

## PAMZ Communication Committee Meeting Minutes

<b>Meeting Date</b>	April 04, 2016	<b>Meeting Time</b>	10:00am- 12:00 pm
<b>Meeting Location</b>	Red Deer Civic Yards		

Attendee	
Kevin Warren (PAMZ)( by phone)	√
Ryan Smith ( Shell ) ( by phone)	√
Sue Arrison (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Rita Stagman (Alta. Env. & Parks)	√

Absent with Regrets	
Blayne West ( Lacombe County)	√

### 1. Approve Agenda

Agenda approved.

### 2. Approve Minutes

Minutes of January 13, 2016 approved as circulated.

### 3. Action Items

Actions from January 13 are either still ongoing, addressed or on today's agenda. Actions for April 04, 2016 are as follows:

	<b>New Action items - January 13, 2016 meeting</b>	<b>Responsible</b>	<b>Due Date</b>
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	Raise idea with PM2.5 Response Plan team about the plan being released at Blue Skies Awards luncheon on Clean air day	Rita	by April 12
4.	Follow up with NOVA on Vehicle Emissions Testing Clinic for Lacombe County	Kevin	by April 30
5.	Check with City Communications about appropriateness of providing media a free lunch for Awards event	Lauren	by April 20
6.	Contact Randal Barrett to MC the Awards event and Jim Coupal to do photography for awards event	Rita	by April 20
7.	Send Lauren Sue's work plan to obtain advice from Communications about the best strategy for future advertising	Sue	by April 7
8	Check with Communications about the best advertising for the money-radio ads versus newspaper ads.  Check with Communications about the appropriateness of paying the luncheon for key members of the media.	Lauren	by April 21
9	Send letters of invite to the MLAS and municipal councils in the PAMZ region. (NOTE: Letter to Mayor of Red Deer to be sent to Lauren first).	Sue	by April 15

10	Send Awards package and nomination forms to members of the Committee	Sue	by April 5
11.	Send the package and nomination forms to members of the industry and contractors, as well as CAPP.  Contact the Emerald Awards to see if any of the nominations are appropriate for the central region and if we could contact them for nominations to our awards.	Ryan	by April 12
12	Contact at least 3 different potential groups or individuals for nominations.	Each Committee member	by April 20
13	Send out a <u>conference call meeting</u> invite for <u>Thursday April 21 from 10:00am to 12:00 noon</u>  Set up the conference call number for this meeting.	Sue/  Lauren	by April 6
14	Send out final agreement between The City of Red Deer and PAMZ. RE: Blues Skies Awards event	Lauren	by April 5
14	Put together ads to go in Olds Albertan and the Mountain View Gazette, for May 18 Issues Response public meeting ,once the name of meeting room confirmed by Kevin	Sue	by May 2

## 4. Executive Director's Report

### a. Membership

Kevin stated that the invoices for membership have been or will be sent out. Responses have been relatively good.

### b. Monitoring

- Monitoring as usual in Red Deer and Caroline.
- The portable station is finished in Innisfail where there were concerns about odors/ emissions affecting a resident's health. The portable is now in Big Valley and at the end of the month it will go to Bentley to monitor odors related to a hog farm. Starting June through to August, the portable station will then go to the Town of Sylvan Lake.

### c. PAMZ Quality Assurance Plan

- PAMZ will be hiring a consultant to update its Quality Assurance Plan.

### d. New Equipment

- PAMZ took delivery of two new analyzers; one for particulate matter for the portable station and one for hydrocarbons to go into the Lancaster station. Some problems with the analyzer at the Lancaster station so we have one on loan until the other is rectified.
- We also had 3 samplers donated to PAMZ by Johns Manville in Innisfail. The cost for upgrading them was approximately \$5000. They will be used for monitoring PM<sub>2.5</sub> next year.

#### e. AEMERA

- On March 21, PAMZ met with AEMERA to set up the basis for a partnership. For the rest of the year, PAMZ has a contract with them for our two stations and that agreement will be extended, giving PAMZ \$35,000 over what we are getting now.

### 5. PM<sub>2.5</sub> Response Plan

- No new news on when Alberta Environment and Parks will release the PM<sub>2.5</sub> response plan.
- The committee suggested that it would be ideal if they release the plan on Clean Air Day at the Blue Skies Awards event.

**ACTION: Rita to raise this idea for timing at the PM<sub>2.5</sub> team meeting.**

- Rita stated that they are looking at coordinating the engagement plan with the Capital Region. They will be meeting with the Advisory Committee to obtain buy-in to this idea.
- PAMZ applied for \$100,000 from Alberta Environment and Parks to carry out a PM<sub>2.5</sub> modelling project.

### 6. Idle Free Update

- The Town of Sylvan Lake is now ready to do a post idle free survey. Kevin will contact Banister to set this process up.
- The Idle Free Committee is meeting after this meeting to continue work on the Idle Free Tool Kit.

### 7. Clean air Day Plans

#### 7a Vehicle Emissions Testing Clinic (VETC)

- Kevin reported that the VETC was not part of Clean Air Day this year. Lacombe County indicated an interest in possibly having one during Environment Week but nothing is confirmed. Kevin has talked to NOVA and they are willing to do another VETC for Lacombe County.

**ACTION: Kevin to talk to Lacombe County and get back to NOVA about setting up a VETC.**

#### 7b. Blue Skies Awards Event

##### 7b1. Venue/Program

- The event will take place at the Sheraton Hotel with room for 50-80 people. The cost will be between \$1500-1800.

**ACTION: The Committee must give ball park numbers of people attending and confirm the menu by May 8.**

**ACTION: Kevin to provide link to the Sheraton Hotel.**

- The Minister of Environment and Parks has been invited to be a keynote speaker.
- Nomination winners will be asked to share information about their initiative(s).
- The Chair of PAMZ will present the Awards.
- Book mark the idea of outside innovations happening in Alberta as possible content for the program if we do not obtain enough nominees and award winners

## **7b2. MC and Pictures**

**ACTION: Rita to contact Randall Barrett to see if he would be the MC and Jim Coupal to see if he would take pictures during the event.**

## **7b3. Advertising**

- Sue has sent out an initial media release and posted on Facebook and the website as well as sent out emails through Constant Contact.
- Next new release should include the fact that the Minister has been invited and the price for public for lunch is \$15.
- Lauren stated that The City of Red Deer can commit \$1000-1500 to advertising.
- Rita stated she would talk to Communications to see if they could put something on the government website about the event.

**ACTION: Sue to send Lauren her work plan to obtain advice from Communications about the best strategy for future advertising.**

**ACTION: Lauren will also check with Communications about the best advertising for the money-radio ads versus newspaper ads.**

## **7b4. Invites**

It was agreed that some dignitaries would be invited at no cost for lunch.

- The Minister of Environment and Parks or a designate
- The MLAS for the PAMZ region
- The Mayor of Red Deer or designate

Mayors, Reeves and Council members of the various municipalities in the PAMZ region would be invited but at the public cost for the luncheon of 15 dollars.

Sue questioned whether we should invite and pay the luncheon for members of the media to attend.

**ACTION: Lauren will check with Communications about the appropriateness of paying the luncheon for key members of the media.**

**ACTION: Sue to send letters of invite to the MLAS and municipal councils in the PAMZ region. (NOTE: Letter to Mayor of Red Deer to be sent to Lauren first).**

## **7b5. Nominations**

**ACTION: Sue to send Awards package and nomination forms to members of the Committee.**

**ACTION: Ryan will send the package and nomination forms to members of the industry and contractors, as well as CAPP.**

**ACTION: Ryan will contact the Emerald awards to see if any of the nominations are appropriate for the central region and if we could contact them for nominations to our awards.**

**ACTION: Each member of the Communication Committee to contact at least 3 different potential groups or individuals for nominations**

**ACTION: Committee members attending the PM 2.5 Advisory Committee to raise the subject of nominations.**

**ACTION: Sue to send out a conference call meeting invite for Thursday April 21 from 10:00am to 12:00 noon to review our progress in obtaining nominations and to do further planning for the event.**

**ACTION: Lauren to set up the conference call number for this meeting.**

#### **7b6. Agreement with The City of Red Deer**

- Lauren went through the circulated draft agreement between PAMZ and the City for the Blue Skies Awards event on Clean Air Day event.
- Some changes were made, based on Committee feedback.

**ACTION: Lauren will send out the amended agreement to Committee members.**

## **8. New Business**

### **8.1 Jane's Walk**

Kevin reported that he is doing two walks on Saturday May 7; one at 10:00am and another at 2:00pm. Each walk is to be 1.5 hours. He will be meeting people at the dog park parking lot and taking them over to see the Riverside monitoring station. He asked any interested Committee members to attend and help on these walks.

### **8.2 Issues Response Group- Public Meeting**

Kevin reported that the Issues Response Group has planned a public meeting at **Olds College on Wednesday, May 18 from 6:00pm to 8:30pm.**

**ACTION: Sue to put together ads to go in Olds Albertan and the Mountain View Gazette, once the name of the meeting room is confirmed by Kevin.**

## **9. Round table/Upcoming events**

- Blayne West, Lacombe County and Communications Committee member will be having her last day of work on April 8. She will be returning to Australia with her family. Committee members will miss her so much and want to thank her for all her work and contributions to the Committee.
- Sue Arrison will be away from April 8 – 29 inclusive but will stay in contact through computer and phone.

## **10. Next meeting**

Next meetings will be:

- a conference call on April 21, 10am- 12 noon and
- a person to person meeting the week of May 2-6 to choose the Blue Skies winners.

**Meeting adjourned 12.05pm**