

Clean & Beautiful

THE VOICE FOR A BRIGHTER ST. JOHN'S

Annual Report

July 1, 2012 – June 30, 2013

August 21, 2013

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MESSAGE FROM THE CHAIR

As St. John's Clean and Beautiful wraps up its 25th year since the committee started, am very pleased to present the annual report of the Board of Directors for 2012-13.

When I stepped in to the role of Chair, in Sept 2012, I did so with specific goals in mind. While Clean and Beautiful had been very successful with various initiatives, in order to grow, the organization needed to tighten up planning and have more engaged Board and committees. With the help of the Executive Committee, I began the process of aligning the committees toward common objectives, reinforcing governance, and updating and creating much needed policies especially in the areas of operations, communications and financial management. All of these changes have positioned us to more easily secure future funding and grow the organization by taking on new projects and initiatives.

My next step was to create action items based on the areas I felt had the most urgent need for resolution so the Board could move forward with yearly initiatives with fewer obstacles to overcome. It remains very important to me that any changes made do not compromise the ongoing initiatives that have been so successful year after year. Many of these action items are ongoing, but work has been completed in the following areas:

- Budgeting and Financial Management
- Board and Committee Membership
- Staff Management
- Communications Policy Creation
- Tracking of Volunteer Activity and Community Engagement
- By-Law Review
- Increased Marketing and Promotion
- Planning Process Improvement
- Increased Sponsorship and Partnership

In addition to internal improvements, the past year has been a busy one for the Board, committees, and Executive Director of St. John's Clean and Beautiful. The Clean and Beautiful Board of Directors meets every other month, with the exception of July and August, and carries out a full-day planning session in June to prepare for the work to be completed in the next year. Each member of the Board of Directors sits on at least one committee which drive the real hands-on work of Clean and Beautiful.

In 2012-13, there were four standing committees of the board. The Schools Committee, Beautification Committee, Marketing and Communications Committee, and the Take Pride Take Action Committee. All of which meet monthly, or more if needed, throughout the year. There were also a number of active ad hoc committees last year. These committees were formed to investigate and plan for new initiatives as well as handle the coordination of various events that continue to be carried out each year.

A detailed picture of the Board's activities is provided further down in this report through the individual committee reports submitted by the Chairs and other initiative reports provided by the Executive Director.

Of course, we could not do any of this without financial support. St. John's Clean and Beautiful is very thankful to receive its core funding from the City of St. John's. In addition to an annual grant of \$63,750,

the City and its amazing staff provide the organization with support in the form of office space, the use of meeting rooms, and assistance with our school programs and awards.

Clean and Beautiful has also received monetary and in-kind donations from other sponsors including: Tim Hortons, Newfoundland and Labrador Housing Corporation, Rockwater Professional Products, The Telegram, Blackberry, Urchin Art Materials and Papery, and Newfoundland Power. Thanks to all of our partners, sponsors and supporters, we have had many accomplishments and very successful year.

A special thank-you to our Honorary Patron, Krystin Pellerin, for representing us at various Clean and Beautiful events and for helping us engage the community through public appearances and advertising.

Finally, my sincere thanks to the St. John's Clean and Beautiful Board of Directors, all of the committee members and, our indispensable executive director, Karen Hickman, for their hard work and dedication in making St. John's a cleaner and more beautiful city. It has been an undeniable learning experience and a pleasure to serve as Chair of the Board of Directors.

A handwritten signature in blue ink, appearing to read 'M. Eagles', with a stylized flourish at the end.

Michelle Eagles
Chair of the Board of Directors

MISSION

St. John's Clean and Beautiful is committed to inspiring community pride and action for a clean and beautiful St. John's. To protect and restore our urban surroundings through community involvement and to instill a greater sense of pride and ownership for our city streets, parks, and trails. The mandate of Clean and Beautiful is to promote a litter-free city through advocacy, education and the recognition of citizens and businesses who take pride in their city.

BACKGROUND

St. John's Clean & Beautiful was incorporated as a non-profit organization as a result of a resolution adopted by St. John's City Council on April 8, 1991 to apply for certification with Keep America Beautiful. As a city-wide program, co-ordinating efforts to reduce litter and organize beautification projects, the organization aimed to create a spirit of pride in our city, which resulted in St. John's being one of the most attractive cities in North America.

St. John's Clean and Beautiful has been committed to creating public awareness, inspiring accountability, and involving the community in the cleanliness and beauty of our city. The dedicated promotion of working together and encouraging individual responsibility has made this happen. This, in turn, has fostered economic investment, increased property values, and contributed to safety and order.

While no longer a member of Keep America Beautiful, Clean and Beautiful has continued with its mandate. In recent years, the organization has taken a more direct marketing and increased advocacy approach and has become the conscience for a more clean and beautiful St. John's.

The momentum of St. John's Clean and Beautiful continued through 2012-13 with a large number of community cleanups recorded, continued beautification throughout the city, active outreach and education campaigns in schools, and a marked improvement in litter and anti-graffiti awareness. Plans are in place for an even brighter and cleaner 2013-14.

BOARD OF DIRECTORS 2012-13

Chair Michelle Eagles
Vice-Chair Jacqui Janes
Secretary Karla Bradbury
Treasurer Colin Ryan
Past Chair LeeAnn Montgomery
Council Representative Sheilagh O'Leary
Member Susan Bishop
Member Kip Bonnell
Member Gary Burt
Member Jamie Edgecombe
Member John Hogan

Member Grayson Kelly
Member Lynn Moore
Member Jamie O'Dea
Member Leslie Penney
Member Cara Pike
Member Patricia Poirier

Member Emeritus, Deputy Mayor Shannie Duff
St. John's City Staff Representative Janine Piller
Executive Director Karen Hickman

STANDING COMMITTEE REPORTS

Schools Committee Report

The mission of the Schools Committee is to foster awareness among students about issues related to litter, graffiti, and the environment; and to inspire pride and action for a clean and beautiful St. John's.

At the beginning of the school year, the committee organized Schools in St. John's to hold a 25 Minute Clean Up to celebrate the Clean and Beautiful 25th Anniversary. A number of schools participated in this event.

The Schools committee then continued with its major initiatives to promote awareness among students. Initiatives included: For the Love of St. John's Art Exhibit, SUPER (Speak up and Promote Environmental Awareness) Speak-Off, Read for the Environment and School Ground Clean ups. The committee also participated in The Golden Broom Awards.

For the Love of St. John's Art Exhibit

On February 14th the committee hosted For the Love of St. John's Art Exhibit at City Hall. This event encouraged grade 3 and 4 students to use visual art to express their love for a clean and beautiful city. As a result of this exhibit, some students work was chosen by city staff to be featured in the City Municipal Plan.

SUPER (Speak Up and Promote Environment Responsibility) Speak-Off

On March 20th a speak-off was held at City Hall that featured grade 6 students speaking on topics such as Litter Prevention, City Beautification, Ecological Protection, Recycling, and Heritage Preservation. 1st place was awarded to Jordon Hipditch, 2nd place went to Amber Evely, and 3rd place to Ayla Rouah.

Read for the Environment

On May 30th the committee celebrated Environment Week with our annual Read for the Environment. St. John's Clean and Beautiful board, committee members and members of St. John's City Council visited grade 1 classrooms and read to the students about the importance of protecting our environment.

Schools / Youth Clean up Initiatives

As part of the annual Take Pride Take Action spring cleanup campaign, schools, and youth groups were encouraged to participate in cleanups around their schools and neighbourhoods. The committee is very pleased to say that a large number of schools, Boy Scout and Girl Guide groups participated in registered clean up events.

Golden Broom Award – School of the Year

This year for the first time, the Schools Committee contributed to The Golden Broom Awards by developing selection criteria for School of the Year and applying this criteria to choose St. Paul's Junior

High School as the recipient for 2012-13 award. Besides being presented with the award, a grade seven class at St. Paul's received a visit from Councillor Sheilagh O'Leary and Republic of Doyle actress, and our Honorary Patron, Krystin Pellerin who spoke about the importance of environmental stewardship and recognized the students' hard work with free t-shirts and a photo op.

Committee Members

Councillor Sheilagh O'Leary (Chair), Janice Brien, Cara Pike, Terry Hewlin, Lilia Jackman, Mary Rideout, Kelly Kenny, Brian Cusack, Penny Cofield, Lynn Moore, and Karen Hickman (Executive Director)

Beautification Committee Report

The mission of the Beautification Committee is to encourage all citizens to help make St. John's a cleaner, prettier, litter-free city.

Members of the Beautification Committee have been committed to being a voice of advocacy for St. John's Clean and Beautiful by contacting Irving Oil, Memorial University of Newfoundland, Downtown Churches, and the City of St. John's to make them aware of ongoing issues within the city. They have promoted the removal of litter, the beautification of the downtown and the removal of graffiti. The committee has also initiated talks with Parks Canada to involve committee members with the opportunity to beautify the area for local residents and tourists.

This year the committee was very pleased to select four winners for The Golden Broom Awards. Awards were presented to Dr. Wallace Rendell, Gracie Joe's restaurant, Clovelly Golf Course, and Ultramar Downtown for their commitment to keeping their properties clean and beautiful.

In 2012-13, through the support of the City of St. John's the committee was able to start its Traffic Box Beautification Program and complete artwork on eight traffic boxes throughout the City. This initiative reduces graffiti and makes St. John's a more beautiful place while providing local artists an opportunity to connect with the community through public art.

Committee Members

LeeAnn Montgomery (Chair), Susan Bishop, Wendy Batten, Wally Rendell, Shirley Rendell, Bobbi Redpath, Dan Goodyear, Bernie Ryan, Jeff Butt, Janine Piller, Terri George, and Carolyn Sturge-Sparkes

Marketing and Communications Committee Report

The mission of the Marketing and Communications Committee is to develop and implement marketing and public relations strategies for Clean & Beautiful and to identify potential partnerships, sponsorships and projects.

During the 2012-13 year, the Marketing and Communications Committee was focused on marketing the 25th Anniversary of the organization. On September 25th, the committee held an anniversary party to

celebrate the many awards and accomplishments of Clean and Beautiful over the years. Past and present Board and committee members, partners, sponsors, and many other stakeholders were in attendance.

New 25th anniversary marketing materials were also purchased. This included such items as reusable bags and pencils to hand out at the anniversary party and at various Clean and Beautiful events and clean ups throughout the year.

To build on the work of previous years, there was a large effort to promote St. John's Clean and Beautiful through various social media strategies. This included a concerted effort through facebook and twitter as well as a complete redesign of the webpage, which will soon be finalized. A LinkedIn page was also created to help engage the corporate community.

In order to help with consistent messaging and getting our message across various media sources, we developed a communications grid to schedule the timing of such things as social media postings and media releases. This is a work in progress and will ensure that the marketing and communications for each project will be handled in a consistent manner.

Early in the fall we launched a photo contest to help engage residents with our Facebook page. A panel of professionals chose the winner and they were awarded prizes that were donated from Blackberry and The Telegram. This helped us garner some online traffic as well as some new connections.

In early 2013, in conjunction with our 25th anniversary celebrations, a small contest was launched to help with engagement. 25 things to protect the Environment in 25 Days, consisted of posting an idea each day that would have a positive impact on our environment. The best contributor with his or her own idea won a small prize. Overall, our facebook engagement numbers increased with this small and relatively inexpensive idea.

Another effort, in partnership with the Take Pride Take Action committee, was the hosting of a joint Clean and Beautiful/St. John's Board of Trade Mixer. On May 9th a mixer was held at Shamrock City. The turnout was excellent and there was a lot of engagement from the corporate community.

The Marketing and Communications Committee is also assisted other committees with their own initiatives.

Committee Members

Leslie Penney (Chair), Michelle Eagles, Karla Bradbury, Jamie O'Dea, Jamie Edgecombe, Jamie Stroh, Jeff Lush, Kip Bonnell, Gary Burt, Grayson Kelly, Dave Lane, and Karen Hickman (Executive Director)

Take Pride Take Action Committee Report

The mission of the Take Pride Take Action Committee is to encourage residents, businesses, schools and community groups to organize clean up events in St. John's.

The Take Pride Take Action campaign was officially kicked off with the signing of the Proclamation on May 13, 2013 by Mayor Dennis O'Keefe during a regular council meeting along with Michelle Eagles ,

Chair of the Board of Directors and Gary Burt from Tim Horton's. The committee also kicked off the campaign by hosting a Board of Trade business mixer at Shamrock City to encourage business to get involved with organizing their own clean ups.

We were able to promote this year's campaign on the CBC Radio Noon Crosstalk, CBC Hear and Now, NTV's Weather Hit along with other stories on NTV and a Community piece on VOXM.

We are pleased to report that 133 registered clean ups took place between May 15 and June 15 and over 8000 volunteers participated. These volunteers cleaned up neighbourhoods, around their businesses, churches, schools, parks, and rivers. In addition to the registered clean ups, our Board of Directors also participated in and organized cleanups, these included the City of St. John's Team Up to Clean Up, St. John's Clean and Beautiful Board Clean Up, CBC Morning Show 15 Minute Clean Up and the VOXM Spring Clean.

Through the support of one of our major sponsors, Newfoundland and Labrador Housing Corporation, Clean and Beautiful was able to work closely with the tenant associations and community groups and assist them with neighbourhood clean ups and encourage pride and presentation in their neighbourhoods.

Free garbage bags and prizes that included T-shirts, re-useable shopping bags and mugs were given to all groups that registered clean ups.

All residents were encouraged to use the services that the City of St. John's provides to help keep our city clean and beautiful, such as their annual bulk and metal pick up, and the hazardous waste drop off at the Regional Waste Management Facility.

Once again this year our major sponsors were the City of St. John's, Tim Horton's, Newfoundland and Labrador Housing Corporation, and Rockwater Professional Products.

Committee Members

Jacqui Janes (Chair), Patricia Poirier, Gary Burt, Grayson Kelly, Terry Hewlin, Dave Lane, Mary Lou Bruce, Cara Pike, Lorrie Taylor, and Karen Hickman (Executive Director)

OTHER INITIATIVES

Advocacy

Board members, committees, and the Executive Director all take on the role of advocating for a cleaner and more beautiful city. This usually happens in the form of writing letters to businesses or other organizations as a means of bringing attention to an issue. The Executive Director also frequently acts on behalf of citizens who have complaints by utilizing the City's 311 system to initiate contact with City departments and to follow-up. During the past year, Clean and Beautiful has also spoken out publically in the media to support a reduction in graffiti throughout the City and better cleaning of streets in the downtown area.

From time to time, St. John's Clean and Beautiful also forms ad hoc committees when a larger effort is required to bring attention and action to a specific issue. The Churchill Square Beautification Committee was struck to do just that.

Churchill Square Beautification

An ad hoc committee was formed by the St. John's Clean and Beautiful Board of Directors in response to residents and business owners who expressed the need for beautification in the Churchill Square area. As a volunteer organization that promotes beautification in many areas of the City, this was a good opportunity to give some attention to this centre-City neighbourhood and apply the same model for action that has been successful in other areas. The goal of the committee is to drive the beautification efforts and act as a liaison between residents, business owners, and the City of St. John's.

With the help of City staff in several departments, this committee facilitated action that resulted in the City of St. John's providing weed removal and plantings to help beautify the parking areas. The City also committed to installing more trash, recycling, and cigarette butt receptacles.

Another objective of the committee is to bring business owners and residents together as an organized group that could continue to drive beautification in the area. These efforts are on hold as the City of St. John's has initiated a Business Improvement Association (BIA) for Churchill Square. The committee awaits the results of those efforts to determine if there will be a requirement for the assistance of Clean and Beautiful.

Ad Hoc Committee Members

Councillor Sheilagh O'Leary (Chair), Michelle Eagles, Gary Burt, Leith Quinton, Dan Goodyear, and Karen Hickman (Executive Director)

Volunteer Activity and Community Engagement

It is important that Board and committee members of Clean and Beautiful roll up our sleeves and be ambassadors in the community. This is a huge part of building positive relationships with residents, businesses, other associations, and the City of St. John's.

As the face and spokesperson for Clean and Beautiful, our Executive Director also plays a major role in this relationship building by speaking one-on-one with stakeholders, speaking to groups and in the media, and by representing Clean and Beautiful on several like-minded committees. The purpose and goals of St. John's Clean and Beautiful are always in the forefront and her natural ability to relate to people allows for open conversation and the opportunity for partnerships that are vital to our success.

By tracking our volunteer activity, we can see where our efforts make a difference, and perhaps, where they don't. This helps us in our yearly planning. These numbers are also good empirical data to include when we report to our major sources of funding.

From September 2012 to June 2013, the board and committee members have clocked approximately 6000 volunteer hours through committee work and by engaging the community at various events throughout the city. The events we attended were:

- Community Sector Council Community Dialogue on Volunteering
- St. John's Clean and Beautiful 25th Anniversary Celebration
- National Tree Day Celebration
- Holy Cross Walk to Breakfast
- St. John's Farmers Market
- St. Paul's Junior High Clean Up
- TELUS Celebration of Giving
- For the Love of St. John's Art Exhibit
- SUPER Speak-Off
- Earth Day at The Fluvarium
- Board of Trade Mixer – Hosted by St. John's Clean and Beautiful
- City of St. John's Team Up to Clean Up
- St. John's Clean and Beautiful Board Clean Up - Airport Heights-Viscount Street Area
- CBC Morning Show Clean Up
- Read for the Environment
- VOCCM Spring Clean Up

The Golden Broom Awards

Public recognition in the form of an awards program is a key part in the effort to keeping our city beautiful. This is a very positive initiative that helps encourage others to do the same. In the fall of 2012, St. John's Clean and Beautiful combined its former Community Awards with The Golden Broom Award to form a more comprehensive award program called The Golden Broom Awards. These awards recognize the contributions of exceptional citizens, schools and businesses who have demonstrated an outstanding commitment to keeping St. John's clean and beautiful through any or all of the following: litter management, litter reduction, educational initiatives, beautification, and presentation and pride. Our Executive Director coordinates the selection process and presentation of the awards, while the Board of Directors and various committee members choose the recipients. Five awards were presented at City Hall on November 19, 2012, receiving the awards were:

- Dr. Wallace Rendell-Citizen of the Year Award
- Ultramar Downtown-Business Award
- Gracie Joe's Restaurant-Business Award
- Clovelly Golf Course-Business Award
- St. Paul's Junior High School-School of the Year Award

Curbside Giveaway Initiative

In September 2012, the board set-up an ad hoc committee to investigate the possibility of starting a Curbside Giveaway initiative in St. John's. The purpose of the project is to redirect used household items away from the landfill by encouraging residents on one set weekend of the year to display used items on their front lawn that they are willing to give away. Other residents can then collect the items they would be interested in taking. The initiative will adopt the approach of other cities that have had successful curbside giveaway initiatives.

In May 2013, this project was approved for planning, detailed budgeting, and coordination with a view to holding the first Curbside Giveaway in early June 2014.

Curbside Giveaway Investigation Committee Members

Susan Bishop (Chair), LeeAnn Montgomery, Wendy Batten, Cara Pike, Janine Piller, and Shelly Pardy

FINANCIAL STATEMENTS

A copy of St. John's Clean and Beautiful financial statements may be requested by contacting Executive Director Karen Hickman directly:

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