PRESENT:
Daniel Rodrigues (Chair)
Ron Speranzini (Co-Chair)
John Hawker
Barbara Rhynold
Mac Sparrow
Vicki Lockhart (Recorder)

GUESTS:
Nello Violin, Public Works- Operations and Maintenance
Jeff Forrest, Hamilton Police Services

REGRETS:
Clr Chad Collins
Clr Tom Jackson
Kelly Barnett
Ramona Maharaj
Raffaella Morello
Phil Homerski

1. INTRODUCTIONS
Mr. Rodrigues introduced Jeff Forrest, Hamilton Police Service. Mr. Forrest will be the coordinator for the Graffiti Prevention program for the summer of 2008. In addition, Mr. Forrest informed the committee that the Limeridge Mall Police Volunteer Community Centre hot-line is no longer in service. Residents can report Graffiti via 905-546-CITY (2489).

2. REVIEW OF PREVIOUS MINUTES
The minutes of the February 29, 2008 were reviewed by the committee members

That the minutes of the February 29, 2008 meeting of the Clean City Liaison Committee be accepted as written.

S P A R R O W / R I C H                  C A R R I E D

3. CLEAN CITY LIAISON COMMITTEE (CCLC) REPORT CARD
Chair Mr. Rodrigues presented a six month report card of the committee’s activities. Ten goals were created with six goals to be completed within the first year of the creation of the CCLC. A copy of the report is available from Vicki Lockhart.

4. MCMASTER DEGROOTE SCHOOL OF BUSINESS BRANDING REPORT
Mr. Speranzini reviewed the branding idea presented by the DeGroote School of Business. Through a meeting between Mr. Homerski, Mr. Speranzini and DeGroote School of Business it was discussed that there was a disconnect between the branding concept and the Clean City Strategy. The concept will be brought back to the table for revisions. Discussion regarding an in-house marketing consultant to assist with the branding idea was brought to the table. Branding will not be ready for Pitch In week as previously discussed.

Mr. Speranzini indicated that the concept should encompass a broader idea to include cleanliness, environmental and horticultural.

The CCLC recommended reviewing what McMaster DeGroote School of Business presents back to the CCLC with Clr. Tom Jackson and Clr. Chad Collins for further discussion.
5. Committee Reports
5.1 Mr. Hawker presented upcoming events pertaining to the environment or waste diversion:
   I. Hamilton Waterfront Public Lecture March 20, 2008
   II. Earth Hour March 29, 2008
   III. Environment Hamilton general meeting on March 27, 2008

Mr. Hawker attended the Clean Air Fair on Feb. 25 and 26, 2008 which was held the RBG. Mr. Hawker also indicated that Earth Day looking for exhibitors on April 23 and 24, 2008.

5.2 Graffiti report: Nothing to report at this time

5.3 Business Workshop
Mr. Rich reported that the questionnaire to potential participants has been prepared and reading for mailing. A draft agenda has been created for a workshop in late May or June.

5.4 Businesses recycling
Mr. Sparrow brought to the table a greater need to promote business recycling. Mr. Sparrow and Ms. Morello to meet at a later date to discuss business recycling program.

6. Other Business
6.1 Recycling in City parks
Concerns regarding recycling in the City of Hamilton parks. Mr. Violin suggested that with each park permit that the City issues, have an educational piece regarding recycling and promote waste reduction in the parks.

It was suggested that the CCLC contact the City of Hamilton “Facilities Booking” to coordinate this effort.

6.2 Pitch In week update
150 Prize packs have been prepared for events hosted by the Councillors. Donations from the following:
- Hamilton Chamber of Commerce
- HECFI
- City of Hamilton, Culture and Recreation Department
- Royal Botanical Gardens
- Hamilton Waterfront Trust
- HSR
- Hamilton Conservation Authority
- Provincial Environmental
- McDonald’s

Tim Horton’s will donate product for the Councillors events and promote Pitch In week in local stores.

7. Next Meeting to be May 1, 2008 in the Front Board Room, 2nd Floor, 330 Wentworth Street North at 11:30am