

Minutes

Tuesday, June 20, 2017

320 Geneva Street at 17:30

Attendance:

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

Absent: Tony DellaVentura, Kris Akilie,

Staff Liaison:

Patrick Conway, Wes Rutter, Paula Hornall

Ex Officio Members:

1. **Call meeting to order (Chair)**
E. Manocha 17:40 pm
2. **Additions/Deletions to the Agenda**
 - T. Polocko working with Brock University-they are creating an actual program for outdoor art to combat graffiti and including it as part of the curriculum of the Humanities and Geography programs
 - Do not have any actual figures for contributions to the program to date
3. **Motion to approve the agenda**
E. Manocha
4. **Motion to adopt the minutes of the previous meeting**
E. Manocha
5. **Presentations (invited guests)**
None
6. **Business arising from the minutes**
 - Thank you card to be send to MTO/Miller Maintenance and Cats Caboose for assistance in Spring Clean up-E. Manocha

- Thank you for residents to be forwarded to Communications perhaps tag Miller Maintenance in thank you
- K. Sabzali to add thank you reminders to be added to calendar timeline for future
- E. Manocha to contact Burtnik Printing to have a plaque made up for

7. **Business**

7.1 Correspondence

- none

7.2 Draft Budget Planning:

(Ideas Submitted by K Sabzali):

1. Set aside some funding to explore development of educational 'kit' that can be distributed to schools in spring in time to coincide with 'Earth Day'- Elaine and Karen are working on this
2. Explore costs associated with 3-stream collection opportunities within parks and open space system - initial funding proposed \$2000-Region and City have partnered to put more containers in parks, Farmer' Market getting containers, recommendation that letters be sent to small businesses to encourage them to go to 3-Stream Collection opportunities-Cheryl introduced Ontario's Strategy for a Waste-Free Ontario: Building the Circular Economy whereas the heart of the legislation is the idea that producers should be responsible for the end-of-life management of their products and packaging. For further information please click on the following link:
<https://www.ontario.ca/page/strategy-waste-free-ontario-building-circular-economy> H Washuta advised that a Fabrication place has designed a new separated topper for the large garbage cans that will allow for separation of garbage and limit the garbage blowing around-will require seeing a sample of lid
3. Explore costs associated with augmenting use of moloks in parks - set at the rate of 1 location per year to be outfitted-No costs yet to be explored
4. Set aside community funding to augment "Clean City" initiatives by private individuals (similar to 'Friends of Environment' at TD) - so for instance: a small community fund (\$2000) with a maximum cap of say \$200, that can be accessed by individuals (they need to make an application)

to help offset any costs that they might incur for community improvement- Need incentives for small groups to organize clean ups in city-look at ways to offset their costs ie design a "Litter First Aid Kit" –K. Sabzali will oversee the program if go ahead given-Elaine to obtain copy of Sustainability Guidelines in determining how to establish guidelines, criteria and evaluation of how to monitor this funding

5. Set aside a community project amount (\$5000) to create pop-up "clean City" zones around the City. For instance there is a spot at the corner of Scott and Niagara streets that has been for sale since the 60's - and it is one U-G-L-Y space. So, in the interim (if the owner is in agreement) it could be turned into a "Clean City Space": grass cut, couple of benches, maybe plant a tree or two. ... and so on around the City. We could invite each community to nominate spaces for consideration each year? – Pat and Elaine to take to the Sustainability meeting to partner with them
6. **NEWSLETTER**
BUDGET: \$100 upon implementation for promotion. \$As necessary after that. \$0 maintenance. **FREQUENCY: 2 Times a year**

Working through the City of St. Catharines Communication department, the CCAC will advise to utilize the existing Volunteer Opportunities Website to capture people interested in different causes. One of these being categories/interests environment. This would give the city direct communications with citizens who are interested in volunteer efforts but not necessarily interested in city workings. 2 times a year, the newsletter will be sent out to subscribers interested in environment to volunteer for clean-up events. Links to registration and sharing will be included in the newsletter.-Communication team to come to next meeting to discuss-deferred to next meeting

7. **TRADITIONAL MEDIA/ADVERTISING**
The CCAC will do 2 annual press releases to media such as Print News and Event Listings. With up to \$500 in advertising for dedicated as space with event details running 2 weeks before the event.-motion to increase to \$1000.00 motion carried by Cheryl
8. **SOCIAL MEDIA/ADVERTISING**
BUDGET: \$500 Annually
Using social media, the CCAC can promote clean up events as an official city event. Direction for City to create the event on Facebook and then promote event for 3 weeks prior to event date. Also directing citizens to sign up for the

newsletter to assist in reducing social media expenses in future years as database grows. Budget for promoting events \$60-\$100 per clean up. Remainder of social media budget to go towards promoting campaigns such as Cigarette littering and Graffiti Awareness.-Motion to increase-motion carried by Cheryl

9. **EVENTS (Non-Clean Up)**

BUDGET: \$2000-\$3000 Annually

CCAC will participate in community events, not organized by the committee. Participation may include, but not limited to, Sponsor, Advertise, Purchase Vendor Space, etc. Events may include city events, such as Moonlight Flicks or community events such as Ribfest, Ice Dogs, River Lions.-Motion to approve funding for Moonlight Flicks-Motion carried by Elaine

10. **CONTEST \$150 Gift Card** New Clean City Advisory Committee Litter Bug Logo. Calling Local Graphic Designers! For development of new brochures, signage etc for booths, promotion, advertising etc.-deferred

7.3 Fall Cleanup Preparation- deferred to next meeting

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

- Suggested Locations for Fall Clean up –CNR Spur Line
- Sponsorship at Moonlight Flick Nights in Lakeside Park-committee agreed to sponsor a night for exposure
- Litterbug to be present at the Friends of the Carousel opening on July 1, 2017
- Committee Table to be set up at Farmer's Market- Saturday, August 26, 2017 -Tisha to call Jan Bechard to arrange
- Need to pick clean up locations earlier
- Committee needs to design a better Communication Strategy-Jonathan to write up a communication strategy
- Should have a sign in sheet when residents picking up Supplies for Clean up Events
- Email in total amount of litter bags collected at each site
- Spend money on garbage pickers

7.4 Graffiti- deferred to next meeting

- H. Washuta recommended to get an artist to design shirts about graffiti-deferred
- Graffiti wall –Boxing Club Alley (Fulton Fitness) –theme Canada’s 150 Anniversary –T. Polocko has spoken with private property owner and they have given go ahead-City portion of wall is up for discussion-- suggested that Committee pay for paint supplies
- Can we donate money to Graffiti Jam?

7.6 Cigarette Butt Campaign ideas-deferred to next meeting

- 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
- Design car decals for Cigarette and Graffiti

8. Date of next meeting

Tuesday July 18, 2017 at 17:30pm

9. Motion to Adjourn

E. Manocha 19:15pm