MINUTES
Clean City Liaison Committee
Thursday, December 13, 2007
La Piazza Conference Centre 11:30am

Present:  Daniel Rodrigues (Chair)
           John Hawker
           Mac Sparrow
           Ron Speranzini
           Barbara Rhynold
           Brad Rich
           George Zolis
           Clr Chad Collins
           Phil Homerski (Staff Liaison)

Guests:  Kelly Barnett (Planning & Economic Development – Parking & By-Law)
         Ramona Maharaj (Public Works – Operations & Maintenance)
         Sgt. Terri Collings (Hamilton Police Services)
         Vicki Lockhart (scribe)

Regrets:  Clr. Tom Jackson

1. Review of Previous Minutes
The minutes of October 18, 2007 and November 15, 2007 meeting were reviewed

That the minutes of the October 18, 2007 meeting of the Clean City Liaison Committee be accepted as written.
SPARROW/SPERANZINI  CARRIED

That the minutes of the November 15, 2007 meeting of the Clean City Liaison Committee be accepted as written.
ZOLIS/HAWKER  CARRIED

2. Presentation of the Graffiti Prevention Strategy (GPS) – Sgt. Terri Collings
Sgt. Collings presented a PowerPoint review of the 2006 and 2007 Graffiti Prevention Strategy. Also included in the presentation were the goals for the GPS in 2008. Hard copies of the presentation will be made available at the next CCLC meeting.

A Graffiti Management Proposal drafted by G. Zolis was reviewed. The recommendations were referred to staff to report back on current and planned City initiatives.

To accept the Graffiti Management Proposal in principle.
ZOLIS/SPARROW  CARRIED

3. Reports
   3a) City Business Update – John Hawker
Mr. Hawker reported on EcoNet “survival” meeting that was held on November 26, 2007 A few points were presented:
   □ EcoNet on line calendar, web-site and communications will be on-going. Earth Day Hamilton will maintain the website. Mr. Hawker will provide the website address.
   □ Workshops will continue to be offered
   □ EcoNet will remain self sustaining
Fees were discussed but never implemented.

3b) **Marketing and Branding – Ron Speranzini**
McMaster University’s DeGroote School of Business has agreed to include a Clean City marketing strategy in its Marketing, Advertising, Retail, Sales (MARS) Apprentice program. The apprentice program will have two student groups compete to create the strategy and marketing campaign. It was suggested that an award be available to the winning group. A draft document likely be available at the end of January 2008. An invitation to present to the committee will be extended to the winning group.

That an amount not to exceed $4,000 be budgeted to cover the MARS Apprentice award and expenses.

ZOLIS/SPARROW CARRIED

3c) **Business Workshops – Brad Rich**
B. Rich asked the committee members to please review the draft concept for 2008 workshops prior to next meeting.

Location(s) of the workshops will depend on the number of registrants. The goal is to have the workshop(s) in mid to late March 2008.

4. **Pitch-In Week Canada – April 21-27, 2008**
P. Homerski informed the committee that the 2008 Patron membership renewal for Pitch-In Canada is due. The City of Hamilton/Keep Hamilton Clean Committee has been a Patron of Pitch-In Canada for more than 12 years. Benefits of membership with the Pitch-In program include access to Pitch-In programs, materials and resources.

In view of the Public Works Department’s application for membership as an affiliate of the Keep America Beautiful program, committee members agreed to continue with the Pitch-In Canada membership for 2008 contingent on a review of the value of the membership in the fall of 2008.

To-date, the primary focus of the Pitch-In Canada membership has been the City’s participation in the annual Pitch-In Week. In 2007 the City of Hamilton’s Public Works Department and the Customer Contact Centre coordinated Pitch-In Hamilton with an on-line or call in registration. Gloves, clear bags and yellow garbage bags were made available to the public. Both school boards participated.

The 2008 Pitch-In Week is April 21 to 27.

Sub-Committee for Pitch-In Hamilton includes: Cllr. Chad Collins, John Hawker, Ramona Maharaj, Phil Homerski and Vicki Lockhart.

To renew the Patron Membership fee with Pitch-In Canada for 2008 in the amount of $2675.00.
HAWKER/RICH CARRIED

5. **Other Business**
Commencing in January, the Clean City Liaison Committee meetings will be held at the Mountain Community Recycling Centre, Kilbride Road, Hamilton.

2008 Meeting Dates:
- Jan. 17 2008
- Feb. 21, 2008
- March 20, 2008
- April 17, 2008
- May 22, 2008
- June 19, 2008

6. **Adjournment**
The Meeting adjourned at 1:30pm. The next meeting we scheduled to take place January 17, 2008 at 11:30am