



CITY OF ST. CATHARINES CLEAN CITY COMMITTEE

Meeting Minutes June 12, 2012 Lake Street Service Centre, St Catharines

1. Call To Order
 - Elaine, seconded by Cheryl
2. Attendance & Regrets
 - Attendees: Elaine Manocha, Donna Miotto, Cheryl Crawley, Tisha Polocko, Jennifer Bernard (staff)
 - Regrets: Holly Washuta, Councillor Bruce Williamson
3. Adoption of Agenda
 - Donna, seconded by Tisha
4. Reports – Staff/Council
 - No new staff report at this time
 - No Councillor in attendance
5. Voicemail/Correspondence/Email
 - Voicemail:
 - i. No voicemail to report at this time
 - Correspondence:
 - i. From Tisha Polocko, Executive Director, St. Catharines Downtown Association. Letter supporting CCC cigarette butt litter initiative in St. Catharines, and information on the St. Catharines Downtown Association cigarette butt receptacle program.
 - ii. From Lenny Wang, Operations Manager, TerraCycle Canada. Email regarding cigarette butt recycling
 - Email :
 - i. From Jennifer Douglas re St. Catharines Leisure Guide. Comments from staff included;
 1. Include the CCC in both the 'volunteer' and 'community' sections.
 2. Include the mascot graphic wherever possible
 - ii. From Chris Akeiley, Mainstream, regarding project to clean graffiti from Tim Horton's. Mainstream has requested a donation from the CCC to help offset the cost of a pressure washer for this purpose.

*Motion: to receive the letter from the St. Catharines Downtown Association, and provide support to the cigarette butt receptacle program in the amount of \$200.
Cheryl, seconded by Elaine, approved.*

Motion: to receive the letter from TerraCycle Canada and respond to contact with support for their program and suggest partnering with Mainstream to take advantage of large volumes of cigarette butt litter.

Donna, seconded by Cheryl, approved

Motion: to receive correspondence from Mainstream and provide support towards the power washer for the purpose of removing graffiti, in the amount of \$200.

Cheryl, seconded by Donna, approved.

Action Item: Jennifer to make arrangements to provide funds to St. Catharines Downtown Association and Mainstream.

Action Item: Cheryl to respond to TerraCycle

6. Budget

- Suggestion to discuss budget for 2013 at October 2012 meeting
- Main events are Spring Clean-up and Shoreline Clean up

Action Item: Jennifer to forward copy of budget to committee members.

7. Cigarette Butt Campaign

- Cheryl suggested "Keep America Beautiful" Campaign. Members agreed that the campaign should take the approach that cigarette butt littering is 'socially unacceptable'. Even though we are Canadian, we may be eligible for the benefits of this program. Suggested to check website: www.litteringiswrongtoo.org
- Members discussed advertising options – Cheryl had pricing for bus/shelters/benches but pricing needs updating.
- Members agreed that the back of buses would be most appropriate to target drivers throwing cigarette butts out window.
- Donna offered to check if marketing services could be provided from a co-worker
- Members suggested putting ads in Leisure Guide

Action Item: Cheryl to contact Keep America Beautiful to request resources from campaign and update advertising prices.

8. 2102 Shoreline Clean up – September 15

- The CCC needs to register with the Great Canadian Shoreline Cleanup for 2012
- Members agreed that the banner locations should be booked asap.
- CCC members will choose a 'promotion' site for September 8/12 to launch Sept 15/12 clean up. Location to be discussed at next meeting.
- Members agreed that we would focus on contacting the Shoreline sponsors (Loblaws, Tim Horton's) for support.
- Suggest contacting Jennifer Douglas to draft poster
- Elaine to contact school coordinator

Action Item: Cheryl to contact Shoreline Cleanup and register event

Action Item: Jennifer to contact city staff re banner hanging locations

Action Item: Cheryl to contact Loblaws, Tim Horton's' to request support for event

Action Item: Elaine to contact Jennifer Douglas to request poster

Action Item: Elaine to contact school coordinator

9. Other Business

- Banners need to be updated with spring event date
- The CCC webpage needs to be updated
- Pitch In Day thank you cards need to be send
- Suggestion to place article in Garden City Current

Action Item: Elaine to contact Steve at Creative Signworks regarding banners updates

Action Item: Jennifer to update CCC webpage

Action Item: Cheryl to send draft thank you card to members for review

Action Item: Tisha to check for advertising in Garden City Current for Shoreline Cleanup and to request new members

10. Next Meeting: **Tuesday July 17, 2012**, Lake Street Service Centre, 5:45 pm

11. Adjournment: Elaine, seconded by Cheryl