

PAMZ Communication Committee Meeting Minutes

Meeting Date	November 14, 2012	Meeting Time	1:30–3:30 pm
Meeting Location	Conference Call		

Attendee	
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Lara Smandych (Shell)	√
Lauren Maris (City of Red Deer)	√
Sue Arrison (Comm. Consultant)	√

Absent with Regrets	
Daina Martens (Shell)	
Marcie Nieman (Shell)	
Ryan Smith (Shell)	

1. Approve Agenda

Agenda approved as circulated

2. Approve Minutes

Minutes of September 12, 2012 approved as circulated

3. Action Items

- All action items from September 12, 2012 minutes were reviewed, completed or on the agenda.
- Action items from November 14, 2012 meeting are as follows:

	New Action items- from November 14 meeting	Responsible	Due Date
1	Information on the 2013 PREEF Grant/ Fund to Sue	Lara	Dec.1
2	Photo contest posters to the Communication Committee, Kevin(to pass on to other committee members) Synergy and photography groups	Sue	Nov. 15
3	Complete and send in articles for Winter newsletter	Sue, Lauren, Kevin	Feb. 21/13
4	Changes to finalize the scholarship fund criteria and launch first notice	Sue	Nov. 30
5	Copy of the draft satisfaction survey to Committee members for review	Sue	Dec. 7
6	Contact identified groups to discuss air quality education outreach	Sue	Ongoing
7	Email Lauren to contact Ryszard Kozlowki with the City of Red Deer	Sue	Nov.21
8	Contact Doug Sharp from the Red Deer College and the Environmental Advisory Committee. RE: Communication Committee members.	Lauren	Dec. 31
9	Contact Judy Winter, the ERCB and Kerry Wood Nature Centre RE: Communication Committee members	Sue	Dec. 31

4. Photo Contest Update

Sue reported that she has only received one submission to date. She is putting notices on Facebook and Twitter and has sent out notices through Constant Contact. She feels it is too soon to send out PSAs and a media release. Instead she suggested that the emphasis should be on placing posters in facilities and organizations within the various communities in the PAMZ region. She asked if she could send posters to the Communication Committee members as well as members of the other PAMZ committees to circulate to groups and communities they have personal contact with. She also noted that she would send the poster out to synergy groups in the PAMZ area. Committee members suggested Sue contact local camera or photography groups as well.

It was agreed that Sue will send the photo contest posters to the Communication Committee members to pass on to other interested groups and other PAMZ Board/Committee members. Sue will also contact synergy groups and photography groups in the area.

5. Winter Newsletter

Winter newsletter is due by Feb/March of 2013.

Suggested items for the newsletter are:

- The Particulate Matter Management Plan - **Kevin**
- The proposed National Air Quality Management Strategy- **Kevin**
- Piloting a potential new air quality monitoring station location in Red Deer- **Kevin**
- A profile story on Jim Saltvold --**Sue**
- A profile on the Communication Committee and the need for new members- **Sue**
- Survey of municipalities on anti- idling policies -**Sue**
- Red Deer's initiative with local commercial and industrial businesses to reduce air pollution- **Lauren**
- Short notices advertising the photo contest and scholarship- **Sue**

6. Martha Kostuch Environmental Education Fund

Lauren's proposed changes to the scholarship requirements and score card were circulated and reviewed. The committee made the following changes:

- For "more information" we will just put the email and phone numbers.
- For "applying", the PAMZ mailing address and emails will be shown.

Changes to the score card to be as follows:

- Remove "preference for under 21years" beside high school graduate
- Fifth item to read " proof of application or enrollment at post-secondary institution (proof of enrollment will be required before receiving the scholarship)"
- Ninth item to read "What is the most important issue related to air quality in the PAMZ region and what would you do to mitigate it?"
- The categories on educational goals, civic contribution and most important issue in the PAMZ region will now be worth 15 points each, instead of 10 points

Sue will make the changes to the scholarship fund as directed by the Communications Committee.

7. Communications Plan

To start fulfilling the 2012 Communications plan Sue is surveying all the municipalities in the PAMZ region to find out how many have idling reduction policies or bylaws in place. This is underway and should be completed before the end of the year.

She is also putting together a satisfaction survey that will be sent out to stakeholders starting in the new year of 2013.

Sue will send out a copy of the draft survey in early December for Committee members to review. Kevin to send Sue a copy of the previous satisfaction survey done for PAMZ.

Finally she is exploring the possibility of developing an educational outreach program on air quality for schools, which will focus on issues in the PAMZ region. She will be exploring what is already being done and, what potential partnerships we can develop both in delivering and funding the project. The main focus for the 2013 communication plan will be the educational outreach project. Committee members suggested the following contacts for information and assistance:

- Ryszard Kozlowki with the City of Red Deer
- The Kerry Wood Nature Centre
- The Alberta Council for Environmental Education
- The Red Deer River Watershed Alliance
- Alberta Environment Education unit

Sue to contact the above groups and send Lauren an email so she can forward it on to Mr. Kozlowski.

8. Particulate Matter Management Plan

Kevin reported that the PAMZ Board decided to defer the decision about their participation in the Particulate Matter (PM) Management plan. The Board wants to wait and see how it should get involved based on the new national air quality standards, which will define new airshed boundaries and air quality criteria. Alberta Environment will send out the notices to stakeholders and communities about the particulate matter exceedance and the need for a management plan.

Kevin reported that PAMZ will also be asking Alberta Environment to take the Red Deer air quality monitoring data out of the data they used to determine the PM exceedances; the main reason being that the location of the monitoring station is now beside the new Civic Yards and is not giving a representative reading for Red Deer.

9. Upcoming Events

“Earth Matters” Conference, April 25-27, Radisson Hotel, Canmore, Alberta Council for Environmental Education

PAMZ Board Meeting: Nov21, GH Dawe Centre 3:00 pm-5:30 pm; Supper 5:30-6:00pm-Presentation by Lisa Avis, Capital Region Cumulative Effects Manager, Air & Water, Alberta Environment and Sustainable Resource Development, 6:00-7:00pm. Her presentation will be on Lower Athabasca Regional Plan’s (LARP) and Capital Region’s Air Quality Management Frameworks -

Prairie Conservation and Endangered Species Conference, Feb 19-22, Sheraton Hotel, Red Deer

Red Deer River Watershed Alliance workshops Nov.26-27 Holiday Inn 67th St, 6500 67th St., Red Deer, 10:00 AM to 3:00 . On Monday Nov 26, the focus is **Watershed Planning with Local Government**. On Tuesday, Nov27, the focus is **Watershed Planning with Conservation & Community Groups**

10 .Website/ Facebook Statistics

Sue reported that between June 12 and Nov 14 we had 1199 visits, mostly from Canada, followed by the USA and then Iran. Peak visits were June 19, Sept 18 and Oct. 2 with highest visits on the Resources page (20%), followed by “About PAMZ, (17%) Contact (15%), Air Quality, (10%) Data (4.6%) and Ozone (3.3%)

On Facebook, peak times when the most contacts were reached took place during the week of June 6-13 (321) the week of June 20-27 (117), the week of June 13-20(55) and finally the week of Sept 12-19 (40)

11. Communication Committee Additions

The Communications Committee’s terms of reference say that we should have representation from each of the following sectors: government, industry, the public and the non-profit sector. Committee members suggested we look at the Red Deer College (for youth) the Kerry Wood Nature Centre, area synergy groups and the local Red Deer Environmental Advisory Committee for possible members

Lauren to contact Doug Sharp from the Red Deer College, as well as the Environmental Advisory Committee.

Sue will check with Judy Winter, the ERCB and Kerry Wood Nature Centre to see there is interest.

12. Round Table

Lauren reported that the City of Red Deer is extending their "Composting at Home" program for another year.

Phil reported about upcoming South Saskatchewan regional planning sessions.

Kevin reported that he is going to the Board with a proposal to increase the Communication Committee budget for 2013. He stated that the total budget for PAMZ is proposed to increase by only 3%.

13. Next Meeting

Lauren has agreed to Chair again .The next meeting is proposed to be held between **January 21-24 at the Red Deer Civic yards.**

Sue is to “Doodle” Committee members to confirm best time and day between these dates

Meeting adjourned at 3:30pm