



**MINUTES**  
***ENVIRONMENTAL ISSUES COMMITTEE***  
***WASTE DIVERSION SUBCOMMITTEE***

**May 05, 2011**  
**1:00 p.m.**  
**Canada Room**

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**Members**

Deputy Mayor Jack Heath  
Regional Councillor Joe Li  
Councillor Valerie Burke  
Councillor Logan Kanapathi

**Staff**

Claudia Marsales, Manager, Waste Management  
Dennis Flaherty, Director of Communications and  
Community Relations  
Kimberley Dunsmoor, Community Outreach Assistant  
Peter Loukes, Director Operations  
Alida Tari, Council/Committee Coordinator

**Other Invited Guest**

Councillor Howard Shore  
Councillor Alan Ho

The Environmental Issues Committee convened at 3:12 p.m. with Deputy Mayor Jack Heath as Chair.

**1. MINUTES OF THE APRIL 21, 2011 ENVIRONMENTAL ISSUES COMMITTEE,  
WASTE DIVERSION SUBCOMMITTEE**

Moved by Councillor Logan Kanapathi  
Seconded by Councillor Valerie Burke

That the minutes of the April 21, 2011 Environmental Issues Committee, Waste Diversion Subcommittee be adopted.

**CARRIED**

## **2. COMMUNICATION PLAN**

Ms. Claudia Marsales, Manager, Waste Management addressed the Committee and provided an update on the communication plan with respect to compostable bags. She indicated that Mayor Frank Scarpitti and Regional Chair Bill Fisch negotiated on removing the word mandatory from the Region's advertisement that will be in the local newspapers on Saturday May 8, 2011.

The new Regional advertisement was distributed to the Committee. It was noted that the word "mandatory" was removed from the bottom of the advertisement but included in the body of the advertisement.

There was considerable discussion with respect to having the Region remove the word mandatory entirely from their advertisement.

Moved by Regional Councillor Joe Li  
Seconded by Councillor Logan Kanapathi

That the word mandatory be removed entirely from the York Region advertisement regarding compostable bags and that the word mandatory not be used in any Regional forthcoming public communications.

CARRIED

There was discussion regarding the need for a communication plan for Markham residents that clearly outlines Markham's position on compostable bags.

## **3. PRESENTATION**

Mr. Dave Douglas, VisionQuest Environmental Strategies Corporation delivered a PowerPoint presentation regarding Bag Based Waste Management Programs.

There was brief discussion as to why the Region does not have their own material recovery facility.

The Committee discussed the possibility of the Regional Material Recovery Facility (MRF) programs incorporating bag breaker machines that will allow residents to use blue bags for recycling.

There was brief discussion with respect to the garbage carts/bins (green, blue) and that they are not a viable option for multi-residential homes.

It was suggested that Mr. Douglas come back to present how the clear bag program was launched in the east coast.

Moved by Councillor Valerie Burke  
Seconded by Regional Councillor Joe Li

That the presentation from Mr. Dave Douglas, VisionQuest Environmental Strategies Corporation regarding Bag Based Waste Management Programs be received.

CARRIED

**4. FOCUS GROUP**

Staff advised that there is a tentative date for the focus group on May 25, 2011 in the evening. Staff will send out a meeting request and further information.

**5. NEXT MEETING**

The next meeting will be in the afternoon on Thursday May 19, 2011.

**6. ADJOURNMENT**

The Environmental Issues Committee - Waste Diversion Subcommittee adjourned at 3:00 PM.