



Keep Hamilton Clean & Green Committee

MINUTES

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

Present: Larry Husack – Chair
Krysta Boyer
Adrian Hucal
Kevin Morton
Ron Speranzini
Allyson Wenzowski
Cst. James de Prinse (Hamilton Police Service Representative)
Phil Homerski (Staff Liaison)

Regrets: Marisa DiCenso
John Hawker
Shane Ormerod
Bruce Thomson
Clr. Chad Collins
Clr. Tom Jackson

Guests: Jay Carter, Evergreen CityWorks
Alex Moroz, Environmental Services, City of Hamilton

1. Welcome and Introductions

The Chair welcomed Cst. de Prinse of HPS's Crime Prevention Branch who will attend the meetings as required as the Hamilton Police Services representative. Presenters Jay Carter of Evergreen CityWorks and Alex Moroz of Public Works were also welcomed to the meeting.

2. Approval of Agenda

P. Homerski requested that the following items be added to today's agenda:

- Item 6.3 – 2015 Team Up to Clean Up Program
- Item 9.3 – Social Marketing Learning Opportunities

That the agenda be accepted as amended.
HUCAL/BOYER

CARRIED

3. Declarations of Interest

None.

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4. Minutes of Previous Meeting

4.1 Approval of Minutes

That the minutes of the October 21, 2014 meeting be accepted as written.

SPERANZINI/WENZOWSKI

CARRIED

4.2 Business Arising

R. Speranzini asked to speak to Item 5.1 in the October minutes with respect to R. Gatto's presentation on waste diversion at Tim Hortons Field. Mr. Speranzini expressed concern that it seemed there was not a comprehensive plan prepared for when the stadium is turned over to the City.

That the Keep Hamilton Clean & Green committee recommends that Public Works staff develop and implement a waste diversion program at Tim Hortons Field that follows Council's 2012 direction to provide multi-stream waste collection and supports the intent of the Clean and Green Hamilton Strategy. Further, it is recommended that a Tim Hortons Field waste diversion program include a social marketing component to promote desired behaviours and that staff explore the possibility of implementing policies that support a measurable waste diversion program including the use of providing compostable or recyclable concession items.

HUSACK/BOYER

CARRIED

5. Presentations

5.1 Evergreen CityWorks

Jay Carter introduced himself and Evergreen CityWorks – a national not-for-profit organization whose mission is to inspire action to green cities. He presented a community engagement and culture building concept that supports Hamilton's graffiti management strategy. Through a community-based photography competition in the Hamilton neighbourhoods that Evergreen is currently engaged, the utility control boxes will be covered in an artistic vinyl wrap to prevent graffiti tagging and contribute to the beautification of the neighbourhood. He expressed the economic, social and cultural benefits of the proposal. Evergreen hopes

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to pilot the program in the Jamesville and Beasley neighbourhoods. Partnerships are being explored with the City, Canon, utility providers and community groups.

R. Speranzini suggested that utility boxes along the Pan Am transportation routes into and out of the City be part of the spring pilot. A. Moroz suggested the committee explore Pan Am grants or TO2015 sponsors to help offset the costs of wraps along transportation routes.

Cst. de Prinse commented that at a recent workshop in Ottawa he attended, utility wraps were highlighted as one of the few successful graffiti prevention strategies available.

In response to a question of employing photography rather than painting directly onto the boxes, J. Carter suggested that photography would increase the opportunities to engage more people from the neighbourhood in the project. He is exploring opportunities with Canon to assist in the provision of equipment and support.

P. Homerski indicated that he had met with the utilities group last year to introduce the graffiti management program. They seemed open to considering opportunities to collaboratively address graffiti on their assets.

Chair Husack expressed the committee's support for the concept. J. Carter will work with P. Homerski and will report back at a future meeting.

6. Discussion Items

6.1 Clean & Green for 2015 Programming

P. Homerski presented a slide summarizing the discussion arising from a recent meeting between L. Husack, R. Speranzini and P. Homerski. The group outlined four areas that the committee could potentially take a leadership role in developing for the Clean & Green for 2015 initiative:

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- Green Festivals Management
 - Waste management lead for all Pan Am celebrations.
 - Waste diversion program advisors/coordinators.
- Clean & Green Access Routes
 - Recommend cleanliness & beautification opportunities to City, utilities, property owners.
 - Coordinate neighbourhood/community cleanup events.
- Clean & Green Venue Advisors
 - Advise TO2015 on waste diversion opportunities at stadium venue.
 - Assist with volunteer engagement as required.
- Graffiti Blitz
 - Lead neighbourhood graffiti cleanups & prevention initiatives.

It was noted that there are many opportunities for the committee to implement its mission to engage citizens to take greater responsibility for improving their neighbourhood environments. Committee members were cautioned that any of these initiatives will require considerable commitment by the members to ensure the program's success.

K. Boyer suggested engaging BIAs in the program and supporting their initiatives that support a clean and green BIA. A. Wenzowski suggested plugging into the Neighbourhood Action Plans. P. Homerski will provide a link to the City's Neighbourhood Development Strategy Website for members to review each hub's Neighbourhood Action Plan to identify projects that fit with the Clean & Green for 2015 strategies.

6.2 Communities in Bloom

L. Husack noted that he, S. Ormerod and P. Homerski had recently attended Communities in Bloom introductory workshop at the Gage Park Greenhouse. Communities in Bloom is a Canadian organization dedicated to "fostering civic pride, environmental

responsibility and beautification through a national program.”

A. Moroz explained the judging process and how the program assists municipalities with beautification program improvement and budgeting. The program provides opportunities for national recognition. The costs depend on the size of the municipality and areas to be judged and include accommodation and hospitality costs for the judges. He indicated that Public Works staff and management are supportive of a Communities in Bloom affiliation.

L. Husack noted that the program does fit with this committee’s mandate. He recommended that the committee support membership in both Communities in Bloom and Keep America Beautiful. A. Moroz was asked to return to the committee in the new year with a proposal outlining the responsibilities of the committee and staff as well as projected costs.

6.3 2015 Team Up to Clean Up Program

A. Moroz explained that, due to a recent reorganization of the Public Works Outreach Team, responsibility for the coordination of the Team Up to Clean Up program has been assumed by the Environmental Services division. With reduced staff resources in 2015, the program will be streamlined by introducing a kit for registrants and simplifying the registration process. Kits will be assembled by volunteers at the beginning of the season and delivered on demand to the Municipal Service Centre requested by the registrant.

K. Boyer expressed concern about the process of presenting certificates to April Blitz participants. P. Homerski suggested that the committee repeat the focus group sessions with organizers as was done last spring to get their feedback on volunteer recognition.

7. Focus Area Updates

7.1 Litter Prevention

No report.

- 7.2 Illegal Dumping Prevention**
No report.
- 7.3 Graffiti Management**
K. Boyer reported that a location for the Youth Graffiti Forum has been confirmed. She will be meeting with the facility manager later this week to check available dates. L. Husack noted the excellent contact with Public Health Services that was made at a recent Webinar on engaging youth in initiatives to change behaviours.
- 7.4 Beautification and Greening**
L. Husack asked for suggestions on how to create more awareness of the Clean & Green community grants. P. Homerski suggested that when the committee reviews the Neighbourhood Action Plans that the grants be kept in mind.
- 7.5 Environmental Stewardship**
P. Homerski will resend the link to the Clean Glasgow Charter as a template for a Clean & Green Hamilton Charter.
- 8. Keep America Beautiful (KAB)**
- 8.1 2014 Community Appearance Index**
P. Homerski provided an overview of the data collected from the Community Appearance Index. This annual windshield survey was undertaken November 13 and 14 by L. Husack, B. Thomson and J. Hawker and covered 147 sites and 322 kilometres across the city. It was noted that some of the scoring by the surveyors was more inconsistent than previous years and may require the surveyors' review before the data is confirmed. Initial analysis shows that there was a minor increase in the city-wide litter scores and a minor decrease in the city-wide graffiti scores. A more detailed analysis will be presented at the January meeting.
- L. Husack commented that the surveyors did notice more graffiti that was painted over. He also observed it was difficult to see litter in roadside ditches because of the significant leaf fall. Some photographs were

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taken in areas to initiate a graphic record to add to the survey data.

9. Other Business and General Information

9.1 Work Plan Update

Chair Husack requested that the Champions provide any updates to P. Homerski.

9.2 2015 – 2018 Strategic Planning

P. Homerski suggested that the committee plan an all-day strategic planning session in January. Attendance would be required by the citizen representatives (non-citizen appointees would be welcome but not required).

9.3 Social Marketing Learning Opportunities

L. Husack commented on the high value he obtained from the recent Webinar "Your Values or Theirs? Adopting a Novel Citizen Orientation When Targeting Youth." P. Homerski explained that this was an offering of the International Social Marketing Association (ISMA) of which he is a member. P. Homerski suggested that the committee be included in future similar educational opportunities with fees covered by the committee budget if required.

10. Adjournment

The meeting was adjourned at 7:30 pm.

The next meeting of the Keep Hamilton Clean & Green Committee will take place Tuesday, December 9, 2014 at 5:00 pm, Room 264, Hamilton City Hall.

