

PAMZ Communication Committee Meeting Minutes

Meeting Date	August 10, 2015	Meeting Time	1:30-3:30pm
Meeting Location	Alberta Environment and Parks, Provincial Building, Red Deer		

Attendee	
Kevin Warren (PAMZ)	√
Sharina Kennedy (AE& Parks)	√
Sue Arrison (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Blayne West (Lacombe County)	√

Absent with Regrets	
Ryan Smith (Shell)	√

Lauren and committee members welcomed Blayne West as a new member of the Communication Committee. Blayne is the Environmental Coordinator for Lacombe County.

1. Approve Agenda

Agenda approved.

2. Approve Minutes

Minutes of June 12, 2015 approved as circulated.

3. Action Items

Actions from June 12 are either still ongoing, addressed, or on today's agenda. Actions for June 12 are as follows:

	New Action items - August 10, 2015 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 Bernard Couve de Murvillo, the scholarship winner, for a photo opportunity in last week of August	Sue	By Aug13
4	Email the other scholarship applicants and let them know the outcome.	Sue	By Aug13
5	Contact Jim and Krista (with CC to Blayne) and let them know that we want to use their photography skills and give them specifics as to our photo needs.	Sue	By Aug 30
	Send photo information to Myrna Pearman who may be interested in sending in photos.	Blayne	By Aug 30
6	Assist Blayne with details of how hydrocarbons and other components of vehicle exhaust affect health and the environment for her fact sheets	Kevin and Sue	By Sept 30
	Ensure specifics of how hydrocarbons and other components of exhaust affect health and the environment are put in the tool kit.	Idle Free Committee	By Dec 30

4. Scholarship Decision

All candidates were very strong and it was very difficult choosing the winner. After much discussion and review, the decision for the scholarship is Bernard Couve de Murvillo.

ACTION: Sue to contact Bernard for a photo opportunity.

ACTION: Sue to email the other applicants and let them know the outcome.

5. PM 2.5 Engagement Strategy

Sharina went through the draft PM 2.5 Engagement Strategy that she developed, with committee members to obtain their feedback. Discussion ensued and committee members gave their initial suggestions and input. She stated that the plan is now expected to be presented this Wednesday at the Advisory Committee meeting, along with the Response Plan. Concern was raised about why the Engagement Strategy had to be ready by this Wednesday without the involvement of PAMZ and stakeholder committees.

6. Executive Director Report

Kevin reported that PAMZ:

- has now obtained an agreement on the Lancaster Monitoring site.
- has an agreement from Environment and Parks to fund both monitoring stations in Red Deer.
- had lots of air quality exceedances this summer due to the forest fires.

He also reported that for the 3rd quarter the portable monitor has been in Rimbey. Monitoring has detected a high levels of hydrocarbons but, at this time, PAMZ is unable to determine the source.

There is now a new Executive Director of CASA and he will be making a presentation to the PAMZ Board.

7. Decision on Amateur Photographers versus Photo Contest

Sue reported that Jim McKinley and Krista Waters are both interested in doing photos for us. Jim indicated to Sue his price per photo is 50 dollars plus any special expenses incurred. It was agreed that we would proceed this way.

Sue is to contact the photographers and give them directions as to our specific needs and then the Committee will review and decide which photos to purchase at each of the Communication Committee meeting.

Committee members are encouraged to contact other photographers as well.

ACTION: Sue to contact Jim and Krista (with CC to Blayne) and let them know that we want to use their photography skills and give them specifics about our photo needs.

ACTION: Blayne will pass this information on to Myrna Pearman who may be interested in sending in photos.

8. Idle Free Update and Requests

Blayne explained that she needed more specific information, in layman's language, about how hydrocarbons, nitrogen oxides and other components of vehicle exhaust can affect a person's health and hurt the environment. She stated the current information on the PAMZ website and other sources is not specific enough. She needs help with these specifics to do her fact sheets for the Lacombe County Idle Free project.

ACTION: Kevin and Sue to help Blayne with the above details for her fact sheets.

ACTION: The PAMZ idle Free Committee needs to ensure these specifics are included in the tool kit

9. Recruitment of New Communication Committee Members

Nothing to report

10. Other Business

a. Idea for 2015 VETC

Sue brought up the idea of partnering with a vintage car club rally to do our vehicle emissions testing clinic next year for Clean Air Day. She said we could compare old car exhaust to new car etc. Committee members seemed non-committal about this idea as they felt the car clubs may not be receptive.

b. Website/ Facebook Stats

Sue reported that there were spikes in viewers, both on Facebook and the Website in June and July during the forest fire events.

11. Upcoming events

Blayne reported that they are doing commitment posters for Lacombe personnel, with prize incentives for the teams.

12. Next meeting

The next meeting will be a conference call to be held the first week of November. Sue to Doodle.

Meeting adjourned at 3:30pm