



CITY OF ST. CATHARINES CLEAN CITY COMMITTEE

Meeting Minutes February 12, 2013 Lake Street Service Centre, St Catharines

1. Call To Order: 6:05 pm
2. Attendance & Regrets
 - Attendees: Cheryl Crawley, Bruce Williamson, Holly Washuta, Tisha Polocko, Donna Miotto, Jim Finley
 - Regrets: Elaine Manocha, Jennifer Bernard, Greg Washuta
3. Previous Meeting Minutes – January 15, 2012
 - Adopted by Tisha, 2nd by Donna
4. Adoption of Agenda
 - Adopted by Holly
5. Reports – Staff/Council
No reports from Staff/Council
 - Bruce will follow up with Clerks for CCC presentation to Council on April 8th
 - Terms of Reference to be created for the CCC. Tisha to check with Clerks office to see if a template is in place to create purpose/role of the CCC.
6. Correspondence/Email/Voicemail
 - No voice mail or e-mails.
7. Budget
 - Cigarette Butt Litter campaign – Pricing received for bus advertising - \$3,800.00 plus HST. Will need approval from staff.
 - Advertisement will be for 6 bus ads for a 12 week period (includes set up costs)
8. Pitch-In Week & Day – April 27, 2013 – (Week April 21-27/13)
 - Need to prepare a task list
 - Suggestion not to hold large rally due to expense to close off street.
 - Will spend additional funds on advertising of PIW (Current)
 - Elaine to contact DSBN and Catholic School board contact for school support
 - Holly feels more of a reward is needed to entice people to help and suggested a prize. i.e. for unusual garbage
 - Holly also suggested a pizza party at different locations for participants
 - Work stronger on social media to get information out to the public. i.e. Facebook, Twitter, Event Bright, Cogeco, radio stations, possibly prepare a video.
 - Tisha will prepare a media release once details have been finalized
 - Mayors clean sweep – to discuss with Elaine determine a school for this year.
 - Suggestion to put PIW flag up at City Hall before Council Meeting on April 22/13 prior to council meeting – Have Cogeco film the ceremony.
 - Sites to be determined next meeting

9. Cigarette Butt Campaign

- Cheryl has been in contact with Brian from StreetSeen Media regarding poster for the cigarette butt litter campaign.
- Members have 2 ad proofs to choose from

10. Other Business

- Leisure Guide – Information has been approved for entries into the Spring Guide – Corrected the extension of CCC (was Jennifer's extension)
- Earth Day Rally at Fairview Mall – Holly will contact Fairview mall to make arrangements to be part of this event. Date of event is Monday April 22/13.

11. Next Meeting: Tuesday, March 12, 2013, Lake Street Service Centre, 5:45 pm

12. Adjournment: 7:05pm