



CITY OF ST. CATHARINES CLEAN CITY COMMITTEE

Meeting Minutes Gord's Place, James Street, St. Catharines August 13th, 2012

1. Call To Order
 - At 6:15 pm
2. Attendance & Regrets
 - Attendees: Tisha, Elaine, Donna, Cheryl
 - Regrets: Holly, Councillor Williamson, Jennifer Bernard, Gord Campbell, Bob Riediger
3. Previous Meeting Minutes – June 12/12
 - No minutes from the July 17/12 meeting with Jennifer – will discuss under item #8
 - Approved by Donna, Seconded by Elaine
4. Adoption of Agenda
 - Adopted by Tisha, Seconded by Cheryl
5. Reports – Staff/Council
 - No Staff or Council reports at this time
6. Correspondence/Email/Voicemail
 - Email: Confirmation of attendance in 2012 Niagara Wine Festival Grande Parade on September 22, 2012
7. Budget
 - No budget items at this time
8. Cigarette Butt Campaign - Results of meeting with Jennifer and Jennifer to present campaign ideas.
 - Jennifer unable to attend meeting, but sent ideas for group to comment.
 - It was decided that the group would like to go with tagline *#4 Do you have to kill our environment too?*
 - As for the visual, the group liked all the suggestions but felt that since this is a St. Catharines initiative, something more local should be used. The suggestion of the Port Dalhousie Lighthouse was made and agreed upon as this is a well-known symbol for St. Catharines. Request Jennifer produce a visual for the next meeting of September 11/12, if possible.
 - Tisha reported that 25 cigarette butt receptacles will be placed in the downtown area, and will be coordinated with Mainstream to have the butts removed from the receptacles. May be an opportunity for Mainstream to partner with TerraCycle to recycle cigarette butts.

- Keep America Beautiful indicated that we may use their information and ideas in our social marketing campaign

Action Item: Cheryl will get updated advertising pricing

9. 2102 Shoreline Clean up – September 15

- It was noted that cigarette butts were the number 1 problem and most collected in last year's clean-up
- Cheryl registered for the Shoreline Clean-Up and will call Loblaws to request support. Several people have signed up for sites through the Shoreline website.
- Clean-up sites were confirmed:
 - Glen Morris Drive area: Cheryl
 - Wellandvale area: Elaine
 - Garden City Beach: Donna
 - Centennial Park Old Canal Lock area: Tisha

Action Item: Cheryl to contact Loblaws for support

Action Item: Elaine will contact Jennifer Douglas to request poster for Shoreline Cleanup

Action Item: Tisha will place an article in Garden City Current about Shoreline Cleanup

10. Other Business

- Jen Bernard sent cheque for parade participation
- Cheques were sent to St. Catharines Downtown Association to support the cigarette butt receptacles and to Mainstream to support their projects. Tisha also sent out the Thank You Cards to various people who helped with the 2012 Spring Clean-Up
- Spring Clean-up Date: April 27, 2013
 - Banners need to be updated with spring event date

11. Next Meeting: **Tuesday September 11, 2012 (changed)**, Lake Street Service Centre, 5:45 pm

12. Adjournment

- Motion to Adjourn by Elaine, seconded by Donna