



MINUTES
ENVIRONMENTAL ISSUES COMMITTEE
Waste Diversion Sub-Committee
February 20, 2013
3:00 PM
York Room

Members Deputy Mayor Jack Heath Regional Councillor Joe Li Regrets Councillor Valerie Burke Councillor Logan Kanapathi	Staff Claudia Marsales, Senior Manager, Waste and Environmental Management Kimberley Dunsmoor, Community Outreach Assistant Shayne Hartin, Supervisor Waste Management Operations Alida Tari, Council/Committee Coordinator Other Dave Gordon, York Region
---	--

The Environmental Issues Committee, Waste Diversion Sub-Committee convened without quorum at 3:10 p.m. with Deputy Mayor Jack Heath as Chair.

1. ACTIVITY UPDATE

Claudia Marsales, Senior Manager, Waste and Environmental Management provided a verbal update regarding the waste collection activity relative to the banning of the e-waste, mandatory recycling program and the launch of the clear garbage bag.

2. GLAD

Dave Douglas, President VisionQuest Environmental Strategies Corp. delivered a brief PowerPoint presentation on behalf of GLAD outlining the coupon and sampling distribution, GLAD products for Markham Councillors and the outreach program. It was noted that the promotional team will be at various locations in Markham to educate residents and promote the

launch of the new clear garbage bag. It was suggested that staff confirm the list of locations for the promotional team to attend.

Mr. Douglas pointed out that GLAD has the stock of clear bags although it is up to the various retailers to have their shelves stocked with the item.

3. CLEAR BAG PROMOTION & EDUCATION

Claudia Marsales, Senior Manager Waste & Environmental Management delivered a PowerPoint presentation regarding the Clear Bag Promotion and Education program.

The Committee discussed the following:

- Consider re-wording the message relative to permitting small shopping bags tied in the clear bags
- Ensure the messaging to residents includes options with respect to "personal products"

Committee requested another meeting in the next few weeks to discuss privacy, amnesty program, sticker and/or door hanger and press release.

4. ADJOURNMENT

The Environmental Issues Committee, Waste Diversion Sub-Committee adjourned at 4:48 p.m.