



MINUTES

Tuesday, January 15th, 2013

5:00 p.m.

Room 830, Hamilton City Hall

71 Main Street West, Hamilton

Present: Larry Husack – Chair
Krysta Boyer
Marisa Di Censo
Shane Ormerod
Ron Speranzini
Bruce Thomson
Krystal Valencia
Allyson Wenzowski
Councillor Tom Jackson (joined meeting in-progress)
Phil Homerski (Staff Liaison)
Linda Bevan – (recorder)

Regrets: Clr. Chad Collins
Scott Sincerbox (business)
John Hawker (illness)

Guests: Alex Moroz – Presenter – Community Liaison Coordinator
Constable Claus Wagner – Hamilton Police Service

1. Welcome and Introductions

Police Constable Claus Wagner was introduced and welcomed to the CCLC. Constable Wagner has been appointed as the Hamilton Police Service staff representative to CCLC replacing Sgt. Barry Mungar.

Alex Moroz, Community Liaison Coordinator, Public Works was welcomed as presenter for agenda item 6.1 – Tim Hortons Team Up to Clean Up Spring Blitz 2013.

2. Approval of Agenda

Item – 5.2 KAB National Conference Presentation was deferred to the next meeting.

Item – 9.1 – EcoNet/ActLocally Membership -was deferred at such time John Hawker returns and speaks to the item.

Item – 9.2 – CCLC Work Plan Update - was moved to item

Agenda 9.1

That the agenda be accepted as amended.

THOMSON/ORMEROD

CARRIED

3. Declarations of Interest

None.

4. Minutes of Previous Meeting

4.1 Minutes of December 18th, 2012

That the minutes of the December 18th, 2012 meeting of the Clean City Liaison Committee be accepted as written.

SPERANZINI/THOMSON

CARRIED

That the 2012 KAB Grant Report presenters be invited to attend the May 2013 meeting to update the CCLC on the successes of their respective projects.

SPERANZINI/THOMSON

CARRIED

5. Consent Items

None.

6. Presentations

6.1 Tim Hortons Team Up to Clean Up Spring 2013 Blitz

Alex Moroz summarized and reviewed the Tim Horton title sponsorship of the Team Up to Clean Up program. Tim Horton's funding is a combination of cash, gift in kind, marketing and promotional opportunities.

Key elements of the partnership include:

Lead sponsor for Team Up To Clean Up (TUTCU) Spring Blitz, encouragement of school involvement and year-round support of the TUTCU program; host the media event/launch (this year's event is to be held at the City's materials processing facility); host 15 Councillor Events; provide volunteer appreciation packages and prize packages to schools and individuals; and, promote the Tim Horton Team Up to Clean Up Spring Blitz through video message boards at all Hamilton restaurants, and on TV and radio advertisements.

Alex indicated that the Team Up To Clean Up initiative is working very well and the City plans to continue to foster the partnership with Tim Horton.

Phil Homerski reported that the TUTCU participation targets were met in 2012. The 2013 targets have been set.

HWCD SB Rep Marisa DiCenzo will work with her Board's Eco Reps to help promote the TUTCU initiatives with a focus on April but with the understanding that year round events are also available.

Phil Homerski to discuss with Scott Sincerbox (HWDSB Rep) the potential impact of the current Public School Board labour issues on TUTCU participation.

Phil Homerski asked for input from the CCLC members as to how to "bolster" and support the TUTCU event; (especially through the engagement of secondary school aged students) – but also how to best target other groups (outside of the schools) noting that promotion in other times of year would be beneficial to the program.

7. Discussion Items

None.

8. Focus Area Updates

8.1 Litter Prevention

P. Homerski, J. Hawker and H. McGuire (Public Health) had a very encouraging meeting with the Hamilton Health Sciences/St. Joseph's Healthcare staff on December 19, 2012 with respect to developing a cigarette litter prevention program partnership.

P. Homerski has been invited to attend a HHS Smoke-Free Committee meeting at Juravinski Hospital. CCLC's subcommittee will continue to work with the hospitals on this initiative.

8.2 Illegal Dumping Prevention

In response to the CCLC's request for information on the "uptake of waste amnesty days", P. Homerski reported

that 25% more waste was collected on the 2012 seasonal waste amnesty weeks (those following holidays). However, the additional monthly amnesty days only saw an increase of 6% waste collected over regular waste collection days in 2012.

P. Homerski reported a decline in illegal dumping complaints for the period of April to December comparing 2011 and 2012.

Councillor Jackson suggested that the Committee invite Municipal Law Enforcement Superintendent Joe Xamin to attend a future meeting and present information on "Project Trash Talk" – this is a surveillance pilot program focusing on "hot spots" of illegal dumping in the City.

8.3 Graffiti Management

P. Homerski informed members that Council has supported a capital expenditure for consultation services for the collection of data and to aid in the formation of a Graffiti Management Program. He indicated that a comprehensive Graffiti Management Program will have to be phased-in using redirected available operating funds. Victim Assistance and data collection will likely be the focus for 2013.

Youth Graffiti Working Group

K. Boyer indicated that there will be an update provided at the next meeting.

8.4 Beautification and Greening

a) Traffic Islands

Councillor Jackson informed the committee that he was in discussions with staff regarding the feasibility of enhancing traffic islands with floral displays in Ward 6. He also noted that, following last year's budget deliberations, that Council had directed staff to review the city-wide traffic island beautification program.

b) Escarpment Project

P. Homerski reported that he is still waiting for further detail from Mr. Lenko. To ensure the safety of the

volunteer participants and requisite permissions have been obtained, Mr. Lenko has been requested to submit a SEAT (Special Events Advisory Team) application for approval.

CCLC requested that Greg Lenko be invited to an upcoming next meeting to clarify details and next steps prior to receiving support from the CCLC.

c) Recognition Program

Ron Speranzini reported that the Recognition Program Working Group met recently. Discussion focused on the recognition of volunteers by the Committee through a certificate of appreciation as previously provided through the Team Up to Clean Up program, but to also expand recognition to other groups for their cleanup efforts.

P. Homerski presented a draft Clean & Green certificate as suggested by the Recognition Program Working Group. R. Speranzini asked for suggestions on how to identify worthy recipients and requested all members' help in presenting certificates for Team Up to Clean Up participants.

R Speranzini will review suggestions made by Committee members and come back with a suggested program after further discussion with the Recognition Program Working Group.

P. Homerski will explore partnership options with existing volunteer recognition awards and programs.

9. Keep Hamilton Beautiful (Keep America Beautiful)

9.1 Community Appearance Index

S. Ormerod will chair this committee. The first meeting will take place in early February.

10. Other Business and General Information

10.1 CCLC Work Plan Update

P. Homerski presented the CCLC Work Plan Update to the Committee as a blotter item. The update will be provided at each monthly meeting as a means for

tracking the Committee's success in meeting its 2013 Work Plan objectives.

10.2 Parks Cigarette Litter

P. Homerski indicated that Parks and Roads staff have not had the opportunity to review the pilot program's data.

11. Adjournment

Meeting was adjourned at 7:00 pm. The next meeting of the Clean City Liaison Committee will take place Tuesday, February 19, 2013 at 5:00 pm, Room 830, Hamilton City Hall.