

## Clean Air Day Meeting 2015

<b>Meeting Date</b>	April 27, 2015	<b>Meeting Time</b>	10:00 am-11:15am
<b>Meeting Location</b>	Conference call		

Attendee	
Kevin Warren (PAMZ)	√
Sharina Kennedy (AE&SRD)	√
Sue Arrison (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Crissy Handziuk (NOVA)	√
Lisa Francoeur (Sheraton)	√
Sue Thomson (Sheraton)	√

Absent with Regrets	
Kent Dyck (NOVA)	√

### 1. Communication Plan

Lauren went over the circulated communication plan – posters, radio and newspapers ads etc. The budget for the plan is \$1400.

She stated that they have not developed the key messages yet and welcomed others to give their suggestions.

Everyone also agreed to let the Red Deer Communications Officer coordinate the plan.

**ACTION: Sharina** will be arranging for the poster design once again and will send it to the organizers.

**ACTION: The Sheraton** will send their logo for the use on posters and other materials.

**ACTION: Lauren** will see if there is enough left in the communication budget to advertise in the Red Deer Express, as well as the Red Deer Advocate.

**ACTION: Sue** will put ads on PAMZ Facebook, website and through Constant Contact.

**ACTION: NOVA and Sheraton** will send Clean Air Day information out through their email and social media.

### 2. VETC

Kevin reported that the power outlets at the Sheraton will meet the needs for the VETC. He also sent out a volunteer recruitment letter and a supply/equipment request list.

Sue noted that the volunteer shift schedule is not consistent to the time scheduled for the VETC.

**ACTION: Kevin** will send out a new volunteer recruitment email giving the new shift schedule for volunteers.

#### Supplies . tasks . roles

**ACTION: Kevin** will leave 50 foot extension cord to power the lap top, as well as pens for the giveaways and clipboards.

**ACTION: The City of Red Deer** will provide the traffic cones.

**ACTION: NOVA** will provide safety vests and other safety equipment as well as water bottles for giveaways.

**ACTION: Sue** (for PAMZ will buy juice and water and the supper for volunteers.

**ACTION: Kevin** will purchase the two 50 dollar Canadian Tire gift certificates.

**ACTION: Sue** to take pictures that day.

**ACTION: Sharina** will arrange for Jim Coupal to assist Sue in taking pictures.

**ACTION: PAMZ and the City of Red Deer** to provide tents.

Kevin had revised banner and will provide directional signs

Advertisement signs need to be reworked

**ACTION: Kevin** will send advertisement sign information to Sharina to have redesigned

**ACTION: Kevin** to drop off all his supplies and materials to Lauren before May 4. He will contact Lauren for the appropriate time to bring them

The Sheraton will provide two tables and 8 chairs for the VETC.

List of giveaways suggestions to date.

- NOVA bottles
- PM2.5 fact sheet
- Idle free leaflets
- Idle free stickers

Lauren has agreed to manage the VETC clinic.

### 3. Displays

Fifteen displays, including the Sheraton's, are being planned for the event.

- Sharina shared the list of organizations she has invited to be part of the displays.
- Sharina agreed to be coordinator of the display event and the ACTION HERO lunch and agenda.
- Sue will be a floater between the VETC and the ACTION HERO event.
- The Sheraton will provide tables and table cloths for the displays.
- The key contact at the Sheraton for this event and the luncheon is Sue Thomson at:  
[sthomson@sheratonreddeer.com](mailto:sthomson@sheratonreddeer.com) 403-755-1155

### 4. ACTION HERO Lunch and Presentation

Nominees are:

Alta Gas at Harmatten  
Lacombe County  
Town of Sylvan Lake  
Sheraton Hotel  
Reg Watson

**ACTION: Kevin** will generate the information and certificates for each award winner.

**ACTION: Kevin** will write the presentation speech for the PAMZ chairman, who will be presenting the award.

Sharina reported the Randall Barrett has agreed once again to be the MC for the ACTION HERO luncheon.

The PAMZ Board Chair will make the award presentations at 12:30 pm.

**ACTION: Sharina** will put together the agenda for the ACTION HERO lunch and will send to the committee members for review.

**ACTION: Sue and Sharina** to let the Sheraton know if anyone attending has a food allergy.

**ACTION: Sue** to put together a tentative list for lunch for review.

Lauren reported that she has contacted the Mayor's office as to her attendance and is awaiting word back.

**ACTION: Sue** to Doodle all for next meeting to be held last week in May.

**Meeting adjourned at 11:15 am**