hour clean-up event and to initiate planning for 2010.

3.2. Street Furniture Update

R. Dechert and E. DeVries thanked the committee for its input into the report to Council at the May 25, 2009 Public Works Committee meeting. The external stakeholder review included CCLC, HABIA, Accessibility Committee for Persons With Disabilities and the Downtown Clean and Safe Task Force. The review involved an extensive literature search, inventory of all street furniture and information from other municipalities and from industry conferences. Greater opportunities for civic messaging and advertising revenues were also considered. The report to Council recommends that an RFP be developed and issued for a broader street furniture program that provides for improved service levels, new street furniture amenities and optional items and improved revenues.

The committee suggested that the street furniture RFP also include graffiti proofing.

4. Business Items

4.1. CCLC Mandate and Roles

P. Homerski indicated that since the Clean City Liaison Committee had been operating for almost two years, this would be an opportune time to revisit the CCLC mandate to ensure the committee’s work reflects the goals and objectives of the Council endorsed Clean City Strategy. He summarized the intent of the CCLC mandate as the committee’s aim to engage the wider community in programs and initiatives that create a cleaner and greener community. He suggested all the partner agencies need to continue to support and promote individual initiatives and programs that enhance the Clean City goal.

Some committee members expressed concern over communication between staff and the committee and concerns over the timeliness of minutes and agendas. Clr. Jackson offered that education and awareness is the much broader mandate and that it’s important for all stakeholders to be engaged so that we can support each other toward the end result – to eradicate litter and graffiti in our community.

P. Homerski offered to provide members with a brief précis of key items and action items in an e-mail immediately following each meeting.

That a formal review of the Clean City Liaison Committee’s mandate be undertaken.

SPARROW/ZOLIS CARRIED

P. Homerski will assemble a Task Force to review the mandate composed of volunteers and staff.

4.2. Victim Assistance

K. Barnett indicated that Enforcement staff are often asked by property owners if there are any resources or help for victims of graffiti. Staff is looking for clarification on whether this is a City responsibility or within the mandate of the CCLC.

M. Sparrow and D. Rodrigues indicated that some discussions with Home Depot and Canadian Tire had been initiated with respect to a program to subsidize graffiti removal
products for property owners, but further work in this regard will not be undertaken until clarification is provided to the committee on whether City sponsorship or purchasing policies may impact on such a program. P. Homerski will ask a representative from Purchasing to attend a future meeting to clarify this issue.

G. Zolis suggested exploring the feasibility of a formal program to assist property owners who have been vandalized multiple times, have reported the vandalism and have made considerable attempts to support rapid graffiti removal.

K. Barnett indicated that in her discussions with Canada Post representatives on graffiti issues, Canada Post Corporation has indicated support for a city-wide Adopt-a-Box type program.

Clr. Collins will also explore what supports and resources may be available from public agencies such as the Hamilton Community Foundation.

Discussion also ensued on engaging youth in graffiti removal to earn community service hours required for graduation. A coordinator to develop a presentation, a co-op program and peer presentations were also suggested. R. Speranzini will ask a representative from the Catholic School Board to present to the committee on ways to involve students.

4.3. Graffiti Removal Resources for Private Owners

Addressed under Item 4.2.

4.4. HABIA Request

K. Barnett forwarded a copy of a letter from the Chair of the Hamilton Association of Business Improvement Areas (HABIA) indicating that group’s interest in working with the CCLC to combat graffiti. HABIA has requested the following of CCLC and the City Graffiti Working Group:

- That consideration is given for an “Amnesty Day” to dispose of any spray paint cans they no longer use.
- That consideration is given to request that retailers selling spray paint have the product displayed behind counters.
- The request for attendance of a HABIA representative at a future meeting with the CCLC and the Graffiti Working Group be received and considered.

A HABIA representative will be invited to a future CCLC meeting.

4.5. Finance

a. Budget & Expense Report

A detailed financial update will be provided at the next meeting.

b. Approvals

P. Homerski indicated that more bags and gloves will need to be ordered for the Community Clean program (citizen litter pick-up events throughout the year). He is also investigating where reimbursements for the Ward 1 Adopt-a-Box supplies can be expensed to.
5. Subcommittee Reports

5.1. Litter Reduction

Addressed under Item 3.1.

5.2. Beautification & Community Improvement

Report Graffiti Campaign

K. Barnett thanked the CCLC Chair for his participation and remarks in the Report Graffiti poster campaign launch at Waterdown Memorial Park on May 19. The poster encourages the public to call 9-1-1 if they see graffiti in progress or to call 905 546-CITY (2489) to report existing graffiti. The poster will be in 200 bus shelters and posted in all City facilities. It can be formatted to any size and is offered to CCLC members for any use.

5.3. Business & Retail Waste Diversion

Business Workshop

B. Rich reported that he and M. Sparrow are looking at a fall date with Hamilton Police, Recycling Council of Ontario and Coca-Cola as confirmed presenters. The goal is to attract 40 – 50 registrants. M. Sparrow will set a date with the Chamber of Commerce and suggest a budget for promotion.

5.4. Marketing

Work continues on refining the Clean & Green concepts. Staff has also been involved in working with the concepts for application to City volunteer programs and civic advertising opportunities. A presentation of the concepts should be ready for the next meeting.

5.5. Council Committees

J. Hawker reported that there was very little on upcoming committee agendae that related to litter, graffiti and beautification.

Mr. Hawker suggested the committee support the upcoming Environmentalist of the Year Awards hosted by Environment Hamilton.

That the CCLC purchase two tickets to the Environmentalist of the Year Awards.

COLLINS/RICH CARRIED

5.6. City Departmental Update

R. Maharaj reported that Council approved 126 fluted style litter containers in the Downtown Core be replaced with the new style litter container that have a fixed cover and a side opening. These containers will be phased in with 32 cans to be installed in 2009 in the Downtown BIA only and the remaining containers over the next three years. In addition all multi sort recycling containers in the Downtown Hamilton BIA, will be replaced in 2009 with the new style multi-sort recyclable plastic containers. Public Works is also expanding the cigarette receptacle program by 60 units within certain requested BIAs.

5.7. Keep Hamilton Beautiful Update

P. Homerski indicated that appointment of a permanent Keep Hamilton Beautiful Executive Director position still needs to be resolved. The Chair asked for an update at the next meeting on the reporting requirements to maintain Hamilton’s KHB affiliate status.
6. **Next Meeting**

   The Chair indicated that the annual report to the Public Works Committee on the CCLC’s activities is due this fall. A draft report will be circulated to members for discussion at the next meeting.

   The Chair requested staff’s assistance in providing information that will be helpful to the committee to assess if there has been any increase in illegal dumping related to the introduction of the one+one bag limit on residential waste. R. Maharaj and K. Barnett will report back to the committee.

7. **Adjournment**

   The meeting adjourned at 2:03 pm.

   Next Meeting: June 18, 2009, 330 Wentworth St N, 2nd floor back training room