Present: Daniel Rodrigues (Chair)  Ron Speranzini (Co-Chair)  John Hawker  Clr. Jackson  Brad Rich  Phil Homerski (Staff Liaison)  Vicki Lockhart (Recorder)

Guests: Raffaella Morello – Public Works, Waste Management  Myron Lazar – Public Works, Transit

Regrets: Clr. Collins  Barbara Rhynold  Mac Sparrow  George Zolis

1. Review of Previous Minutes
The minutes of the May 1, 2008 were reviewed by the committee members. A typographical error in the motion under Item 3 and was amended to, “That the CCLC adopt the slogan ‘Keep Hamilton clean and green. Period’”

That the minutes of May 1, 2008 meeting of the Clean City Liaison Committee be accepted as amended.
RODRIGUES/HAWKER/ CARRIED

2. Subcommittee Reports and Updates
2.1. Marketing and Branding
Committee members discussed the “Keep Hamilton clean and green. Period” slogan. It was agreed that “clean” incorporates both litter and graffiti aspects of the Clean City initiative. It is the committee’s hope that the slogan will position the Clean City Liaison Committee’s mandate with City operations with respect to litter and graffiti initiatives.

P. Homerski and R. Speranzini will consult with Legal to explore whether copyrighting or trademarking of the slogan is appropriate. P. Homerski will then request three quotes for creative graphic development.

Clr. Jackson suggested a presentation on the slogan be made at a future Public Works Committee meeting.

2.2. Business Recycling
R. Morello reported that she has been working with M. Sparrow on developing a business recycling seminar to be presented in October or November of this year. Approximately 5,200 commercial properties and more than 160,000 residences are currently serviced by the City (Public Works – Waste Management). Eligibility of commercial properties for City services depends primarily on the size, type, and location of the business, therefore it is suggested to break the seminar participants into two groups; one group who are eligible for City services, and
the other who require waste collection through private companies (waste collection/disposal companies to present their services). Topics to be covered at the seminar will include recycling, graffiti and hazardous waste. Waste Management is also working on producing a brochure which explains waste management services available for eligible commercial properties.

2.3. Business Survey

B. Rich reported that the survey is being amended and plans to have it out in the fall prior to the Business Recycling seminar. Invitees will be chosen from the Hamilton Chamber of Commerce’s business directory.

2.4. City Business

J. Hawker noted an item on the Public Works Committee meeting agenda with respect to the purchase of trucks for recyclables collection in parks. Al Dore, Manager of Parks and Cemeteries attended the meeting to explain the request. Mr. Dore indicated that two trucks needed to be replaced as they were due for lifecycle replacement anyway, an additional recycling vehicle would be purchased due to growth through development charges and the request to sole source the purchase of these vehicles to Haul All the manufacturer was approved by Council. These trucks can be utilized as single source collection as well as three-stream collection vehicles in the future when the Parks recycling program is expanded to include all City park locations once the proposed enhancement is deemed affordable and the required funding for the expanded program is approved in future budgets. He indicated that it was cost effective to purchase the trucks now because of volume purchasing.

J. Hawker indicated that the Economic Development and Planning meeting agenda included a report on the Balfour Building. This report mentions an operational review of the Building and Licensing division which is focused on proactive enforcement teams. The Clean City Liaison Committee requested the EDP staff representative provide an overview of the operational review with respect to the CCLC mandate (proactive enforcement of litter and graffiti concerns).

CCLC has been invited to attend the Environmentalists of the Year Awards event, June 4 at the Michaelangelo Banquet Centre.

That the Clean City Liaison Committee be represented at the Environmentalists of the Year Award event through the purchase of up to two tickets.

HAWKER/RICH CARRIED

2.5. Graffiti

No report (regrets from G. Zolis and B. Rhynold).

3. Chair’s Report

Committee meetings during summer months – it was agreed that a July meeting will be required.

Litter Audit – D. Rodrigues noted that there are currently no measure of litter or graffiti in Hamilton. The Keep America Beautiful litter audit is expensive. Dan will provide information on Toronto’s and Ireland’s litter audits at a future meeting.

4. Pitch-In Week Review

P. Homerski reported that input from staff representatives was gathered on the successes and challenges of Pitch-In Week held April 21 to 27, 2008. It was noted that although participation was good (mostly schools), there still existed some confusion between the national initiative managed by Pitch-In Canada and the CCLC coordinated event across Hamilton. It is recommended that the committee consider developing a Hamilton specific event of limited duration (like a 20 minute makeover) that would help raise the profile of the Clean City Liaison Committee and its mandate.

5. Adjournment

Quorum was lost at 1:45 pm.