



MINUTES

Tuesday, April 16th, 2013
5:00 p.m.
Room 830, Hamilton City Hall
71 Main Street West, Hamilton

Present: Larry Husack – Chair
Krysta Boyer
Shane Ormerod
Bruce Thomson
Krystal Valencia
Councillor Chad Collins
Councillor Tom Jackson
Phil Homerski (Staff Liaison)
Linda Bevan – (recorder)

Regrets: Marisa Di Censo
John Hawker - personal
Ron Speranzini
Scott Sincerbox
Allyson Wenzowski

Guests: Tamara Reid -- Supervisor, Municipal Law Enforcement

1. Approval of Agenda

P. Homerski requested a motion be added to item 4.1 – Consent items – authorization for a transfer of Team Up to Clean Up expenses from Clean City Liaison Budget

That the agenda be accepted as amended
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CARRIED

2. Declarations of Interest

None.

3. Minutes of Previous Meeting

3.1 Approval of Minutes

Minutes of March 19th, 2013

That the minutes of the March 19, 2013 meeting of the Clean City Liaison Committee be accepted.

THOMSON/BOYER

CARRIED

3.2 Business Arising

P. Homerski informed the CCLC members that the CCLC's 2013 budget was approved at Council's April 10th, 2013 meeting.

P. Homerski received six responses from CCLC members interested in attending the Environmental Summit on April 25, 2013. Interested members are registered and have received their e-tickets.

P. Homerski informed the CCLC that there have been two meetings thus far for the "Large Cleanup Events Protocol." He will keep the members updated as meetings continue.

P. Homerski shared the successful outcomes of Greg Lenko's Escarpment Clean Up efforts (six events on April 7, 2013 attracting three hundred and twenty three volunteers) It was suggested that the CCLC consider recognizing Mr. Lenko for his efforts and following up with Mr. Lenko to ensure he is not incurring any personal costs.

4. Consent Items

4.1 Team Up to Clean Up Spring Blitz Sponsorship

That a transfer of funds in the amount of \$10,000 be authorized by the Clean City Liaison Committee from Dept ID 300361 to Public Works Strategic Planning & Corporate Assets Outreach Dept ID 512380 as provided for in the CCLC's 2013 Budget Request.

THOMSON/BOYER

CARRIED

5. Presentations

5.1 Project Trash Talk

L. Husack introduced Tara Reid, Supervisor, Illegal Dumping Surveillance; Municipal Law Enforcement.

Tamara presented at the suggestion of Clr. Jackson to update the Committee on Municipal Law Enforcement's (MLE) illegal dumping initiative, Project Trash Talk.

Project Trash Talk purpose:

- To provide a proactive focus on illegal dumping problem areas
- Recover costs through fines and charges
- Improve conditions in problem locations throughout the city

MLE's approach to the reducing dumping includes:

- An education portion (signs, Cable 14 videos, posters verbal warnings to violators and/or suspected violators)
- partnerships with Public Works, CN Rail, and organizations that use Donation Drop Boxes for used clothing collection

Results to date include:

- 12 charges – with fines and fees totaling \$6,386.

P. Homerski commented that his research indicates that the use of camera surveillance for the purpose of spotting violators is both an effective enforcement tool as well as a deterrent strategy. The CCLC is currently gathering data from other North American cities that use video surveillance for the same purpose. P. Homerski suggested that MLE, Public Works and the CCLC continue to work together on this issue, as dumping prevention is a part of the CCLC work plan. Tamara Reid was extended an invitation to attend a CCLC meeting in either November or December to provide updates on the Trash Talk Project.

6.0 Discussion Items

6.1 Clean and Green Video

The meeting on March 14th with P. Homerski, A.Wenzowski, L. Husack and video producer Tracy Bezeau went well and resulted with a decision that the idea of a video to capture Clean & Green strategy components (litter, illegal dumping, graffiti and beautification) is worth investigating further and therefore will remain open for further discussion. The

Committee was asked for suggestions as to how to approach the video and was asked to bring forward any ideas they may have.

6.2 Clean and Green Scholarship

L. Husack introduced the concept of introducing a Clean and Green Scholarship. Overall the concept was well received. A request was made for staff to investigate any legal, policy or financial implications that may exist prior to going forward. It was suggested that funding for the scholarship be provided either by the CCLC through use of its accounts, or through the engagement of a corporate sponsor.

7. Focus Area Updates

7.1 Litter Prevention

Roadside litter data collection project

P. Homerski continues to follow up with the Roads Maintenance Section to explore the possibility of auditing the refuse collected along roadsides during the regular spring maintenance. A portion of the Red Hill Valley Parkway will be the focus area for this project.

Downtown BIA Cigarette Litter Prevention Project

The Beautification Committee of the Downtown BIA is very engaged and the progress for this initiative is very good. The group would like to hold a media event in June to further their efforts on this project. CCLC will be invited to participate in this initiative.

7.2 Illegal Dumping Prevention

a) Video Surveillance Programs

B. Thomson and J. Hawker have volunteered to follow up on researching this program and will update at the next meeting.

7.3 Graffiti Management

a) Graffiti Management Program – P. Homerski updated the committee on the recent City coordinated graffiti projects:

Traffic Operations

A pilot project using a vinyl wrap on some of the

City's traffic control boxes was initiated in 2012. The pilot project has been successful as there has been a definite decrease in the amount of tagging/graffiti on the wrapped boxes. P. Homerski will help coordinate this graffiti management strategy with the development of the comprehensive city-wide graffiti management program

Transportation

Transportation staff is conducting a comprehensive survey of the condition of bus shelters across Hamilton. Data and recommendations from this survey will also be provided for the development of the city-wide graffiti management program.

b) Graffiti Youth Working Group

K. Boyer reported that the survey questions are completed and have been formatted into an on-line survey for distribution. K. Boyer has produced a distribution list for the team to review and email addresses for contacts through whom the survey may be distributed. P. Homerski cautioned that the distribution must be specific and not generic in nature (i.e. a direct contact name) in order to ensure that the survey reaches only the target audience. P. Homerski suggested a review of the distribution list by the subcommittee prior to its distribution to the committee. A subcommittee meeting will be called in the next two weeks.

That the CCLC receives the questionnaire/survey questions as presented.

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CARRIED

7.4 Beautification and Greening

a) Team Up to Clean Up Blitz Update

P. Homerski updated the team on the current numbers registered for Team Up To Clean Up as of April 15, 2013. A total of 12, 587 volunteers have registered, with registrations still coming in. It is believed numbers will meet or surpass the goal of 20,000. P. Homerski has placed an ad in the Spectator capturing the current success of the TUTCU efforts. It was

proposed that perhaps an advertisement to express thanks to the volunteers be considered as part of the wrap up for the event.

b) Volunteer Recognition Program

L. Husack proposed that due to the very large number of participants and the small number of volunteers on the committee that the distribution of the recognition certificates be revisited. Further discussion needs to take place on how to best distribute certificates.

8 Keep Hamilton Beautiful (Keep America Beautiful)

8.1 Sherwin-Williams Partnership

Keep America Beautiful and the Sherwin-Williams Paints have had a long-standing partnership in the United States. The KAB-US staff has found a contact here for the CCLC who is willing to come on board to provide paint supplies for assisting in graffiti cleanup. P. Homerski is looking for a CCLC member to help to follow up on this potential partnership. P. Homerski to follow up with K.Boyer.

9. Other Business and General Information

9.1 CCLC Work Plan Update

Postponed until next meeting.

10. Adjournment

The meeting was adjourned at 7:00 pm. The next meeting of the Clean City Liaison Committee will take place Tuesday, May 21, 2013 at 5:00 pm, Room 830, Hamilton City Hall.