

PAMZ Communication Committee Meeting Minutes

Meeting Date	November 04, 2014	Meeting Time	9:00am-10:30am
Meeting Location	Conference call		

Attendee	
Kevin Warren (PAMZ)	√
Sharina Kennedy (AE&SRD)	√
Sue Arrison (PAMZ)	√
Lauren Maris (City of Red Deer)	√

Absent with Regrets	
Tali Neta (Public)	√
Ryan Smith (Shell)	√

1. Approve Agenda

Agenda approved

2. Approve Minutes

Minutes of September 30, 2014 approved as circulated.

3. Action Items

- Action #2 Sue still needs to contact Constant Contact RE: Anti-spam legislation procedure for PAMZ.
- Action #8: Sue contacted Jeffrey Newton, Science Council. RE AHQI presentation request. It appears they don't have any schools in mind. We will not continue to pursue this right now, due to lack of capacity. Lauren is putting it on her 2015 work plan as a potential action and Sharina may see this as a potential action after the PM_{2.5} workshop
ACTION: Sue to put this on the agenda for the future
- All other action items from September 30 minutes were completed, carried forward or on the agenda.
- Action items from the November 4, 2014 meeting are as follows:

	New Action items - November 04 meeting	Responsible	Due Date
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	Explore what the Reeve of Mountain View County was thinking about for an Idle free project and what target group he had in mind.	Kevin	Nov 30
	Be contacts for Idle free grant project while Sue is away.	Sharina& Lauren	Nov. 8-on
4	Send all the information about who Sue has contacted, RE: Idle Free grant to Sharina and Lauren.	Sue	Nov 5
	Provide information and solicit interest about the Idle Free grant at Board meeting and PM _{2.5} workshop.	Lauren and Sharina	Nov 14 & Nov 28
5	Put the PM _{2.5} invitation on Facebook , website and constant contact	Sue	Nov 5
	Forward the PM _{2.5} invitation to anyone they think will be interested	All CC members	by Nov 10

4. Executive Director's Report

- Kevin is working on the 2015 budget. He stated that it would be a challenge to maintain the overall integrity of PAMZ's work due to loss of significant revenue. They are looking at an extra cost to change their software in order to do monitoring reports required by Alberta Environmental Monitoring, Evaluation and Reporting Agency(AEMERA). Kevin will be looking at ESRD to help fund this as a special project.
- The Alberta Airsheds Council has hire a person to do interviews with representatives of all the airsheds to help come up with "straw dog" framework for defining borders, management etc. of the airsheds. This will be followed by a workshop to come to an agreement on a potential framework to give as input to AEMERA.

- Air monitoring is working well at all 4 stations. Kevin reported that they will be getting a new PM_{2.5} analyzer at Caroline and there are plans to also get one for the new Lancaster site in the new year under the National Air Pollution Surveillance Program(NAPS). This will allow them to compare data between the new analyzers and the old ones.
- The permit for the Lancaster monitoring site is still progressing. The plans are now in circulation for comments and if there are no comments or concerns by November 7, then it will be approved on November 10; be advertised on November 14 and the permit will be issued in December. If there are objections, it will be delayed.
- The Technical Working Group had an air quality monitoring plan workshop where they developed 11 objectives for their plan. All air monitoring plans must now be done in a specific format for AEMERA.
- PAMZ's Quality Assurance Plan is having a third party audit this month.
- AEMERA is taking over the CASA warehouse as their input portal for monitoring. Unfortunately they did not notify CASA nor allow any time for input from the airsheds and contractors who monitor for the airsheds. The CASA Executive is meeting this Friday to discuss this issue.

5. Idle Free Education Outreach

- Sue reported that the Lacombe County Idle Reduction Committee is going well and both she and Sharina have been attending as resource support.
- Sue stated that she has emailed the letter to 11 municipalities and has phoned seven municipalities as follow up to date. She actually talked to Joanne Gaudet at Sylvan Lake, Cora Knutson at Bentley and Matt Gowdy at the City of Lacombe. For the other four municipalities, she was only able to leave telephone messages (Olds, Blackfalds, Penhold and Innisfail). She has not followed up with Ponoka, Three Hills, Rocky Mountain House or Delburne as yet but will in the proceeding days. The most promising response so far has been from Matt Gawdy at the City of Lacombe. Sue is awaiting a call back from him. Given that Sue will be away, she has ask two things **(1)that Sharina and Lauren can be backup contacts and (2) that members of the Communication Committee will bring up the need for a community pilot project at both the PAMZ Board meeting and at the PM_{2.5} workshop.**
- Sue suggested that if we cannot find an urban community, we might default to the City of Red Deer or try something with the County of Mountain View.
- Kevin reported the Reeve from the County of Mountain View is interested in pursuing an idle free project but was not specific as to whether it would be targeted for his county staff or for the general community.

ACTION: Kevin will explore what the Reeve of Mountain View County was thinking about for an idle free project and what target group he had in mind.

ACTION: Sue to send all the information about who she has contacted to Sharina and Lauren.

6. PM_{2.5} Management Plan

- Sharina reported the first advisory committee meeting will be held on Nov 20. Besides PAMZ, included on this Committee is Lacombe County, The City of Red Deer, NOVA, ME Global, Alberta Health Services. She is awaiting word from County of Red Deer and also an ENGO representative.
- She sent out the invitation for the November 28 workshop on Friday. The time has not been finalized but is likely to be a 10-2:00 pm workshop. She stated that they wanted Kevin to be part of the information presentation on the PM_{2.5} situation.
- She has also completed the fact sheets and thanked everyone for their input.

ACTION: Sue will put the invitation on Facebook, website and Constant Contact.

ACTION: All members to forward on the invitation to anyone they think will be interested.

7. Website Stats

Web

Sue spoke to the circulated website and Facebook stats. Highlights were:

- 480 website visits between Aug 29 and Oct 31, of which 343 were repeat visitors.
- The majority of visits were from Canada, followed by Brazil and the USA.
- The majority of local visits were from Calgary and Red Deer equally, followed by Edmonton and Stoney Plain

Facebook

Our peak Facebook reach was

- the memorial for Reg Watson= 228
- our photo contest = 191
- our newsletter = 56.

8. Other Business

8.1 Photo Contest update

Sue reported that there have been no new entries of late but she suspects they will all come in in these last few weeks. She has advertised through the newsletter, through Facebook, Twitter and by contacting the camera clubs directly. As well, she will be doing a PSA this week to be put in the newspapers. She asked that the next meeting include the judging of the photos and that we hold it at the provincial building so we can use the skills of some of the photo experts with ESRD.

9. Upcoming Events/ Round Table

Kevin

- The Technical Working Group meets November 14.
- The PAMZ Board meets November 19.
- He requested that the winter newsletter be on the next agenda, with a full page on Reg Watson, winners of the photo contest; follow up on the PM 2.5 process etc. The committee suggested that the next newsletter should come out at the end of February- early March at latest.

10. Next Meeting

- It was agreed that the next meeting of the Communication Committee, to judge the photo contest and deal with other items, will be the week of January 12, 2015 to be held at ESRD, Provincial Building. **Sue to Doodle to obtain best date.**
- If the committee needs another meeting to address the Idle Free project, we will have a conference call in December.

Meeting adjourned at 10:30am