

MINUTES

Tuesday, February 18, 2014
5:00 p.m.
Room 192, Hamilton City Hall
71 Main Street West, Hamilton

Present: Larry Husack – Chair
Marisa DiCenso
Adrian Hucal
Clr. Tom Jackson
Ron Speranzini
Bruce Thomson
Allyson Wenzowski
Phil Homerski (Staff Liaison)

Regrets: Krysta Boyer
Clr. Chad Collins
John Hawker
Sinan Mohatarem
Shane Ormerod
Aaron Puley

1. Welcome and Introductions

The Chair welcomed all the members. There were no guests.

2. Approval of Agenda

P. Homerski requested that item "9.2 KAB Grants" be added to today's agenda.

That the agenda be accepted as amended.
THOMSON/DICENSO

CARRIED

3. Declarations of Interest

None.

4. Minutes of Previous Meeting

4.1 Approval of Minutes

That the minutes of the January 21, 2014 meeting be accepted as amended.

THOMSON/SPERANZINI

CARRIED

4.2 Business Arising

There was no business arising from the minutes of the January 21, 2014 meeting.

5. Presentations

5.1 KHCG Presentation at KAB National Conference

P. Homerski presented the PowerPoint slide presentation that he delivered at the 2014 Keep America Beautiful National Conference as part of a cigarette litter prevention program panel. His presentation titled, "Partnerships and Pictograms – Signs and Symbiosis of Success" focused on the importance of partnerships and clear signage as critical factors for successful cigarette litter prevention programs. Using the examples of the experience with the Downtown Hamilton BIA and the proposed Toronto BIA cigarette litter prevention programs, he illustrated how working together to identify resources will lead to a successful program.

Committee members suggested that cigarette litter should also be a part of the roadside litter program. P. Homerski indicated that cup holder ash trays are also available through Keep America Beautiful and could be provided as part of the roadside litter program.

Members also suggested that smokers be encouraged to provide feedback on cigarette litter prevention program tactics such as the location and height of ash receptacles.

6. Consent Items

6.1 2014 Team Up to Clean Up Blitz Recommendations

P. Homerski explained that for the past several years, Team Up to Clean Up Blitz events that are sponsored by a Councillor are provided with Tim Hortons product (baked goods, coffee and bottled water), supplies are delivered to the Councillor's office and assistance with coordination and promotion is also provided by staff. While the sponsorship agreement with Tim Hortons allows for a specific number of TUTCU events that are eligible for Tim Hortons product, Councillor sponsored events have ranged from zero to three events per Ward. At a recent Team Up to Clean up Blitz subcommittee meeting the group discussed the issue of ensuring that the Councillor sponsored events remained equitable given that this is an election year.

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That the Councillor sponsored Tim Hortons Team Up to Clean Up 2014 Blitz events be restricted to one per Ward.

SPERANZINI/THOMSON

CARRIED

7. Discussion Items

7.1 Volunteer Committee Evaluation Tool

The Chair solicited input and comments from the members present into the Volunteer Committee Evaluation Tool provided by the City Clerks' Office. P. Homerski will compile the remarks from all members and will submit a completed evaluation tool on behalf of the committee by the April 22, 2014 deadline.

The tool elicited discussion on areas that the members would like to pursue in the future. Some suggestions were to ask a representative from Earth Day Hamilton-Burlington's Waste Watchers to present on the festivals waste diversion program pilot and to encourage organics collection in meeting rooms at City Hall.

8. Focus Area Updates

8.1 Litter Prevention

Litter Prevention Champion B. Thomson reported that he hopes to set up a meeting with P. Homerski to review the proposed BIA cigarette litter prevention program to see where the committee can assist. He also recommended that the litter audit along the Red Hill Valley Parkway be repeated and asked confirmation of the Roads Operations section's inclusion of the audit in the contractor's RFP. P. Homerski was asked to coordinate a meeting with Pioneer Energy and McDonald's Restaurants' local representatives.

8.2 Illegal Dumping Prevention

Illegal Dumping Prevention Champion L. Husack indicated there was no progress to report at this time.

8.3 Graffiti Management

Graffiti Management Champion K. Boyer was not present so the report was postponed to the next meeting.

8.4 Beautification and Greening

Beautification and Greening Champion R. Speranzini indicated that he hopes to meet with Hamilton Community Foundation and other contacts with similar grants experience as soon as possible.

8.5 Environmental Stewardship

A. Wenzowski agreed to take the lead on the Environmental Stewardship focus area until J. Hawker recouperates. A. Wenzowski suggested that she and P. Homerski meet to discuss next steps on Neighbourhood Grants and the development of Clean & Green Hamilton Charters.

9. Keep America Beautiful (KAB)

9.1 National Conference Report

P. Homerski reported on his experience as a delegate and speaker at the 2014 Keep America Beautiful National Conference held February 3 to 7 in Charlotte, NC. A number of presentations addressed the importance of partnerships in assisting your organization to fulfill its mission and engage more audiences.

The importance of storytelling was also a consistent theme. Sharing stories of volunteer individuals as proven to inspire many "fence-sitters" to engage in activities because the stories spoke directly to the individual's personal values.

The plenary session and workshop on branding your community were highly inspirational and relevant to Hamilton. Roger Brooks' sessions focused on branding your community and how KAB's mission strategically fits with various elements of the brand. Using examples of rebranding initiatives in BIAs and whole communities across the US and Canada, Brooks demonstrated how simple enhancements to streetscaping, beautification and wayfinding can make major impacts to economic development, tourism and social inclusion.

9.2 KAB Grants

P. Homerski reported that two grant opportunities are now open. He has requested some Clear Stream items in addition to the items provided through the 2012 Coca-Cola Bin Grant.

KAB has also released a UPS grant opportunity that is focused on planting trees in communities that have lost a significant number of trees to natural disasters. L. Husack, R. Speranzini and J. Hawker have volunteered to explore the feasibility of initiating a grant proposal in partnership with local UPS operations and the City's Environmental Services division. Grant applications that "encourage and have an articulated plan for UPS employee engagement in tree planting projects" will be given priority. The deadline for submissions is March 12, 2014.

10. Other Business and General Information

P. Homerski reported that the City Clerk's Office has suggested that volunteer committees suspend meeting for the months of October and November until the new Council is sworn in (Standing Committee and Council business will be suspended following the September 24 Council meeting and until after the Inaugural meeting of the new Council on December 3, 2014). Keep Hamilton Clean & Green committee members requested P. Homerski seek approval from the Clerk's Office to continue meeting during October and November recognizing that any recommendations or business requiring Council's approval would be deferred to the December meeting.

11. Adjournment

The meeting was adjourned at 7:10 pm.

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