



PAMZ Communication Committee Meeting Minutes Annual Communication Planning Session

Meeting Date	Jan .10, 2017	Meeting Time	9:00am- 12:00pm
Meeting Location	Red Deer Civic Yards		

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

Absent with Regrets	

1. Welcome, Introductions

Lauren welcomed all attendees and introduced Nancy Hackett and Morgan Rattai who will be talking about the Clean Air Responsible Schools Program.

2. Clean Air Responsible Schools (CARS)

Morgan Rattai gave a 20 minute presentation on CARS that will take place in Red Deer schools as a pilot this year.

The program involves 4 components:

- A teacher Professional Development (PD) training session. (taking place the afternoon of January 24, 2017)
- Classroom presentations directed to Grade 5 students (February 2017)
- Citizen Science (February, March 2017)
- Campaign projects (March, April or possibly May 2017)

The program is seeking support from PAMZ for:

1. Expertise on the regional air quality

ACTION: Kevin and Lauren will be preparing and presenting at the teacher PD session January 24 and will follow up with Nancy and Morgan about details.

2. Continued support

ACTION: Kevin and Lauren will discuss with teachers the feasibility of potential joint projects the students and PAMZ could do for Clean Air Day or other events.

3. Budget

The PAMZ Budget was passed at the Board meeting in November 2016. This year, the Communications budget to cover advertising, communication materials, community outreach events and the Communication Consultant will be \$20,000. Last year, it was \$22, 600. The actual money spent in 2016 for Communications was approximately \$20,000.

4. Review Existing Projects

Doing

- Clean Air/ Blues Skies Awards day (event planning, advertising etc.)
- Municipal Idle free (support to two municipalities, work in developing idle free toolkit etc.)
- PM2.5 engagement strategy
- Website/ Facebook/ twitter (new stories advertising, maintaining)
- Newsletter – news articles, media releases etc.
- Photographs- pollution incidents etc.
- Scholarship (communications , advertising, evaluating, promoting)
- Presence at public events (staffing displays presentations etc.)
- AEP PM2.5 Committee involvement

Potential to do

- Expand social media contacts/ stakeholders
- Utilize Alberta Airsheds messages about PM2.5
- Content update on website
- Find staff for committee with social media savvy
- Support/Disseminate idle free toolkit
- AEP PM2.5 Communication Coordination committee??

5. Goals

I. Support efforts to improve/ maintain air quality.

- Be part of and driving PM2.5 response for the PAMZ region (starred)

II. Improve awareness of PAMZ and our regional air quality.

- Improve our social media effectiveness (starred)

III. Improve stakeholder engagement and work to increase partnerships.

- Build social media/ communications collaboration with other partners (starred)
- Support Lacombe County in its monitoring.
- Encourage further participation in the idle free toolkit project?

6. Wish List/ Possibilities- Priorities

- **Web content update- 4 votes**
- **Maintain Martha Kostuch Scholarship-3votes**
- **Support CARS program- 3votes**
- **Luncheon/ Blue skies Awards- 2votes**
- **Representation on the PM2.5 committee-2 votes**
- **Recruit social media expertise -2votes**
- **Support and disseminate idle free tool kit-2votes**
- **Solicit and post for public resource more pollution photos-1vote**
- **Create more community outreach events (Clean Air Day/CARS)-1vote**
- Increased volunteerism within PAMZ
- More public events
- Expand social media contacts
- Work with Alberta Airsheds Council messages on PM2.5
- Vehicle emissions testing clinic
- Develop articles for dissemination
- Publicize PAMZ events
- Support Lacombe County monitoring
- Presentations to municipalities after elections
- Look for external funding opportunities
- Educate about consequences of tampering with vehicle emissions systems
- Establish a two way social media/ website to receive input which would help us find out levels of public awareness and build wider participation with PAMZ

7. Major Activities/Objectives Recommended for 2017

- Initiate a content update on the website ([Committee_](#))
- Support the CARS program ([Lauren/ Kevin](#))
- Maintain the Martha Kostuch Scholarship ([Sue and Committee](#))
- Recruit an expert who has strong social media/ website and communication expertise to assume most or all of Sue's duties. ([Committee](#))
- Work toward actively building public education and awareness initiatives as a representative on the PM2.5 Committee- ([Lauren](#))
- Devise and implement a communication strategy to disseminate the idle free tool kit to municipalities within the PAMZ region ([Sue/ Lauren](#)).
- Use 2017 to gather nominations, clean up categories and applications forms and do promotions for a 2018 bi-annual Blue Skies Awards luncheon. ([Sue](#))
- Create more community outreach events (e.g. Explore partnering with CARS on some new event for Clean Air day ([Kevin/ Lauren in lead](#)))

- Solicit more winter pollution photos for our use and let municipalities and other stakeholders know how to access them for their use from our website. ([Sue& Committee](#))

8. Next Two Meetings

1. First two weeks in February for Committee to strategize and implement the 2017 objectives. ([Sue to Doodle](#)).

(Will be held at Red Deer Civic yards or by phone if inclement weather).

2. Week of April 17 to plan Clean Air Day and other activities. ([Sue to Doodle](#)).