Minutes
Clean City Liaison Committee

January 21, 2010
11:45am

Board Room
Central Composting Facility
1579 Burlington Street East
Hamilton, ON

Present: Daniel Rodrigues (Chair)
Ron Speranzini (Vice Chair)
John Hawker
Mac Sparrow
George Zolis
Phil Homerski (Staff Liaison)

Guests: Kelly Barnett – Municipal Law Enforcement
Sgt. Barry Mungar – Hamilton Police Services
Pat Parker – Director of Support Services,
Operations & Waste Management Division

Regrets: Clr. Chad Collins
Vicki Lockhart
Robin McKee
Clr Tom Jackson
Brad Rich

The Chair welcomed to the meeting Pat Parker, Director of Support Services, Operations and Maintenance Division, Public Works. Ms. Parker provided an overview of the recent reorganization of the Public Works Department indicating that the clustering of services provides greater opportunity for collaboration and efficiencies with respect to litter, graffiti and beautification initiatives undertaken by the City and volunteers. Ms. Parker thanked the committee for its work and looked forward to working with the CCLC.

1. Approval of Agenda

   That the meeting agenda be accepted as written

   SPARROW / SPERANZINI CARRIED

2. Declarations of Interest

   There were no declarations of interest
3. Minutes of Previous meeting

3.1. Business Arising
Sgt. Mungar reported that he was unable to reach his Arcelor Mittal contact to secure sponsorship of the Safeguard program brochure. He was pleased to announce that Dell Pharmacies has offered to make up the funding shortfall to up to 50% of the cost of printing. Mac Sparrow also indicated that the pamphlet would be made available in all Dell Pharmacies retail outlets. Kelly Barnett offered to provide a copy of the pamphlet with Orders to Comply for graffiti infractions.

3.2. Approval of minutes

That the December 17, 2009 minutes for the Clean City Liaison Committee meeting be accepted as written

SPERANZINI / HAWKER CARRIED

4. Subcommittee Reports

4.1. Litter Reduction
R. Speranzini reported that he, P. Homerski and A. Moroz had met with Brenda Johnson, Environment Hamilton and Joyce Munro, HWDSB about increasing the awareness of the clean-up week within the Public School Board.

P. Homerski reported that A. Moroz is working on a major sponsorship package with Tim Hortons for promotion and support of the City’s Team Up to Clean Up program including the annual clean-up week. The proposed sponsorship package includes promotion through Hamilton area Tim Hortons locations, distribution of materials through the Team Up to Clean Up trailer rotating through Tim Hortons locations and funding to offset litter bags, graffiti kits and other supplies. Tim Hortons would be provided naming rights for the Team Up to Clean Up program.

P. Homerski indicated that, for the clean-up week to be included in the promotion and sponsorship, that the name would have to be changed from Clean Up Hamilton Week to Team Up to Clean Up Week.

That the annual City-wide clean up event be renamed “Team Up to Clean Up Week.”

HAWKER / ZOLIS CARRIED

Committee members suggested that the following items be given consideration by staff in negotiating this sponsorship: exclusivity of the contract and the opportunity for other sponsors to be included; and the maintenance of the CCLC identity in the promotions and activities.
4.2. Beautification & Community Improvement
Jim Sweetman, a citizen member of the Waste Reduction Task Force, has volunteered to assist with the analysis of the data gathered from the Litter and Graffiti Index. A meeting between D. Rodrigues, P. Homerski, J. Sweetman and Public Works staff will be convened shortly to initiate the analysis and formulate recommendations.

D. Rodrigues suggested that in response to a concern about an increase in vandalism in the South Stipeley neighbourhood, CCLC work in partnership with Hamilton Police and City staff to create a collaborative presentation to Neighbourhood Associations and groups on combating graffiti in their neighbourhoods. The aim would be to provide consistent messaging on how to report graffiti, preventative measures, available resources and volunteer engagement. Sgt. Mungar suggested the Crime Managers should be involved. Various methods of promotion were suggested.

4.3. Business & Retail Waste Diversion
D. Rodrigues reported that the organizing group is considering the McMaster Innovation Park on Longwood Road as the venue for the March 25, 2010 Clean & Green Business Workshop. Chief Glenn DeCaire and Mayor Eisenberger have confirmed their participation. The day’s agenda has been tentatively set with presentations in the morning by the Mayor, the Chief and a senior representative of Public Works’ Operations and Waste Management Division. The afternoon will be dedicated to smaller break-out sessions on engaging volunteers, graffiti removal, crime management and waste diversion.

4.4. Marketing
No report.

4.5. Council Committees
J. Hawker reported that he had attended the presentations on the Gore Park Master Plan and York Boulevard Master Plan and had questioned provisions for litter and recyclables collection (street furniture) in both plans.

5. Keep Hamilton Beautiful (KAB)
No report.

6. Staff and Stakeholder Reports

6.1. City Departments
K. Barnett reported that staff is investigating options with the Information Technology section to determine additional resources that would better assist with the dispatch of graffiti complaints on City and external stakeholder assets. The reporting process is going well with 1,571 graffiti calls placed in 2009 to the Customer Contact Centre (905-546-CITY) on City assets, private property and utilities assets.

The City Graffiti Working Group is planning another poster campaign on the theme “Do You Know a Tagger?” This campaign will focus on tips to identify materials and
behaviour consistent with taggers and will display the CrimeStoppers logo. K. Barnett mentioned the possibility of expanding the distribution of the posters to point-of-sale locations of potential graffiti implements and an initiative where retailers would provide discounts for graffiti removal supplies. The support of the CCLC would be appreciated to assist with the communications and distribution.

P. Homerski reported that he is working with the Hamilton Youth Advisory Committee and Community Services staff to involve youth in creating strategies to engage peers in graffiti, litter and beautification issues.

6.2. Hamilton Police Service
As an item of information, Sgt. Mungar relayed that Hamilton Police Service recently hosted the Safe Schools Challenge that yielded 21 submissions of videos created by Hamilton youth. Two submissions had an environmental theme that could be appropriate to the CCLC’s mandate.

6.3. Hamilton Association of Business Improvement Areas (HABIA)
CCLC has been added to the February 9 HABIA agenda to promote the Clean & Green Business Workshop.

R. Speranzini reported that the WRTF’s draft review of the Blue Box program should be ready in April for CCLC’s consideration.

6.5. Other Public
There were no delegations present.

7. New Business
There was no new business.

8. Adjournment
Meeting was adjourned at 1:25 pm.

Next Meeting: Thursday, February 18, 2010, 11:45 am – 2:00 pm, Back Meeting Room, 2nd Floor, 330 Wentworth Street North, Hamilton.