City of Hamilton

MINUTES
Keep Hamilton Clean Committee
Wednesday, February 1, 2006
City Hall, Room 219 – 7:30 pm

Present:    Mike Majcher, Chair
            Christine Moore, Vice Chair
            Jo-Ann Savoie
            Phil Homerski, Staff Coordinator

Absent:     Paul Robichaud
            John Hawker (with regrets)

Guests:     Theavy Khay
            Mark Draak, Wide Eyed Communications
            Donna

1. Declaration of interest

No declarations of interest were received.

2. Approval of minutes of previous meeting

Minutes of the previous meeting were approved with the following change
  2.1. Theavy Khay’s last name was spelled incorrectly (missing the ‘a’).

3. Business Arising from the Minutes

  3.1 Trail Clean Up info

Christine Moore completed the schedule of trail clean ups for 2006 that she’s organizing. Mike Majcher has two sign frames that can be used to mark clean ups in progress. He also has some sign ideas that will be reviewed taking into account re-branding issues before being made up. Stats will be recorded for all KHC clean ups from now on. Going to approach Tim Horton’s to see if they will advertise her clean up events. She’s also going to post the dates via various options to let more people know about and therefore attract more participants.

Action Items

7:30 pm meeting start

Christine

Get events posted in various locations.
Get maps figured out for each location.
See if Tim Horton’s will advertise these clean-up events and dates.
3.2 Storage Locker

Phil Homerski was able to move KHCC mascot, tent and sound system into the Waste Management storage trailer.

3.3 Pitch-In Bag / Glove Inventory

2500 bags / 30 dozen pairs of gloves are what's in inventory.

3.4 Invite Mark Draak for re-branding pitch.

3.5 Web Site Access Information

Mike Majcher was able to get KHCC web site access information from Sarah Veale.

3.6 Committee Contact Info to Theavy Khay

Mike Majcher emailed info to Theavy.

3.7 Create Business Cards

Mike Majcher trying to create small number of business cards, but was having a hard time doing so with business card stock and his printer. Will make another attempt.

3.8 List of Facilities to Phil Homerski

John Hawker was to forward a list of the facilities to Phil Homerski so he knows where to have the flyers forwarded to.

4. Business Items

4.1 Re-branding Ideas

Mark Draak, Wide Eyed Communications, went over some ideas for consideration by the KHCC regarding re-branding our committee and mission. Mark was invited to give us some high-level thoughts on how KHCC might re-brand itself and what they do. He already works with the City on their litter campaign and suggests that we might work together in some ways to take advantage of the common message we’re trying to get across. His services can take us through every aspect of what we might need. He can work with small budget. Key things he told KHCC to think about: What’s our strategy, Who do we want to target, How do we achieve that. He can work with us on these things.

Mike
Email web site file access info to Theavy

Mike
Deferred

John
Deferred

Mike
Set up meeting for Feb 15/06 6:30pm and notify members of location.

ALL
Attend meeting with thoughts on: Strategy, Target audience, How to reach them.
4.2 Trillium results / future partnership

Jo-Ann turned in the cards at this meeting of offences collected by June 2005 Trillium judges. Trillium group was very pleased with the idea would like to continue on with this partnership with KHCC and review it on a year by year basis. KHCC wants to track of infractions to determine if there are repeat offenders during 2006 judging period. Suggestion was made that offenders could be published in the news paper.

4.3 Call for Nominations – next steps

Theavy Khay has completed his Application form for Citizen Appointment and handed it in at today’s meeting No other application forms where presented by KHCC members at this time. Another application form was submitted to the City and received by Phil Homerski. More members are still needed and the KHCC has decided to go public with our requirement. Any applications received will be reviewed on a one by one basis to ensure it is a good fit. Potential members will be invited to upcoming meeting to give them exposure to the KHCC goings on and determine if it’s a good fit. KHCC members decided unanimously to recommend Theavy Khay as a member.

4.4 Meeting day and time reviewed

KHCC members decided to keep our monthly meetings on the first Wednesday of every month, but changed the start time from 7:30pm to 6:30pm.

4.5 Web site change ideas

Christine Moore wants Youth Affiliate information updated and any links not currently working to be either fixed or removed. Jo-Ann has suggested that the colour scheme of the site be lightened up. Theavy Khay will review the site to ensure that he can access it and make the Youth Affiliate and broken link changes. He will also develop a mock-up site with any major changes to be shown to KHCC before those changes get released to the public.

Phil
Review the completed card situation with Hamilton’s Bylaw dept to see how we can effectively go forward with problem addresses.

Copies of the cards to be returned to KHCC so we can record problem sites to know if they get cleaned up.

KHCC would like something from Bylaw indicating how infractions will be/have been addressed.

Phil
Take out an ad in At Your Service and send out PSA announcing committee openings.

Mike
Interview the applicant by phone.

Phone Donna, potential committee member, to let her know of our Feb 15/06 meeting location.

Phil
Arrange for 3 parking passes for the 1st Wed of each month starting with March /06

Theavy
Ensure Theavy can access the necessary files.

Make youth affiliate and broken link changes as per Christine Moore’s suggestions.
4.5 Web site change ideas (cont’d)

Prepare a mock up of the site to show other changes that have been suggested / requested along with other changes you suggest. Mock-up to be presented at Feb 15/06 meeting.

Mike
Get glove numbers used from last year to Phil.

Arrange meeting for Feb 15/06 to work on Pitch in Plan.

Put together high level time line of pitch in week for Phil and committee.

Phil
Place the order for gloves.

Deferred

4.6 Pitch-In Week Plan

Mike reviewed the key things that have to be worked immediately – ordering of the bags and gloves and to determine how best to get the word out to all of Hamilton to encourage involvement. Phil has confirmed bag order was placed and is waiting for final cost. KHCC will meet to discuss ideas for getting the word out effectively. The high-level time line needs to be reviewed by the committee and Phil to see what has to be done and when ensuring we don’t miss critical dates.

Mike
Get glove numbers used from last year to Phil.

Phil
Place the order for gloves.

4.7 Certificate / letters of Appreciation

John wants KHCC to have something to present to anyone we want to recognize for helping with keeping Hamilton clean. Mike showed an example of what KHCC presented to those who participated in Pitch-In Week in the past. John was off sick during this meeting and therefore was not able to present his ideas on this topic. In general, the committee liked the idea but will wait to hear what John Hawker has to present.

Phil
Arrange for $100 donation towards BASEF awards.

Contact BASEF to see if something more can be gotten from BASEF for KHCC cause.

4.8 Signage / Bylaw Updates

Hamilton City Council is reviewing the portable signage situation and trying to put a common bylaw in place for how, when and where portable signs can be used. Jo-Ann and Phil spoke to this issue and the committee decided that it is not a KHC issue.

5. New Business

5.1 Bay Area Science and Engineering Fair (BASEF)

KHCC reviewed the request from the Bay Area Science and Engineering Fair that we, once again, make a cash donation towards their awards. The committee agreed to make the same donation as last year of $100. Jo-Ann and Phil think we can get more bang for the buck.
5.1 Bay Area Science and Engineering Fair (cont’d)

Phil would like to work on this issue with BASEF to see if we can get more out of it for our cause.

6. Adjournment

Mike
Forward emailed letter of request from BASEF to Phil.

9:20 pm meeting ended

Next meeting: Wed Mar1 at 6:30 pm