

PAMZ Communication Committee Meeting Minutes

Meeting Date	January 13, 2016	Meeting Time	1:30 pm- 3:15 pm
Meeting Location	Red Deer Civic Yards		

Attendee	
Kevin Warren (PAMZ)	√
Ryan Smith (Shell)	√
Sue Arrison (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Blayne West (Lacombe County)	√

Absent with Regrets	
Rita Stagman (AE& Parks)	√

1. Approve Agenda

Agenda approved.

2. Approve Minutes

Minutes of November 16, 2015 approved as circulated.

3. Action Items

Actions from November 16 are either still ongoing, addressed or on today's agenda. Actions for January 13, 2016 are as follows:

	New Action items - January 13, 2016 meeting	Responsible	Due Date
1	Keep the AHQI presentation for schools on the agenda for the future	Sue	Ongoing
2	Contact Constant Contact for direction to meet Anti- Spam legislation.	Sue	Ongoing
3	Contact NOVA about their VETC plans.	Kevin	Jan28
4.	Brainstorm categories and ideas for a Blue Skies award event for Clean Air Day	All Committee members	Jan 28
5.	Contact Alberta Transportation to see if we could put messages on the electronic billboards during Environment Week.	Blayne	Jan 28
6.	Complete a partnership expectation agreement with Kevin for Clean Air Day.	Lauren	March

4. Executive Director's Report

a. Monitoring

All stations now have Sharps to monitor particulate matter. Kevin worked with other airshed groups for a joint equipment order and saved \$8000; enough money to purchase another Sharp for the portable monitor.

We now have 3 permanent monitoring sites; Lancaster and Riverside in Red Deer and one in Caroline. The portable monitor is presently in Innisfail to address health and odour concerns from residents.

b. PAMZ Budget

The 2016 budget was approved by the Board.

c. Alberta Airshed Council Activity

The Alberta Airshed Council is applying for \$150,000 to work with AEMERA. The Council is close to completing an MOU with AEMERA. The next steps will be to finalize a work plan, which includes:

- how AEMERA will work with the Council;
- developing a joint communication plan;
- developing a plan to ensure the whole province is covered by airsheds.

The Alberta Airshed Council may also receive a grant from Alberta Environment and Parks (AEP) to do a provincial- wide PM_{2.5} fact sheet.

5. PM_{2.5} Response Plan

Lauren expressed her apologies to Rita for pushing some issues about the PM_{2.5} Response Plan at the last meeting.

Sue read Rita's written report about the present status of the PM_{2.5} response plan and the education and stakeholder engagement (E&E) strategy. Committee members commended the work on the E&E strategy and suggested that the strategy should focus on prioritized sectors as well as the general public.

There will be an advisory committee meeting next week, January 19 where the focus will be on evaluation and targeting sectors.

6. Clean Air Day

a. Vehicle Emissions Testing Clinic (VETC)

The Committee agreed that if we were to do the VETC again, it would have to be directed to a target audience. The Committee will explore the idea of having the VETC at Lacombe County and NOVA and possibly The Town of Sylvan Lake on different dates during Environment Week.

ACTION: Kevin will contact NOVA about their VETC plans.

b. Action HEROes

The Committee felt that the most successful function at last year's Clean Air day was the Action HERO luncheon and therefore should be the focus of Clean Air Dy. However, the committee felt they need to breathe new life into the Action HERO program by revamping it and making new and different categories.

It was suggested that we should change the name of the award to Blue Skies and develop 5 or 6 competitive categories that recognized groups and individuals doing work to improve the air in central Alberta.

Kevin mentioned that the Ramada Inn is interested in hosting the event this year. Committee members suggested this could be an evening event with a guest speaker or entertainment.

ACTION: All committee members to brainstorm categories and ideas for a Blue Skies award event for Clean Air Day and meet for conference call at 1:30pm on January 28.

c. Other Ideas for Clean Air Day

Blayne suggested that we could have a kite flying competition and that we should explore the idea of putting messages on the electronic highway signs.

ACTION: Blayne to contact Alberta Transportation to see if we could put messages on the electronic billboards during Environment Week.

Lauren reported that The City of Red Deer will have limited capacity to help out with Clean Air Day this year. She stated that she will need to do a partnership expectation agreement with PAMZ for the City's involvement in Clean Air Day.

ACTION: Lauren will complete a partnership expectation agreement with Kevin for Clean Air Day.

Ryan suggested the Committee could approach Shell for a grant to assist us with Clean Air Day.

7. Idle Free Update

The Idle Free Committee is working on the Idle Free Tool Kit and will be having a meeting on February 17 to discuss completing a draft of the tool kit. The Committee will have Kevin review it, once a first draft is complete.

8. Winter Newsletter

The Committee agreed that there was insufficient material to put out a newsletter right now and that we should wait until the spring when we can report on Clean Air Day events; the scholarship contest etc.

9. Other Business

Sue reported that our highest Facebook viewing over the last 3 months was our article on the scholarship winner. We had 175 views. The next most popular article was on the Forecasted AHQI, with 60 views. She also mentioned that we now have 121 followers on Twitter and have tweeted 144 times.

10. Upcoming Events/ Round table

Blayne: She and her husband will be going back to Australia. Her last day of work will be April 8, 2016. She stated that she will arrange for her replacement to come to out to our next Communication Committee meeting. Committee members expressed regret that Blayne was leaving but wished her every success in Sydney, Australia; her new home.

11. Next Meeting

Sue to Doodle members for a meeting the **first week of April, 2016.**

Meeting adjourned at 3:15 PM