



MINUTES

Keep Hamilton Clean & Green Committee
Tuesday, September 19, 2017
5:00 pm

Hamilton City Hall, Room 192
71 Main Street East Hamilton, ON

Present: Chair: Ron Speranzini
Vice-Chair: N/A
Members: Councillor T. Jackson
Councillor M. Pearson
Mallory Pace
Dave Bazowsky
Rick Lipsitt
Allan Mills
Bruce Thomson
Marisa DiCenso

**Absent with
Regrets:** Councillor C. Collins
Larry Husack
Lennox Toppin

Also Present: Jennifer DiDomenico, Manager, Policy & Programs, Public Works
Alex Moroz, Community Liaison Coordinator, Business Programs,
Public Works
Diedre Rozema, Clean & Green Coordinator, Policy & Programs, Public
Works

Minutes: Diedre Rozema

1. WELCOME / INTRODUCTIONS

- 1.1 Introduction of new committee staff liaison Diedre Rozema, Clean & Green Coordinator (started on September 11).

2. CHANGES TO THE AGENDA

- 2.1 **(Mills / Lipsitt)**
That the agenda for the September 19, 2017 KHCG Committee meeting be approved.

CARRIED

3. DECLARATIONS OF INTEREST

None declared.

4. CONSENT ITEMS

N/A

5. PRESENTATIONS

N/A

6. APPROVAL OF MINUTES OF PREVIOUS MEETING

6.1 (Lipsitt / Thomson)

That the Keep Hamilton Clean & Green Advisory Committee Meeting Minutes, dated July 18, 2017 be approved as presented.

CARRIED

6.2 Business arising from minutes: none.

7. DISCUSSION ITEMS

7.1 Administrative

7.1.1 Budget report

- Staff presented a budget report with variance reporting and status of the 2017 budget (as of September 17th) to committee.
- Various aspects of neighbourhood grants program were discussed and the committee noted that community interest in the grants program may continue to increase in 2018.
- Committee noted that expenditures on Team Up to Clean Up supplies have increased in 2017 and requested information from staff about any additional major expenses in supplies category for 2018. It was noted that the expenditures increased in part due to the loss of the Tim Horton's sponsorship for bags, etc. Staff advised that given current usage rates, the purchase of a third Community Clean Trailer is unlikely to be unnecessary in 2018.

7.1.2 Budget Request 2018

- Staff has prepared a draft budget for 2018 based on 2017 actuals for discussion purposes. Draft budget includes estimated required inventory for 2018. Budget request for 2018 must be submitted to Public Works Committee in December 2017.
- Committee noted that, in past years, a sub-committee has met to draft the budget request and bring it back to committee for approval.
- Committee discussed allocation of budget towards neighbourhood grants and increased promotion of grant opportunities using social media. Committee noted that the reserve and/or fundraising could be used to support additional committee activities.

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- A Budget Sub-Committee was formed and will include: Larry, Ron and Dave. The sub-committee will meet prior to October 17 committee meeting. Diedre will contact sub-committee members to arrange the meeting.

7.1.3 Staff attendance at KAB conference (update from staff)

Staff provided an update about attendance of staff at the KAB Conference. Staff will seek committee's input to create a business case for two people (staff liaison and one member) to attend the conference. KAB conference in 2018 will be held in Dallas, TX.

7.1.4 Business Cards Staff

Draft design of business cards for the committee members is in progress. Staff will bring the proof to committee for approval before printing. A cost estimate for the design and printing of the cards is not available.

7.1.5 KHCG Calendar

This item was tabled since coordination with the annual Waste calendar is not feasible. Further discussion will take place to determine if a KHCG calendar is beneficial.

7.1.6 HWDSB Representation

Now that the Clean & Green Coordinator position has been filled, staff will draft a letter for the chair's approval, addressed to the HWDSB's Chair (Todd White) requesting that they appoint a representative for their organization as a KHCG committee member. The letter will be carbon copied to other HWDSB elected officials including: Jeff Beattie (Vice-Chair), and Kathy Archer (Ward 6).

7.2 Community Index Litter Audit

Alex Moroz provided an update about the process required to update the CIL routes. Staff will access the KAB website to look at the audit criteria and will develop new routes by grouping areas together to create routes that can be completed in 5-6 hours and which may accomplish multiple objectives (for related programmes). Staff recommends scheduling the audits to be completed in early spring rather than late fall as waste will become visible as snow melts and so that results can be used to support spring clean-up blitz.

7.3 Team Up to Clean Up

7.3.1 Participation and Community Improvement Report status

- Staff has been successful in significantly increasing the number of reports being received. CIR response rate is now at approximately 75%. Due (in part) to the more accurate reporting of results, participation rates for 2017 show a decrease from 2016 (33,578 volunteers in 2016 vs. 24,345 volunteers projected in total for 2017).

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- Committee noted that different metrics might be used to measure impact of TUTCU activities, such as weight of waste collected. Ron encouraged committee to review The Escarpment Project website to look at how that group measures the impact of their work.

7.4.2 TUTCU videos and communications plan development

- Staff explained that the Public Works Communications Specialist that developed the KHCG video in the spring has a contract that expires in October, so she is unable to assist with developing further videos.
- Committee discussed desire to increase awareness in community about its work and grants opportunities through social media marketing. Committee would like to create a longer term strategy for promotion but current budget does not allow for funds to be allocated towards this project. Fundraising could be used to raise extra money for this project. Committee discussed lack of responses to fundraising letters. The fundraising sub-committee will discuss next steps when the group meets.
- Committee requested staff to share information about the City's guidelines for corporate sponsorships.

7.4.3 Inventory

- As of September 14, there are 2,153 gloves (various sizes) and 20,298 bags (various colours and sizes) in TUTCU storage facility.
- Committee requests staff and school board representatives to contact schools to encourage saving unused supplies for future clean ups or reusing supplies if possible.

7.4.4 KAB affiliate membership status

All KAB (Keep America Beautiful) reporting requirements were met, reporting was completed on time – August 1, 2017 – and the KHCG Committee has retained its highest status of 'President's Circle'.

7.5 Grants

7.5.1 Review of grant requests

7.5.1.1 Hamilton Against Waterfall Garbage

Councillor Jackson provided an update about the meeting with HAWG. The initial request was for an amount greater than necessary as the group was not aware of supplies available through TUTCU. The application will be revised and resubmitted.

7.5.1.2 Barton Village BIA

Committee discussed need to ensure grants are distributed objectively and according to predetermined criteria. A Grants sub-committee to be formed with members: Allan, Rick and Lennox. Diedre to coordinate meeting of the Grants sub-committee and provide information about criteria used to approve other City grants.

(Mills / Lipsitt)

That the Barton Village BIA Grant application of \$1000 be referred back to staff and Grants sub-committee for further review and consideration.

CARRIED

7.5.2 Meeting with Greg Lenko

Greg is unable to attend a committee meeting but staff are working to schedule based on Greg's availability and will send out an invitation to the committee once confirmed.

7.6 Fundraising Sub-Committee

The Fundraising sub-committee was unable to meet prior to September 19 but will meet and report back to committee at the October meeting. Diedre to coordinate meeting time with sub-committee members.

7.8 Estimated Value of KHCG Committee Activities

Committee believed that this item was covered sufficiently at the July meeting.

8. NOTICES OF MOTION

N/A

9. MOTIONS

N/A

10. OTHER BUSINESS

N/A

11. ADJOURNMENT

(Lipsitt / Pearson)

That, there being no further business, the meeting be adjourned at 6:52 p.m.

CARRIED

Next Meeting: Tuesday, October 17, 2017.