



**MINUTES**

**Tuesday, February 19th, 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  
Councillor Tom Jackson  
Shane Ormerod  
Scott Sincerbox  
Bruce Thomson  
Krystal Valencia  
Allyson Wenzowski  
Phil Homerski (Staff Liaison)  
Linda Bevan – (recorder)

**Regrets:** Clr. Chad Collins (personal)  
Krysta Boyer (personal)  
Ron Speranzini (business)

**1. Approval of Agenda**

P. Homerski suggested that item 7.4 Volunteer Recognition Program be deferred to the next meeting when the Subcommittee Chair will be present to speak to the item.

*That the agenda be accepted as amended*  
ORMEROD/THOMSON

CARRIED

**2. Declarations of Interest**

None.

**3. Minutes of Previous Meeting**

**3.1 Approval of Minutes**

**Minutes of January 15th, 2013**

S.Sincerbox noted that his name is shown in both the "present" and "regrets" categories. The minutes should reflect that he was not able to be present.

*That the minutes of the January 15th, 2013 meeting of the Clean City Liaison Committee be accepted as amended.*

SPERANZINI/SPARROW

CARRIED

### **3.2 Business Arising**

P. Homerski reported that he had extended an invitation to Joe Xamin as suggested by Clr. Jackson in Item 8.2. Mr. Xamin has deferred to Kelly Barnett and Tamara Reid who were both unavailable for the February and March meetings, and will present at April CCLC meeting.

The Escarpment Project – Greg Lenko submitted an application to the City's Special Events Advisory Team (SEAT) as requested. Since Mr. Lenko has proposed six sites, EMS staff is concerned as they may be stretching their resources if they should be summoned to assist in these high risk areas in the case of an emergency. Hamilton Conservation Authority staff share similar concerns and also has ecological concerns relating to the time of year. Greg Lenko, city representatives and Hamilton Conservation Authority representatives will be meeting again shortly to discuss the plans going forward. P. Homerski will report back with any updates at the next meeting.

### **4. Consent Items**

None

### **5. Presentations**

#### **5.1 KAB National Conference Presentation**

P. Homerski shared "The Use of Social Marketing to Prevent Illegal Dumping" presentation as delivered to the KAB National Conference in Washington, D.C.

Using the Crown Point Clean & Safe Railway Neighbourhood program as a case study, the presentation focused on targeting behaviour as an effective way to manage the issue of illegal dumping. It encourages the interaction and participation of community members in helping to maintain a clean and green city.

Phil's presentation captured the attention of the KAB

and going forward KAB is sharing Hamilton's successes as part of a presentation at the World Social Marketing Conference in Toronto in April. Discussion ensued around how to get the successes out to the general public; that the successes need to be shared with the community as a whole.

**6. Discussion Items**

**6.1 Team Up to Clean Up (TUTCU) 2013 Blitz**

The TUTCU media launch is confirmed for Wednesday, March 6th, 2013 at 11:00am at the Central Composting Facility Education Room, 1579 Burlington Street East (outside-weather permitting). Confirmed attendees include Mayor Bratina, Ctrs. Collins, Jackson and possibly Merulla; Tim Hortons representatives; Gerry Davis, General Manager, Public Works; CCLC Chair Larry Husack and CCLC Youth Representative Krystal Valencia. A formal invite will go out to all CCLC members for the media launch.

Krystal Valencia will be the "official" CCLC representative for the launch. The focus of the CCLC for this year's launch is to promote high school students' involvement. Krystal shared the video she created. The video will be highlighted at the media launch. The CCLC is supporting Krystal's initiative and is encouraged that the use of social media sites such as Twitter and Facebook will aid in capturing this particular audience. The goal is to have a direct link to the registration page from these sites.

Scott Sincerbox and Marisa DiCenso will follow up with their respective school boards to determine the most efficient way to get this message out.

Participation by the Hamilton Public School Board this year is still not completely known at this point; due to ongoing labour issues. S. Sincerbox is working with the Public Board's Eco representatives to determine the level of involvement. Ten schools have confirmed their participation to date. Due to storage location changes, the logistics of how the supplies will get to the participants will need to be addressed.

P. Homerski was asked to provide a list of the registered TUTCU participants at the time of the next CCLC meeting. P. Homerski will follow up with Alex Moroz as to the use of the Community Clean Trailer for promotion of TUTCU at Tim Hortons locations.

## **6.2 Clean & Green Hamilton Charter**

P. Homerski prompted discussion around what the CCLC's responsibility should be in managing the commitment portion of the Clean and Green Hamilton Strategy with property owners or managers being the primary stakeholders. City staff is looking for recommendations from the CCLC as to how the charters should be drafted and how they can be or should be promoted.

S. Ormerod will look for a template from the Hamilton Conservation Authority for comparison.

P. Homerski will also investigate the possibility of changing the name of the CCLC to Keep Hamilton Clean & Green to be consistent with the Strategy.

## **7. Focus Area Updates**

### **7.1 Litter Prevention**

P. Homerski (Public Works) and Heidi McGuire (Public Health) attended another "Smoke Free Committee" meeting with the hospitals in early February. Results of this meeting were very positive. The hospital will be moving ahead and has included the cleanup of cigarette butts in their contract around the grounds. The roll-out date of the hospital program is unknown. Hospitals participating include: St. Peters, Henderson/Juravinski, St. Joseph's and Hamilton General. The City of Hamilton will be supplying 40 ash receptacles to these hospitals. The hospitals are very happy with the CCLC's interest in this initiative. The idea of a media event around this initiative was discussed.

With spring fast approaching, P. Homerski suggested that by next meeting, the CCLC Committee members put forth a recommendation for a roadside "Litter Audit" to be performed for data collection purposes. CCLC

members suggested the use of news media in this initiative. CCLC members are to send suggested areas for cleanup to the CCLC recorder; keeping in mind the potential impact on the City Roads Operations staff.

## **7.2 Illegal Dumping Prevention**

P. Homerski shared that the Volunteer Illegal Dump Site Audit tool can be made available to the citizen groups who register for TUTCU – the CCLC committee recommends the promotion and use of the tool by citizens for the purpose of data collection that will then be shared with the CCLC and staff.

Some KAB affiliates are currently using video surveillance in their illegal dumping prevention program. P. Homerski requested the help of a CCLC member to assist in contacting the affiliates who have used video surveillance and gather information as to the success of the use of the video surveillance in relation to illegal dumping.

## **7.3 Graffiti Management**

### **a) Graffiti Management Strategy**

A Request for Proposal for consultation and graffiti audit services should be going out within the next couple of weeks. P. Homerski is finalizing information as needed by Procurement in order to complete this important element in developing a Graffiti Management Program.

### **b) Graffiti Youth Forums Working Group**

L. Husack updated the committee reporting that the Graffiti Youth Forums Working Group is on track with its objective. The next meeting will be used to determine the final version of the survey questions that will be asked of youth in regards to graffiti in the City of Hamilton. Once finalized, questions will be reviewed by Public Health's Youth Group for the purpose assessing the potential effectiveness of the questions.

## **7.4 Beautification and Greening**

### **a) Environmental Round Table**

P. Homerski has been invited to participate in planning

an all-day Environmental Summit which is tentatively planned to take place on April 11<sup>th</sup>, 2013. The Summit will be a gathering of a number of environmental groups who currently work separately but share common goals. A portion of the discussion will revolve around the notion of "how do we share our successes." P. Homerski sees this as a great opportunity for the CCLC to play an integral part in this initiative. CCLC members will receive a formal invitation and are encouraged to attend.

**b) Volunteer Recognition Program**

L. Husack reported that R. Speranzini, L. Husack and P. Homerski continue to work on refining a certificate. Further information will be provided by R. Speranzini at the next meeting.

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

**8.1 KAB Grants**

Keep America Beautiful grant opportunities have been announced. Grants are as follows:

- Lowe's Grant - \$5,000 and \$20,000 grants – deadline March 1<sup>st</sup>;
- Coca-Cola Bin Grant – public space recycling bins – deadline March 4<sup>th</sup>;
- UPS Community Tree Planting Grant - \$5,000 – deadline March 11<sup>th</sup>;
- Waste Management Think Green Grants - \$10,000 deadline June 12<sup>th</sup>.

P. Homerski recommends that this year these grants be offered to environmental groups and Neighbourhood Development teams and that they submit the application material to CCLC for endorsement.

A small group was formed to review the applications for endorsement by the CCLC prior to sending to KAB for consideration. S. Ormerod, J. Hawker, L. Husack and B. Thomson volunteered to review applications. B. Thomson will not be available until after March 1<sup>st</sup> and will be included to review any applications that are considered after this date.

P. Homerski will provide a set of guidelines/criteria to

the group to ensure that the CCLC knows what they need to look for when reviewing the applications for endorsement.

## **8.2 KAB National Conference Report**

P. Homerski reported that he had attended the January 29 to 31 Keep America Beautiful National Conference in Washington, DC. It was the 60<sup>th</sup> anniversary for the KAB and the conference had its largest attendance ever. The theme of the conference focused on the behavioural aspects of keeping our cities clean. There were workshops, presentations and keynote speakers – all speaking to the importance of changing behaviour and strategic planning. He indicated that it was a very successful conference and an excellent venue to showcase what we are doing here in Canada. It was also a great opportunity to meet with other affiliates' Executive Directors and gather valuable information that he will be able to implement into the CCLC plans.

## **9. Other Business and General Information**

### **9.1 Neighbourhood Development Action Plans**

P. Homerski indicated that there are 11 areas in the city where designated Neighbourhood Development programs coordinated by the City Managers' Office are in place. City staff is working together with these citizen groups to enhance their neighbourhoods through park improvements and other strategies. This is likely an area where CCLC can work in partnership with the Neighbourhood Action Plan groups to realize common goals of both the groups and the Clean & Green Hamilton Strategy.

### **9.2 CCLC Work Plan Update**

L. Husack asked each member of the committee to review the Work Plan and requested that each member consider being a "champion" of an objective in the work plan. This will help keep the CCLC focused and to ensure that each area of the work plan continue to receive attention and the CCLC as a whole remains on track.

**10. Adjournment**

Meeting was adjourned at 7:11 pm. The next meeting of the Clean City Liaison Committee will take place Tuesday, March 19, 2013 at 5:00 pm, Room 830, Hamilton City Hall.