



MINUTES
ENVIRONMENTAL ISSUES COMMITTEE
WASTE DIVERSION SUBCOMMITTEE

April 21, 2011

3:00 PM

Canada Room

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
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. PRESENTATION

Ms. Claudia Marsales, Manager, Waste Management delivered a PowerPoint presentation briefly outlining the Town of Markham waste management's current program and the results of the 2006 focus group.

The Committee suggested that a visit to the Region's Material Recovery Facilities (MRF) and compost facility would be beneficial.

The Committee discussed the following:

- Incineration process
- The various locations that the waste is currently diverted to
- Backyard composting
- The use of social media to engage residents and possible re-engagement of the focus group from 2006 to obtain their feedback

2. COMMUNICATION PLAN

Mr. Dennis Flaherty, Director of Communications and Community Relation delivered a PowerPoint presentation outlining some possible communication programs/tactics to outline Markham's Key messages with respect to York Region's Compostable Bag Program.

The Committee suggested that the "Key Messages from Markham" (included in the presentation) be amended as follows:

- #2 The Regional Municipality of York has stated that it requires the use of compostable bags in Green Bins effective May 1, 2011
- #3 The Town of Markham, which is responsible for waste pick-up, will leave its Green Bin container bag requirement and Waste Collection By-law unchanged while the Town reviews the entire waste diversion program over the next five months. During this process there will be opportunities for public input
- #4 Residents may use compostable, biodegradable, plastic, or any other bag of their choice during the review period.

The Committee discussed the following:

- Why is York Region having a mandatory date
- Need to have a justifiable reason to request residents to change to compostable bags
- Possibly holding a press conference or media interview prior to the York Region's mandatory date of May 1, 2011
- Importance of a clear message to the residents

3. FOCUS GROUP

Staff advised that they are recommending that the review of clear and compostable bags include discussions with a focus group.

4. CORRESPONDENCE

Moved by Councillor Logan Kanapathi
Seconded by Regional Councillor Joe Li

That the correspondence from Dave Douglas, VisionQuest Environmental Strategies Corporation be received.

CARRIED

5. NEXT MEETING

The Committee suggested that the next meeting be scheduled for two weeks from today.

ADJOURNMENT

The Environmental Issues Committee adjourned at 5:00 p.m.