



**MINUTES**

**Tuesday, June 18, 2013**

**5:00 p.m.**

**Room 830, Hamilton City Hall  
71 Main Street West, Hamilton**

**Present:** Larry Husack – Chair  
John Hawker – Vice Chair  
Marisa Di Censo  
Ron Speranzini  
Bruce Thomson  
Councillor Chad Collins  
Phil Homerski (Staff Liaison)  
Linda Bevan – (recorder)

**Regrets:** Krysta Boyer – personal  
Krystal Valencia – personal  
Allyson Wenzowski -personal  
Councillor Tom Jackson - business

**Guests:** Rob Norman - Director Strategic Planning

**1. Approval of Agenda**

*That the agenda be accepted as written.*  
SPERANZINI/ DI CENSO

CARRIED

**2. Declarations of Interest**

None.

**3. Minutes of Previous Meeting**

**3.1 Approval of Minutes**

**Minutes of May 21, 2013**

*That the minutes of the May 21, 2013 meeting of the  
Clean City Liaison Committee be accepted.*

SPERANZINI/COLLINS

CARRIED

**3.2 Business Arising**

There was no new business arising.

**4. Consent Items**

There were no consent items.

**5. Presentations**

There were no presentations.

**6. Discussion Items**

**6.1 Committee Name Change**

P. Homerski provided the rationale for a name change for this committee noting that the name change parallels changes from the former Clean City Strategy to the Clean and Green Hamilton Strategy adopted by City Council in November 2012. P. Homerski will consult with the City Clerks Office on the process required to change the name from Clean City Liaison Committee to Keep Hamilton Clean and Green Committee.

*That the members concur with the recommendation to change the name of the committee to the "Keep Hamilton Clean and Green" committee.*

HAWKER/ THOMSON

CARRIED

**6.2 Clean & Green Video**

L. Husack reported that the subcommittee recommends that a promotional video be produced with the focus on cigarette litter prevention. L. Husack, A. Wenzowski and P. Homerski will work with video producer Tracy Bezeau to create the video.

*That a maximum of \$2,000 be expensed to CCLC's Volunteer Committee subsidy (DeptID 300361) for the production of a public education video.*

SPERANZINI/DI CENSO

CARRIED

**7. Focus Area Updates**

**7.1 Litter Prevention**

**a) Roadside litter data collection project**

CCLC volunteers performed an audit of litter that was collected along the Red Hill Valley Parkway. The audit was completed on May 22, 2013 by L. Husack, B. Thomson and P. Homerski. The purpose of the audit was to help identify the types of litter found and their potential sources to inform the process of developing a roadside litter prevention strategy. After reviewing the various litter types, P. Homerski recommended that "quick serve/fast food" be the primary focus of prevention strategies. A community-based social marketing program is recommended to focus on appropriate behaviours. P. Homerski suggested that

a subcommittee be formed and that stakeholders be invited to the table to help brainstorm and determine next steps. B. Thomson, L. Husack, S. Ormerod and J. Hawker volunteered to serve on this subcommittee.

**b) Downtown BIA Cigarette Litter Prevention Program**

P. Homerski reported that there will be a media event on Wednesday, June 19, 2013 at 11:00am at Gore Park. Committee members are encouraged to attend to show support of the Downtown BIA's cigarette litter prevention initiative.

**c) Hospitals Cigarette Litter Prevention Program**

P. Homerski reported that containers are in place and the programs have been launched at all Hamilton Health Sciences sites and St. Joseph's Hospital. P. Homerski has suggested that the hospitals conduct a repeat cigarette litter scan in the fall (approximately six months after the initial scans). A media event is recommended to be planned in conjunction with the release of the results of the second cigarette litter scan in September or October 2013. The City/CCLC have been asked to take the lead on a media event.

**7.2 Illegal Dumping Prevention**

**a) Video Surveillance Programs**

B. Thomson and P. Homerski have compiled a list of survey questions to be asked in relation to the use of video surveillance and illegal dumping by municipalities and police forces already using electronic surveillance for illegal dumping or graffiti programs. P. Homerski will request a summer student to administer the phone survey and collect data for analysis.

**b) CP Rail belt line cleanup**

P. Homerski reported that Canadian Pacific Railway is willing to do a cleanup of illegal dumping along the length of the CP Belt Line (the north/south tracks that run just west of Gage Park to the industrial sector). A visual inspection is to occur on Wednesday, June 19, 2013. CPR would like to have the tracks cleaned up

no later than the end of July. P. Homerski will report back to the committee on findings, at the next CCLC meeting. This will be a joint project between CP Rail, Public Works and Municipal Law Enforcement.

### **7.3 Graffiti Management**

#### **a) Graffiti Management Program Update**

Public Works staff has developed a draft Request for Quotations (RFQ) for a comprehensive graffiti audit with input from various city stakeholders. The purpose of the audit is to provide measurable data that would help inform the process of developing appropriate graffiti management strategies for Hamilton. P. Homerski met with Hamilton Police Services' Sgt. B. Mungar and Deputy Chief Leendertse who provided input to the RFQ. The Procurement section is suggesting "single sourcing" this initiative which should reduce the time line on the hiring of a consultant considerably.

#### **b) Graffiti Youth Survey**

P. Homerski thanked K. Boyer for the excellent work of producing the graffiti survey and indicated that it will be ready for distribution within the next week.

### **7.4 Beautification and Greening**

#### **a) Tim Hortons Team Up to Clean Up Spring Blitz Working Group**

P. Homerski shared the 2012/2013 TUTCU statistics comparison for April 2013 versus April 2012. End results show a 9% overall increase in registrants this year over last. Public School Board registrations were down, most likely due to labour issues at that time. The number of Catholic Board schools participating was lower than last year, but those schools that did participate had more classrooms participate than in 2012. Of note were large increases in general public groups (77%) and Councillor events (25%).

The 2012 and 2013 comparison statistics are attached to these minutes as Appendix A.

As a follow-up to Councillor Jackson's suggestion at the last CCLC meeting, a subcommittee was formed to review logistics and sponsorship of the Team Up To Clean Up April Blitz. L. Husack and R. Speranzini volunteered to lead the subcommittee.

**8. Keep Hamilton Beautiful (Keep America Beautiful)**

**8.1 Keep America Beautiful Reporting**

In order to remain an affiliate in good standing with KAB, the annual report statistics are due by August 1, 2013. P. Homerski will ensure the on-line report is complete in time.

**8.2 KAB/Lowe's Community Improvement Report**

P. Homerski will notify Green Venture – the beneficiary of last year's KAB/Lowe's Community Improvement Grant – that the final report is due no later than July 15<sup>h</sup>, 2013. P. Homerski will submit the report to KAB on their behalf.

**9. Other Business and General Information**

**9.1 CCLC Work Plan Update**

P. Homerski will have update for the next CCLC meeting. At present, the CCLC Work Plan is on target with its objectives.

**10. Adjournment**

The meeting was adjourned at 7:00 pm. The next meeting of the Clean City Liaison Committee will take place Tuesday, July 16, 2013 at 5:00 pm, Room 830, Hamilton City Hall.

**Appendix A**

**Team Up to Clean Up Spring Blitz Registrations  
2012/2013 Comparisons**

Category	Sub Category	2012		2013		% Incr (Decr)
		Events	Participants	Events	Participants	
Groups		87	3590 *	111	6346	77%
Councillor Events		15	700 *	20	1000	43%
	Wards	11		10		-9%
Individuals(<10)		23	90 *	25	74	-18%
HWCD SB						
	Elementary schools	22		27		23%
	Elementary classrooms	130	3900	185	5550	42%
	Secondary schools	4		3		-25%
	Secondary classrooms	20	600	21	630	5%
HWDSB						
	Elementary schools	35		25		-29%
	Elementary classrooms	201	6030	90	2700	-55%
	Secondary schools	7		7		0%
	Secondary classrooms	11	330	9	270	-18%
<b>TOTALS</b>			15240		16570	9%

\* From registration data.