

PAMZ Communication Committee Meeting Minutes

Meeting Date	April 05, 2017	Meeting Time	1:30pm- 3:35pm
Meeting Location	Conference call		

Attendee	
Kevin Warren (PAMZ)	√
Monica Boudreault (Lacombe County)-	√
Sue Arrison (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Rita Stagman (Alta. Env. & Parks)-	√

Absent with Regrets	
Ryan Smith (Shell)	√

1. Approve Agenda

Agenda approved, based on discussing the items on the agenda in a different order and deferring Blue Skies Awards agenda item to the next meeting.

2. Approve Minutes

Minutes of February 9, 2017 approved as circulated.

3. Action Items

Kevin reported that he talked to WSD about updating the website. They are looking at what needs to be done and have changed the website to a new operational system which may explain why we are having problems with administrative access. Kevin approved \$2500 to WSD to do as much as they could on the data page.

Other Actions from Feb 9, 2017 meeting are either still ongoing, addressed or on the agenda. Actions for April 05, 2017 are as follows:

New Action items - April 05, 2017 meeting	Responsible	Due Date
Review and update the Constant Contact list.	Sue	Ongoing
Clean Air Day Organize Roulette wheel and send the air quality fortune folders to Committee.	Rita	April 30
Contact Morgan to see if she can arrange one or two schools to work with us and, with teachers' input, advise us about a fun educational component and the best questions and prizes for the students, should we proceed with this idea.	Lauren	April 30
Have a proposal together with the AMA to present to the Committee.	Rita	April 30
Doodle and set up a meeting for the Clean Air Day organizing committee for the 2 nd week of May.	Sue	April 20
Idle Free Tool Kit Launch Follow up on Idle Free Tool Kit Launch plans.	Sue & Lauren	Next CC meeting
Set up meeting for Lauren, Kevin and Sue to meet with Reaction staff about PAMZ website and webpage	Sue	By April 25

4. Executive Director's Report

Monitoring

- Normal operations right now, no exceedances.
- There was a few PM_{2.5} incidences but they were up wind of Red Deer at the Horn Hill monitoring site.
- Portable station at Three Hills and was scheduled to go to Rimbey but AER asked PAMZ if they would monitor a location near the Hamlet of Harmatten because of odour concerns from residents.
- After Harmatten, the monitoring station will go to Sundre to monitor PM_{2.5} air quality concerns and then to Nordegg.
- Our sampling program started late so funds left over allow us to operate our stations, such as Horn Hill, later.
- Looking at redundancy at stations and will be dropping the ozone monitoring.
- Contract with AEP on the Lancaster and Riverside sites has been extended until September 30, 2017.

Other

- Presentations will be happening on the PM_{2.5} modelling project.
- Audit with Revenue Canada underway. Found out it was OK to charge GST to oil and gas plants so this has helped PAMZ with the cash flow.
- Kevin conducting another air quality walk, as part of Jane's Walk on May 6. This is the second year he will lead this walk. For more information on Jane's walk, go to: janeswalk.org/canada/reddeer.

5. Clean Air Day/Launching the Idle Free Tool Kit

Discussion took place about these two items and it was decided that the launching of the Idle Free Tool Kit should be separated from the Clean Air Day activities and take place on another date.

Clean Air Day

- The plan is to have a "Walk for Clean Air" event with one or two of the the schools involved in the CARS program, as well as promoting walking to the community in general.
- PAMZ can supply cake and refreshments at the end of the walk -have budget of 3-500 dollars. Cake can also be an opportunity to celebrate PAMZ's 20th anniversary.
- Idea of educational fun at end of the walk with prizes. Rita can bring her question Roulette wheel, where students can answer questions and get prizes. Rita suggested the questions should be run by the teachers to see if they are appropriate to what the students are learning.
- Initial ideas for prizes- Tattoos, candy, pens, colouring books. It is important that all prizes need to be comparable or the same.
- Rita also stated that she is working with AMA and will explore with them the idea of helping to build broader community involvement in the walk.

Monica questioned the role of Lacombe County. Should they be involved in the Red Deer event or do a parallel project in Lacombe? Suggested it should be up Lacombe County on what best meet their needs.

ACTION: Rita to organize Roulette wheel and send the air quality fortune folders to Committee.

ACTION: Lauren to contact Morgan to see if she can arrange one or two schools to work with us and, with teachers' input, advise us about a fun educational component and the best questions and prizes for the students, should we proceed with this idea.

ACTION: Rita will have a proposal together with the AMA by the end of the month to present to the Committee.

ACTION: Sue to Doodle and set up a meeting for the Clean Air Day organizing committee for the 2nd week of May.

Launching the Idle Free Tool Kit

- It was agreed that the Launch will be on a separate date from the Clean Air Day event. The plan is to send letters out to the municipalities outlining the content, value and availability of the Tool Kit and provide an invitation to a luncheon where the Tool Kit would be presented to them by members of the pilot project.
- This would be an RSVP event so if no municipalities or community groups showed interest in attending, the presentation would not take place.

ACTION: Sue and Lauren to follow up on Idle Free Tool Kit Launch plans.

6. PAMZ Website Review and Update

Kevin pointed out that the Reaction Marketing (webmasters) will do the major changes to the website and the webpage after which we can edit the content and work through other needed changes.

Lauren proposed changes to the webpage:

- Include a Health tab (separate from Air Quality tab) and have an Action tab, with title “What can I do?” which would include education and some of the Resource items such as the Scholarship etc.
- Suggest Air Quality should have graphic showing state of the environment- red, yellow green which provides a long term picture of our air quality based on CASA.
- Change order of headlines

Other comments:

- Minutes in Resources/ Library should go under “ About PAMZ”
- Still cannot access air quality data from mobile

Kevin suggested that we need an hour to meet with Reaction staff to iron out the changes needed to the webpage and website.

ACTION: Sue to Doodle and set up meeting for Lauren, Kevin and Sue to meet with Reaction staff.

7. CASA Workshop

- Lauren and Rita will be attending the workshop and Monica will not be attending.
- Lauren read the workshop objectives and stated that PAMZ needs to update its report to CASA and send them the various community outreach, education and communication activities we have accomplished.

ACTION: Sue to compile an updated report of all the activities that PAMZ has been involved in and send to CASA for added information. (DONE)

8. Communication and Community Engagement Consultant-Job Description

The Committee reviewed and approved the job description, with one change. They felt that the person did not necessarily have to be located in the PAMZ region. It is more important to obtain the skills PAMZ needs. This requirement will be removed from the description.

Sue will share this job description with a few potential candidates and also talk to Kevin about her expectations. If no candidates come forward through Sue’s efforts, the job description will be advertised on social media.

9. Other Business

Kevin reported that the IRG will be holding their public air quality issues meeting on May 17 in Red Deer. He is presently looking for a venue that will hold up to 50 people. Once he has a venue he will be sending the information to Sue to publicize.

ACTION: Lauren will try to book the Snell Auditorium at the Red Deer library for the event. (DONE)

10. Round Table / Upcoming Events

- Kevin reported that the next PAMZ Board meeting will be on April 26.
- CASA is sponsoring a two day workshop on consensus building. Kevin will send an email with the information.

11. Next meeting

Next meeting will be **the week of June19**. Sue to Doodle

Meeting adjourned at 3:35pm