

PAMZ Communication Committee Meeting Minutes

Meeting Date	November 04,2013	Meeting Time	1:30 pm-3:30 pm
Meeting Location	Conference call		

Attendee	
Kevin Warren (PAMZ)	√
Sharina Kennedy (AE&SRD)	√
Lauren Maris (City of Red Deer)	√
Sue Arrison (PAMZ)	√
Ryan Smith (Shell)	√
Tali Neta (NRCB)	√
Marcie Neiman (Shell)	First ½ hour

Absent with Regrets	

1. Burnt Timber Gas Plant

Marcie reported that Shell’s Burnt Timber gas plant will be shutting down in 2014.They are major contributors to PAMZ so there may be some impact to the organization. Forty Shell employees and 12 contractors work at this plant.

2. Approve Agenda

Agenda approved with change in order, putting Other Business before Upcoming Events/ Round table -

3. Approve Minutes

Minutes of September 18, 2013 approved as circulated.

4. Action Items

- All action items from September 18, 2013 minutes were reviewed, completed, carried forward or on the agenda.
- Action items from the November 04, 2013 meeting are as follows:

	New Action items - November 04 meeting	Responsible	Due Date
1	If we have not heard back from him before then, contact Jim at Kerry Wood in December about having PAMZ information in their displays.	Sue	Dec 15
2	Keep track of suggested topics for newsletter for future editions.	Sue	Ongoing
3	ACTION HERO Nominations: <ul style="list-style-type: none"> • Contact SPOG for industry nomination ideas • Place a standard reminder throughout the year for nominations • Be the lead in looking at and contacting organizations that should be nominated 	Sue	Ongoing
4	Contact Dwight Arthur from Photek to see if we can establish a partnership, within our photo budget,	Sharina	Next meeting or Jan 15
5	Doodle the Idle Free sub-committee members as to a date to further discuss Sue’s idea and others.	Lauren	Nov15
6	Send draft annual report to all CC members	Kevin	Nov 6
7	Contact Red Deer College to see if the student research service is available next semester	Sue	Jan 15

5. Photo Contest

Sue contacted Central Alberta Photo Club to see if there was any interest in contracting some photographers to take some atmospheric pictures and people/environment pictures for PAMZ. She heard not response from them other than they were interested in the next photo contest.

Sharina reported that she tried to reach Tom Cooper, head of the digital photography classes at RDC to no avail. She also contacted Dwight Arthur from Photek and he is willing to discuss a possible partnership.

Lauren also reported that she had contacted the 4-H clubs through the 4-H Coordinator but to date has received no response. It was agreed that we should first contact Photek to see if there is a possibility of a partnership before we make a decision of whether or not to proceed with a photo contest.

Sharina to contact Dwight Arthur from Photek to see if we can e established a partnership within our Budget

6. PM 2.5 Management Plan

Sharina said that she had a meeting with staff members within AE&SRD to discuss the status of the PM 2.5 Management Plan. She reported it has been delayed because of the re-organization and they have not determined who will be the lead for the plan. She stated that they hoped to contact PAMZ and other stakeholders in the near future to explain what is in the plan and discuss how PAMZ and other stakeholders wish to be involved. However, it does not look hopeful that implementation will start before the end of this year.

7. Idle Free Education Outreach

Lauren reported that the subcommittee met in October with Sharina, Sue, Lauren and Ryszard present. From this meeting we took away a few actions:

- Lauren to contact Edmonton to see how well their idle free campaign is doing
- Sue to contact Olds to see if there is any interest in partnering in a campaign and
- Sharina to provide the logic model to help us in developing a plan.

Sue presented her Professor OVERUNDER idea- Don't OVER idle –UNDER idle. She spoke to her circulated proposal outlining the purpose, goal, plan and benefits for this idle free project. A question was raised as to what our overall purpose is. Kevin responded by saying that our goal is to work through youth and the municipalities to change behavior among drivers to reduce their idling.

Concern was raised about the sustainability of the project when relying on one actor to convey the message. Committee members felt that the mascot idea had some merit but there needed to be a speaker along with the mascot. This led to further brainstorming including the use of animals such as dogs. It was agreed that we do need to approach the municipalities with a concrete concept and that the sub-committee should meet to flesh out further ideas.

Lauren will Doodle the sub-committee members as to a date to further discuss Sue's ideas and others.

8. Winter Newsletter

Sue reported that, to date, she did not have enough for a winter newsletter. The committee agreed that we will decide at the next meeting in January if we have enough for a newsletter. If not, we will wait until we can publish another newsletter.

9. Annual Report

Kevin reported that the 2012 Annual Report has been completed by REaction Marketing within our budget of 2500 dollars. He has received the first draft for review.

Kevin will send draft to all Committee members to read and review

10. Website Stats

Website-from September 19-November 3, 2013

Sue presented the website stats. (See details in attached documents). Highlights were:

- 335 visits- 280 were from Canada
- 201 were from Red Deer, Calgary and Edmonton
- 45.85% were female
- 54.15% were male
- Age range 76.5% were 44 years and younger; 23,5% were 45years and older

Facebook/Twitter-from June 17 to Sept.15

Facebook Page Likes= 67

Twitter followers 73

11. Other Business

Lauren reported that t the Red Deer College has students who can do research projects for organizations but the deadline to complete the project is Nov 30. Sue asked if this program is available next semester. This is not known.

Lauren agreed to send Sue the information and Sue will contact Red Deer College to see if this service is available next semester.

12. Upcoming Events /Round Table

Sue reported that:

- She will be away from Nov 6 to Dec 12 and will not be taking her computer.

Kevin reported that:

- A PAMZ Executive meeting will be held Nov.5 where they will be looking for a new Treasurer for PAMZ.
- The Technical Working Group will be monitoring at the new Red Deer location in Lancaster until March after which they will have to decide if this will be a permanent location.
- The Issue Response Group will be holding a conference call on November 13 to look at the issue of gravel pits and a tank in the James River area to decide if they can help through monitoring.
- The PAMZ Board will be meeting Wednesday, November 27 at the Dawe Centre, Red Deer where they will be passing the 2014 budget and appointing a new Treasurer.

Sharina reported that

- She is nearing completion of the Environmental Literacy project.

13. Next Meeting

The next meeting will be held sometime between January 13-17, 2014 at the Civic Yards in Red Deer.

Sue is to Doodle Committee members for the best date and time.

Meeting adjourned at 3:05 pm