

PAMZ Communication Committee Meeting Minutes

Meeting Date	Feb.09 2017	Meeting Time	2:30pm- 4:20pm
Meeting Location	Red Deer Civic Yards and by phone		

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)- by phone	√
Sharina Kennedy (Alta. Env. & Parks)- by phone for Idle Free Tool Kit portion of meeting	√

Absent with Regrets	
Monica Boudreault (Lacombe County)	√

1. Approve Agenda

Agenda approved, based on discussing the items on the agenda in a different order.

2. Approve Minutes

Minutes of November 22, 2016 approved as circulated.

3. Action Items

Actions from November 22, 2016 meeting are either still ongoing or addressed. Actions for **February 09, 2017** are as follows:

New Action items - February 09, 2017 meeting	Responsible	Due Date
Review and update the Constant Contact list.	Sue	Ongoing
Review a portion of the website and make recommendations for changes Air quality - Kevin/ Lauren Resources - Sue/ Ryan Home page- all committee members Ozone- Rita , with the idea of replacing some or all with PM _{2.5} About PAMZ- Kevin Bottom half of Home page- Lauren	All CC members	By the next meeting in April.
Talk to WSP and see what they can do to improve the website generally regarding continuous monitoring, mobile access improvement and content update.	Kevin	report back at next meeting in April
Draft a proposed job description for a new Communications Consultant	Sue	by end of Feb
Talk to Alberta Environment and Parks Communications department to see if they could help PAMZ with the Idle Free Tool Kit launch .	Rita	by end of Feb

Talk to Monica about ideas we could explore for a media event involving Lacombe County for Idle Free Tool Kit launch	Sue	Mid- Feb
Put together a proposed Communication plan for the Idle Free Tool Kit launch.	Sue	March 5
Send out information from the Recycling Council and Emerald Awards to Committee members to give us ideas of how we could reconstruct our award categories.	Lauren	End of Feb
Talk to the City about free bus rides as well as the participating CARS schools about a joint Clean Air Day event.	Lauren	March 1
Contact CASA to tell them our interest in participating in an airshed workshop and presenting our Idle Free Tool Kit.	Kevin	Feb 11

4. Building Action Strategies

The wish list priorities developed at the Jan.10, 2017 planning meeting were approved by the Committee.

4a. Website Update

Kevin stated the updating the content on the website is fairly easy.

ACTION: Every committee member is to review a portion of the site and make recommendations for changes by the next meeting in April.

- **Air quality – Kevin/ Lauren**
- **Resources – Sue/ Ryan**
- **Home page- all committee members**
- **Ozone- Rita, with the idea of replacing some or all with PM 2.5**
- **About PAMZ- Kevin**
- **Bottom half of Home page- Lauren**

Discussion centered on mobile access to the air quality data and also the issue of displaying continuous monitoring data.

Lauren identified that the first screen on the mobile when entering the air monitoring site is confusing and needs to be made more user friendly.

The other issue of displaying continuous data is that many users would prefer graphs rather than numbers.

The problem of improving the mobile access to the continuous monitoring site is the cost, which right now is prohibitive for PAMZ. Kevin is working with WSP consultants and can talk to them about ways to improve the site.

ACTION: Kevin to talk to WSP and see what they can do to improve the website generally regarding continuous monitoring, mobile access improvement and content update and report back at next meeting.

4b. CARS Program

This program is directed to a grade 5 curriculum. Lauren reported that she and Kevin attend the teacher training session for this program. PAMZ will support this program through providing expertise about our regional air quality. It may amount to about an afternoon once per year.

4c. Recruit New Communication Consultant

Sue indicated she will stay on as long as the committee wants her and until they feel confident they have a new person for the Communication Consultant role. She feels the Committee needs someone who has stronger website and social media skills, in addition to good communication and events planning skills.

ACTION: Sue to do a job description for a new Communication Consultant role for PAMZ.

4d. Martha Kostuch Scholarship

Sue reported that she has already updated the information for the 2017 scholarship on the website. She will send out letters to all the schools and post the notice on Facebook/Twitter, as well as send a notice out on Constant Contact.

4e. PM 2.5

Lauren will participate on the PM 2.5 Communication Committee on behalf of PAMZ, on the condition the City will give her permission to do this.

PAMZ will help to extend Alberta Environment and Parks' PM 2.5 public information efforts through the PAMZ website, Facebook, Twitter, Constant Contact and other message means.

PAMZ will also assist Alberta Environment and Parks in setting up partnerships with regional stakeholder groups.

4f. Implementation Strategy for the Idle Free Tool Kit

Discussion took place about how best to introduce the Idle Free Tool Kit to municipalities in the region. It was suggested that we send introduction letters to the CAOs and mayors and council members of all the municipalities letting them know of the Tool Kit and where to find it on line. Sharina suggested that the letters should come from PAMZ as well as the Alberta Environment and Parks and possibly the two municipalities involved in the pilot project. Sue also suggested that we should start off the information campaign with a media release or media event which features the successes of Lacombe County. Another suggestion is that we introduce the Toolkit on Clean Air Day.

ACTION: Rita to talk to Alberta Environment and Parks Communications department to see if they could help PAMZ with the Idle Free Tool Kit launch in any way.

ACTION: Sue to talk to Monica about ideas we could explore for a media event involving Lacombe County.

ACTION: Sue to put together a proposed Communication plan for the Idle Free Tool Kit launch.

4g. Blue Skies Awards

The focus this year will be to improve the nomination categories and process and get the information out, well in advance, to find nominees for a 2018 Blue Skies Awards event.

Lauren suggested that a nomination process should be based on similar lines as the Recycling Council where they have no categories.

Ryan shared that the Emerald Awards focused on sector categories rather than subject categories. Discussion then proceeded about how we would weigh nominees with others if there were no categories.

Ryan said that feedback to groups who nominate themselves but do not win is very important to improving their entries in future years. He also stated that the Emerald Awards create a challenge award every few years. (i.e. water, innovation etc.)

ACTION: Lauren to send out information from the Recycling Council and Emerald awards to Committee members to give us ideas of how we could reconstruct our award categories.

4h. Create More Community Outreach Events

Suggestions for community outreach events were discussed. Kevin mentioned that it was PAMZ 20th anniversary this year and suggested the possibility of blending this anniversary into some event.

Sue suggested we should focus on a Clean Air Day event. Some ideas were

- Have the City provide free bus rides to citizens on Clean Air Day. Pass out idle free leaflets on the buses.
- Have a joint event with one of the participating schools for Clean Air Day. Ideas could be poster contests or an activity day where kids could share in any manner they want about idle free or air quality in general. Could be prizes provided by PAMZ

ACTION: **Lauren** to talk to City about free bus rides and to the participating CARS schools about a joint Clean Air Day event.

5. Clean Air Strategic Alliance (CASA)

CASA contacted Kevin to see if there was interest from PAMZ in participating in a workshop with other airsheds focusing on non-point sources. Committee members felt that PAMZ's Idle Free Tool Kit would be a very appropriate subject to share with other airsheds and present at such a workshop.

ACTION: **Kevin** will contact CASA and tell them our interest in participating in an airshed workshop and presenting our Idle Free Tool Kit.

6. Eco- Living Fair

Kevin reported that we have been asked to participate in an Eco- Living Fair hosted by Re-Think Red Deer on March 25. Committee members agreed that we would not participate as no one was available to attend.

7. Executive Director Update

Kevin reported that

- There have been no exceedances or operational issues since our last meeting.
- PAMZ now has an internal audit in place.
- PM_{2.5} samplers are in place at the Riverside, Lancaster and Horn Hill continuous monitoring sites waiting for samples to arrive from Environment Canada so the sampling program can begin. AEP has indicated they will take the program over after March.
- PAMZ portable is now just south of Three Hills for 1st quarter at a historical site last monitored in 2003. No issues there -just building geographic database.
- Looking at making changes to the passive monitoring program to reduce operating costs as size of membership shrinks (Pengrowth Olds (36K) dropped out of PAMZ). Looking at reducing number of sites versus decreasing sampling frequency from 30 days to 60 days. AENV will be doing an assessment of historical data and making recommendations as to which ones can be dropped.
- Still involved in dispute with Canada Revenue Agency over charging GST and returning GST credits refunds (\$150K).
- Working with TAQA North on their Operating Approval Renewal, specifically removing/decreasing their ambient monitoring requirements contingent upon participation in PAMZ.

8. Next Meeting

The next meeting is to be the week of April 17 to plan Clean Air Day etc. **(Sue to Doodle).**

Meeting adjourned at 4:20pm