1. **Introductions**
Victor Paola, Supervisor of the Customer Contact Centre, Corporate Services was introduced as joining the committee as a staff support. The Customer Contact Centre supports the Clean City Initiatives in several ways including logging and triaging litter and graffiti complaints and providing information and contacts to callers about the City’s various litter, graffiti and beautification programs. Since May 2006, the Customer Contact Centre also manages the Graffiti Hotline, previously run by the Hamilton Police Service.

2. **Review of Previous Minutes**
The minutes of the September 20, 2007 meeting were reviewed by the committee members.

   - **Budget** – The Committee Chair, Vice Chair and Staff Liaison will meet October 31 at 9:30 a.m. to develop a draft 2008 budget.

   - **Marketing** – Dan Rodrigues reported that Mohawk College will not be participating in the Clean City Initiative branding and marketing exercise at this time. Ron Speranzini reported that McMaster University’s DeGroote School of Business is very interested and that he and Phil Homerski would be meeting with Prof. Malik later today.

   *That the minutes of the September 20, 2007 meeting of the Clean City Liaison Committee be accepted as written.*
   
   SPARROW/ZOLIS CARRIED

3. **Staff Presentation – Operations & Maintenance and Waste Management Programs**
The staff presentation was deferred to the next meeting.

4. **Communication Discussion and Establishing a Task List**
Dan Rodrigues expressed the desire for the committee to be kept informed of other City initiatives and projects that relate to the mandate of the Clean City Liaison Committee. Projects such as the waste audit of Ivor Wynne Stadium conducted by SymbiAudit in conjunction with the Waste Management Division and the Winona Peach Festival organics collection pilot were cited as examples. It was felt that the Clean City Liaison Committee may be able to provide input or
comment to litter and graffiti initiatives to ensure maximum coordination and cohesive messaging to stakeholders.

Councillor Jackson initiated a discussion on the committee’s mandate. It was agreed that the committee champions the cause for a clean and safe community and “quarterbacks” projects and initiatives that move the community in that direction. It will be through the work of this committee in developing a promotional campaign that the goal will be to change littering and graffiti behaviours in Hamilton.

**Task List**
The Chair suggested assigning committee members to champion projects that ensured the committee would meet its short term goals and objectives.

**Developing a business workshop**
Committee Lead: Brad Rich
The intent of a business workshop would be to bring businesses together to learn about environmental initiatives in the Quick Serve Restaurant (QSR) sector and to explore how we can work together to address litter issues. The workshop would explore best practices for litter remediation, containment and prevention that can be shared with other QSR owners and operators.

**Implementation of Clean City Brand**
Committee Lead: Ron Speranzini
This project continues the work in progress on creating and marketing a brand for the Clean City Strategy. The DeGroote School of Business has offered its student and faculty expertise. The Clean City brand is targeted for a spring 2008 launch.

**Recycling Program – Public and Business**
Committee Lead: Mac Sparrow
This project would involve retail business in ensuring their public waste collection systems and messaging are consistent with the City’s waste diversion messaging.

**Be a Visible and Involved Force**
Committee Lead: John Hawker
This initiative focuses on networking opportunities with environmental groups, individuals and organizations that have a similar mandate to the Clean City Liaison Committee. The intent of this initiative is to communicate to stakeholders the mandate of the Clean City Liaison Committee with the objective of developing the profile of the Committee as a point of referral for litter, graffiti or beautification issues.

**Litter and Graffiti By-Laws**
Committee Leads: Barbara Rhynold and George Zolis
The intent of this project is to research the enforcement aspect of other municipal litter and graffiti programs and their applicability to Hamilton.

Reports of these subcommittees will be a standing agenda item for the Clean City Liaison Committee’s monthly meetings.

5. **Committee Budget Discussion**
Mr. Homerski suggested a small subcommittee be struck to develop the committee’s 2008 budget. Mr. Rodrigues and Mr. Speranzini volunteered to assist.

Mr. Speranzini had contacted McMaster University’s DeGroote School of Business and Mohawk College to gauge their interest in assisting in the development of the brand and marketing materials for the committee and the Clean City Strategy. The DeGroote School of Business could provide consultation help before December 31. Mohawk College is interested in assisting but with the fall semester underway, could not provide immediate help. The committee agreed that engaging the expertise of both educational institutions would be preferable. Mr. Speranzini will pursue DeGroote’s consultation assistance in the fall term and Mohawk’s design expertise in the winter term.
7. Outstanding/New Business

7.1. Litter Containers at HSR Stops
Staff will be meeting to address logistical issues in the near future. Staff will report back with options for the Clean City Liaison Committee to consider.

7.2. Adopt-a-Box Program
Clr. McCarthy’s office had requested the Committee address concerns raised by constituents who had volunteered for the Adopt-a-Box program and had not been contacted for follow-up. It was reported that this program of citizens volunteering to watch over and remove graffiti from specific Canada Post boxes was developed by the Hamilton Police Service in the Westdale neighbourhood and was advertised in a Graffiti Prevention Strategy pamphlet. Unfortunately the supply of graffiti removal solution was depleted and the HPS was looking for funds to continue the program. It was agreed that the Clean City Liaison Committee could assist with short term funding to ensure the program’s continuity. It was further requested that a presentation by HPS on the GPS program and Adopt-a-Box be scheduled for a future meeting.

*That up to $1000 be allotted from 2007 Clean City Liaison Committee funds to purchase graffiti removal product for the Hamilton Police Service’s Adopt-a-Box program.*

SPARROW/HAWKER CARRIED

7.3. Pitch-In Canada Conference Update
P. Homerski reminded members that the Pitch-In Municipal Conference was being held in Hamilton on October 25 with a reception the evening of October 24. Phil will be presenting the Clean City Strategy as host city and Chair Dan Rodrigues will be welcoming delegates.

8. Next meeting
Committee members agreed that the 11:30 a.m. to 1:00 p.m. time slot every third Thursday of the month should maximize attendance and participation. The next meeting will be held Thursday, November 15 at The Piazza Conference Centre.
