



Keep Hamilton Clean & Green Committee

MINUTES

Tuesday, January 21, 2014

5:00 p.m.

Room 264, Hamilton City Hall

71 Main Street West, Hamilton

Present: Larry Husack – Chair
Clr Jackson
Phil Homerski (Staff Liaison)
Sinan Mohatarem
Shane Ormerod
Linda Bevan (recorder)
Marisa DiCenso
Ron Speranzini
Bruce Thomson

Regrets: Clr Collins
John Hawker
Adrian Hucal
Krysta Boyer
Aaron Puley
Allyson Wenzowski

Guests: Robert Norman – Director, Corporate Assets and Strategic Planning

1. **Welcome and Introductions**

Robert Norman and Sinan Mohatarem were welcomed to the meeting. Sinan was congratulated on his successful appointment by the Hamilton Youth Advisory Committee as a Youth Representative for the Keep Hamilton Clean and Green committee.

2. **Approval of Agenda**

That the agenda be accepted as amended.

ORMEROD/SPERAZINI

CARRIED

3. **Declarations of Interest**

None.

4. **Minutes of Previous Meeting**

4.1 **Approval of Minutes**

That the minutes be accepted as amended.

DI CENSO/THOMSON

CARRIED

4.2 **Business Arising**

KHCG 2014 Strategic Objectives Champions

L. Husack reviewed the suggested matches of

Keep Hamilton Clean & Green Committee

January 21, 2014

champions for each objective of the 2014 Keep Hamilton Clean & Green committee work plan.

- Litter Prevention: Bruce, Sinan & Shane
- Graffiti: Krysta & Adrian
- Beautification/Greening: Ron
- Environmental Stewardship: John & Allyson
- Illegal Dumping: All

P. Homerski noted that this does not preclude any committee member's participation in any/all objectives; it simply suggests "leaders" for each. There may be overlapping between objectives.

L. Husack noted the committee needs to start to work on developing the Clean & Green Hamilton Charter. M. Di Censo volunteered as the lead on this initiative.

5. Consent Items

None.

6. Discussion Items

None.

7. Focus Area Updates

7.1 Litter Prevention

a) Hamilton BIA Cigarette Litter Prevention Program Creative

After a successful program launch in the summer of 2013 by the BIAs for cigarette litter prevention, P. Homerski suggested a partnership between the BIAs and the KHCG committee to further the program. P. Homerski suggested modelling the Keep America Beautiful Cigarette Litter Prevention Program. P. Homerski and the BIAs have noted the existing ash receptacles are not readily visible. As such, P. Homerski provided the committee members with a sample of the "Butt Stop" decal that is to be placed on existing ash receptacles in select BIAs to encourage the desired behaviour of proper cigarette butt disposal.

P. Homerski confirmed the decals will not be limited to the downtown core BIAs only. Clr. Jackson requested that all twelve BIAs be notified of this program.

Keep Hamilton Clean & Green Committee

January 21, 2014

b) Roadside Litter Program

The meeting with Tim Hortons representatives (rescheduled from its original date of December 6, 2013) occurred on January 6, 2014. The meeting was extremely productive with Tim Hortons representatives agreeing to explore Hamilton store owners' willingness to participate in ongoing efforts to help reduce roadside litter. Next steps will be to encourage other stakeholders to join in the efforts to reduce roadside litter.

c) Schools Team Up to Clean Up Program

P. Homerski and R. Speranzini met with A. Puley (HWDSB) and P. Beaudette (HWCDSD) to discuss streamlining processes for registration, supply provision and logistics for schools participating in the Team Up to Clean Up April Blitz. A. Puley suggested that the schools own more of the registration process on their end. P. Beaudette agreed that the HWCDSD will do the same. Board representatives are on board to look at ways to assist with registration, reduce surplus supplies and to determine where the supplies are best delivered. The Board representatives are encouraged to take lead with this item, in hopes that it will encourage environmental stewardship on an ongoing basis and not just during TUTCU Blitz. Lastly, a suggestion was made to focus on the elementary students and encourage secondary students to register on the general public site; thereby taking more ownership for their cleanups. P. Homerski noted that any/all secondary school students are able to receive confirmation of volunteer hours for their cleanup efforts.

The next step will be for the board representatives and the participating committee members to follow up with another meeting prior to TUTCU April Blitz.

7.2 Illegal Dumping Prevention

No updates were reported at this time.

7.3 Graffiti Management Graffiti Audit Summary

P. Homerski presented the group with the Clean and Green Hamilton Graffiti Audit summary. A handout

Keep Hamilton Clean & Green Committee

January 21, 2014

summarized the findings of the data collected by MGM Consultants Inc., the group contracted to conduct the September 25 – 30, 2013 audit. Based on the data and analysis, possible strategies for Hamilton's Comprehensive Graffiti Management Program will include:

- Remediation strategies for Wards 3 and 2 (2014); Wards 4 and 1 (in 2015) for the top 50 locations rated as high priority.
- Victim assistance for private property owners (includes graffiti prevention strategies).
- Enforcement strategies aimed at top 10 taggers.
- Pilot strategies/programs for unique circumstances (public/private fences, Pan Am routes).

7.4 Beautification and Greening

P. Homerski reported that he has been provided a contact with the Hamilton Community Foundation's small grants program who will assist in the development of eligibility criteria and application process for the proposed Clean & Green Community Grants program. The goal is for the committee to have the process ready for implementation pending budget approval.

7.5 Environmental Stewardship Community Cleanup Organizers' Forum

L. Husack reported that the meeting held on January 15, 2014 at the Norman Pinky Lewis Recreation Centre was very productive. L. Husack shared that the attendees are very active in social media and will use this medium to encourage the engagement of citizens in cleanup efforts. This collaborative effort will benefit the clean and green efforts of the City immensely. Members of the committee were encouraged to attend one of the cleanup efforts. This group will meet again after the Team Up to Clean Up blitz to report and review any significant findings.

8. Keep America Beautiful (KAB)

8.1 Canadian Cigarette Litter Prevention Program

P. Homerski reported that he, along with Keep America Beautiful's Director of Litter Programs and L. Husack, attended the Toronto Area BIA meeting to encourage their participation in a Canadian cigarette litter

Keep Hamilton Clean & Green Committee

January 21, 2014

prevention program pilot. Since Keep Hamilton Clean & Green is the closest KAB affiliate to Toronto, P. Homerski has been asked to manage the pilot project. KHCG's involvement is on the provision that a portion of the funding will be available to Hamilton's BIAs for a comprehensive cigarette litter prevention program.

8.2 National Conference

P. Homerski reported that he has been approved to attend the Keep America Beautiful National Conference to be held on February 4-6, 2014 in Charlotte, NC both as a delegate and presenter. P. Homerski will present on tips on implementing a successful cigarette litter prevention program.

Clr. Jackson suggested that the committee consider budgeting to allow a citizen member to attend relevant conferences or workshops.

9. Other Business and General Information

9.1 Team Up to Clean Up Advisory Group

L. Husack suggested an advisory group be created to address TUTCU roll out. B. Thomson, L. Husack, and R. Speranzini volunteered for the group. P. Homerski and A. Moroz will be asked to assist. A meeting will be scheduled in the next two weeks.

10. Adjournment

The meeting was adjourned at 7:45 pm.

The next meeting of the Keep Hamilton Clean & Green Committee will take place Tuesday, February 18, 2014 at 5:00 pm, Room 192, Hamilton City Hall.