## MINUTES

**Keep Hamilton Clean Committee**  
**Wednesday, March 1, 2006**  
**City Hall, Room 219 – 6:30 pm**

<table>
<thead>
<tr>
<th>Present:</th>
<th>Absent:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Majcher, Chair</td>
<td>Paul Robichaud</td>
</tr>
<tr>
<td>Jo-Ann Savoie</td>
<td>John Hawker (with regrets)</td>
</tr>
<tr>
<td>John Hawker</td>
<td>Christine Moore (with regrets)</td>
</tr>
<tr>
<td>Phil Homerski, Staff Coordinator</td>
<td>Theavy Khay</td>
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### Action Items

6:25 pm meeting start

### Declaration of interest

No declarations of interest were received.

### Approval of minutes of previous meeting

Minutes of the previous meeting were approved with the following change

1. Jan 11/06 meeting guest full name is Donna Robinson

### Business Arising from the Minutes

#### 3.1 Trail Clean-up Status

Web site postings, location map links, sponsorship

#### 3.2 Business Cards

Card was created and presented to the committee

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**Christine**  
Deferred

**Mike**

Remove the 2nd floor text from next printing of cards. Change email address to info@keephamiltonclean.com email and add a short form version of our mandate to the back of the cards.
3.3 Trillium findings presented to Bylaw

Bylaw can’t use last year’s information – too old and not presented in a way that can be worked effectively, especially with such limited resources. Need a better process to be followed between Trillium, KHCC and Bylaw in order to be able to act on the findings. Cards were returned to Jo-Ann.

3.4 New KHCC Members / A.Y.S Ad

Mike left a voice message for the one new applicant. Call was not returned at time of the meeting. Phil placed the ad in A.Y.S. with deadline for March 1st.

3.5 Parking Passes

Passes needed for the three drivers in the committee for the remainder of the term.

3.6 Youth affiliate Status

Web site changes to be made to more accurately reflect youth affiliate program are being worked on currently by Mike and Christine. Access has been granted to St Mary’s and likely Westdale. Sir John A Macdonald has also expressed some interest.

3.7 BASEF

Keep Hamilton Clean committee has committed to donating a $100 cash prize to the project that best exemplifies the fight against litter / trash.

3.8 Re-branding

Brainstorming meeting was held Wed Feb 15th – 6:30pm with John, Jo-Ann, Mike and a guest, Donna Robinson. Points were summarized and presented at today’s KHCC meeting.

Jo-Ann
Work with Randy Charlton in Bylaw to devise a go-forward plan for 2006 Trillium captured complaints.

Mike
Try calling applicant again. Call other applications that come in from the AYS ad once Phil gets them to me.

Phil
Deferred

Christine
Deferred

Phil / John
To judge the entrants on Thursday, March 30 at Mohawk College.
4. Business Items

4.1 Appreciation certificates

Develop something that the committee can give to those who are helping to keep Hamilton clean such as a certificate and or letter.

John
Going to work on a certificate / letter idea.

4.2 Re-branding Next Steps

Committee to take small steps first in the re-branding of who we are and what we do and how we'll promote it. Might work with Mark Draak, Wide Eyed Communications, on determining and creating these first steps.

ALL
Put some thought in to logo / slogan to consider for our go forward brand. Use the re-branding meeting summary as a guideline as well as keeping in mind what Mark Draak said about hard hitting.

ALL
Put some thought into a phased approach showing the steps we need to take to get to our final goal.

4.3 Eco Network update

No cost for us to belong right now to the Eco Network. It is a good source of contacts and exposure for KHCC. Possible source of funds for clean up projects we might take on.

ALL
Look for Eco-Net workshops that you might be interested in attending.

John
Get the list of workshops to committee.

Mike
Post workshops on Group calendar.

4.4 Yahoo Group / calendar

Group was created in Yahoo Groups for KHCC to use as a single source for file storage and calendar reference. Also get one email address that broadcasts to everyone signed up for the group. Group access is limited to KHCC members. Newspaper articles are up there also.

ALL
Join the group using the button that shows up in the invitational email. This allows you access to the benefits of this group.

Mike
Work with Steve Hernden on fixing and updating our current web site.

Phil
Find out if we can allocate some money from our current fiscal budget to pay someone to update and maintain our Web site on a go forward basis.

4.5 Web site next steps

KHCC to take over control of their site from previous web master and update it. Remove Sarah Veale’s name as being the author of that code, update the time sensitive postings, change inaccurate descriptions for youth affiliate, add events.
4.6 2006 Plan

Consider working on a social awareness campaign to complement City’s campaign. Other plans to consider for the year include: pitch-in (s & f), trillium, hot spots (s & f), trail clean ups (x7), adopt a road (x3), youth affiliate, international coastal clean up / BARC, earn a bike, Earth Day, mall displays, BASEF, re-branding.

4.7 Pitch-in next steps

Must get on-line registration working. Perhaps City IT department could assist if needed. Utilize City’s access to Chamber of Commerce to make businesses aware of Pitch-in and to invite them to get involved. Reviewed invitation letter and registration form. Number of other details to be covered with Phil and will do so at separate meeting.

Mike
Put plan on calendar and present to committee to determine final schedule of committed events for 2006.

Mike
Work with Steven Hernden to see if on-line registration can be up and working on time.

Finalize letter and registration form and get to Phil by Mon Mar 6.

Compile and clean up invitation addresses and get to Phil for printing by Mon Mar 6.

Plan a letter stuffing meeting for Wed Mar 8

Phil
Review letter and registration form and print.
Print mailing labels.

Get letter, envelopes and labels to KHCC for stuffing Wed Mar 8

Find out the cost to using the Chamber of Commerce business distribution list to send them invitations to participate in pitch in week.

Find out if Hamilton’s IT department could assist with getting on-line registration form working if needed.

All
Consider this opportunity.

5. New Business

5.1. Yale Properties has offered mall space in Jackson Square if we’d like to use it for promotion or a display.
5.2. Consider very lightweight portable display for KHCC.

5.3. Consider taking part in Hamilton’s Earth Day event at the RBG Centre on Fri Apr 28\textsuperscript{th} all day. School kids for grades 4, 5 and 6 will be there.

6. Adjournment

\textbf{All}  
Consider this for next year’s budget.

\textbf{All}  
Consider setting up an informational booth here for Fri Apr 28\textsuperscript{th} during the day.

\begin{itemize}
  \item 9:40 pm meeting ended
  \item Next meeting: Wed, Apr 5 at 6:30pm
\end{itemize}