

## Minutes

**Tuesday, February 21, 2017**

**Lake Street Service Centre, 2<sup>nd</sup> Floor, 383 Lake Street at 17:30**

### **Attendance:**

Elaine Manocha (Chair), Tisha Polocko (Vice-Chair), Jonathan Belgrave-Sookhoo, Elizabeth Krajewski, Karen Sabzali, Cheryl Crawley

**Absent:** Holly Washuta, Tony DellaVentura, Kris Akilie,

### **Staff Liaison:**

Patrick Conway, John Bellehumeur, Paula Hornall

### **Ex Officio Members:**

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1. **Call meeting to order (Chair)**  
E. Manocha 17:40 pm
  2. **Additions/Deletions to the Agenda**  
None
  3. **Motion to approve the agenda**  
E. Krajewski
  4. **Motion to adopt the minutes of the previous November 16, 2016 meeting**  
K. Sabzali
  5. **Presentations (invited guests)**  
None

## **6. Business arising from the minutes**

- J. Belgrave Sookhoo approached by Councillor Britton at Business after hours event to make enquiries about why committee requires more funding, what challenges are the committee facing for example having people come out to Clean City clean up events
- Focus for this year will be the following:
  - -Don't flick it Campaign
  - -Graffiti Campaign and other ways to look at managing graffiti
  - -Rain Ponchos for Clean up Events
  - -Advertising/Marketing/Educational for all of the above
  - -Billboard
- GM clean up location will be Sunset Beach however C. Crawley will confirm with contact if they are participating in City wide clean up date or is this location for just June 5<sup>th</sup>?
- No new information on Student Partnerships with Police Foundations/GIS Programs
- Banner locations-Brandi Long will get back to us where locations are-Pat to check into
- Missed deadline for the Leisure Guide
- No new information on Crime stoppers Billboard

### **New Business**

- Calendar will be created by K. Sabzali in assisting Committee setting timelines and deadlines for events, marketing, advertising etc.,
- Recycling Bin Lids-discussion on whether Committee wants to get involved in promoting or selling these lids in order to combat the increase recycling litter that is occurring – C. Crawley to look into what the minimum cost will be per bin and also drafting letter to Regional Council
- Oak Hill Park-discussed as a possibility for clean up however due to bridge construction not sure when it will be available-Pat to investigate
- Promo Centre will help out committee in obtaining sponsorships as long as we use the organization for promotional products-letter has to be drafted from the Clean City Advisory Committee to determine if using the Promo Centre is a conflict of interest-Pat to look into

## 7. **Business**

### **7.1 Correspondence**

None-suggestion that phone extension be dropped and inquiries sent to Citizen's First

### **7.2 Budget**

- Currently have over \$20,360.00
- Approval for J. Belgrave to purchase 200 rain ponchos

### **7.3 Spring Cleanup Preparation**

#### **Earth Day April 22, 2017**

Mayor's School Visit April 19, 2016 –Beacon Christian School

**Spring Cleanup Date:** April 22, 2017 9:00am-11:00am rain or shine

- Locations for Spring Clean up:
  - Eco Park/George Malcomson Trail
  - Pic Leeson Park
  - Jones Beach
  - Lake Street on Ramp
  - Ontario Street Ramp
  - 12 Mile Creek Trail off Glendale
  - Fenceline along Walmart at Benfield Drive
  - Vintage Park
- Attending Market Square on Saturdays to promote Spring-Cleanup
- Participate at the opening of the Carousel by contacting the Friends of the Carousel
- Requirement to promote City clean up as a City wide event-create an event on Facebook, city website check with Communications how this can be done-Pat/Paula to investigate

- Suggested Locations for Clean Up Supplies are the following:
  - Kiwanis Pool Carlton/Niagara Street
  - City Hall
  - Lock 3 Museum
- E. Manocha to follow up with Phil Christi

**Fall Cleanup Date:** September 9, 2017 9:00am-11:00am rain or shine

- Jonathan to Bring to Town and Gown Committee regarding Student Litter at the beginning and end of school season-target off campus students as well
- Participate at the Pen Centre during the March Break and the Market Square and during movie nights in the summer for fall clean up
- Try to find ways to increase people participation for the Clean Up

#### **7.4 Graffiti**

- Investigate Billboard /Bus for Graffiti advertising –Cost and design-deferred
- Look into whether Graffiti Artist can design a Graffiti billboard
- H. Washuta recommended to get an artist to design shirts about graffiti-deferred
- J. Belgrave suggested having a graffiti wall somewhere for example under the Geneva overpass
- Suggestion for Graffiti wall –Boxing Club Alley (Fulton Fitness) –theme Canada's 150 Anniversary –T. Polocko to investigate

#### **7.6 Cigarette Butt Campaign ideas**

- Back of Bus Campaign/Billboards-Don't flick it Campaign –Approximately \$3000.00 for 3 months-deferred
- Maybe suggest some other ways to discourage throwing butts on the street

#### **8. Date of next meeting**

Tuesday March 21, 2017 at 17:30pm

9. **Motion to Adjourn**

C. Crawley 19:10pm