

PAMZ Communication Committee Meeting Minutes

Meeting Date	April 14, 2014	Meeting Time	1:30 – 3:00 PM
Meeting Location	Conference Call		

Attendee	
Kevin Warren (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Sue Arrison (PAMZ)	√
Ryan Smith (Shell)	√

Absent with Regrets	
Sharina Kennedy (AE&SRD)	√

1. Approve Agenda

Agenda approved with changes: moved Perpetual Calendar under Item #9 and added Public Issues Identification Meeting Under Item# 7

2. Approve Minutes

Minutes of January, 2014 approved as circulated.

3. Action Items

- Action #1- Sue reported that she contacted Jim Robertson once again at the Kerry Wood Nature Centre They are now close to getting the go-ahead on the displays.
- All other action items from January 16 minutes were completed, carried forward or on the agenda.
- Action items from the April 14, 2014 meeting are as follows:

	New Action items - April 14 meeting	Responsible	Due Date
1	Contact Jim at Kerry Wood about PAMZ information in their displays.	Sue	April 30
2	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
3	Bring forward the issue of charitable status to the PAMZ Board.	Lauren	April 16
5	Contact Kerry Wood Nature Centre and welcome them as partners but decline having the Vehicle Emissions Testing Clinic located at Kerry Wood.	Kevin	April 30
6	Set up an organizing meeting for the Vehicle Emissions Testing Clinic	Kevin	April 30
7	Contact oilfield staff to see if there are any ACTION HERO nominations that can come from industry. Contact CAPP to see if there are any potential nominations. Explore businesses such as green hotels to see if there are any potential nominations.	Ryan Sue Tali	April 30
8	Let PAMZ know what The City of Red Deer's plans for Clean Air Day and if PAMZ can partner with the City.	Lauren	April 30
9.	Talk to Sharina to see what ESRD is planning for Environment Week and Clean Air day.	Sue	April 16
10	Do all advertising for Issues Identification Meeting; PSAs, Media release, Ad in Mountain View Gazette. Facebook and Constant Contact	Sue	April 30
11	Send letters about the scholarship to the counsellors and principals in all the high schools within the PAMZ area	Sue	April 30
12	Report to Jim about the Communication Committee decision regarding that the Perpetual Calendar.	Lauren	April 16

4. Executive Director's Report

PAMZ Audit - The PAMZ 2013 Audit was recently completed and is ready to be signed off.

Memberships – Paid memberships in PAMZ are slower than usual in coming in this year.

Monitoring stations - Ongoing monitoring is taking place in Red Deer and Caroline.

A portable monitoring station from Lancaster has been moved to Ponoka.

Another portable monitoring station has been in Lethbridge for an overhaul and will be going to the southern Olds site for monitoring.

PAMZ is applying to AESRD for funding to have a permanent site at Lancaster in Red Deer.

5. Idle Free Education Outreach

Sue reported that the Idle Free Sub Committee is made up of Blayne West and Cajun Paradis from Lacombe County and Grace Fix from the Town of Stettler as well as Sharina Kennedy, Lauren Maris, Tali Neta and Sue Arrison for the PAMZ Communication Committee. The Committee has met three times to develop a pilot project that would take place both in Lacombe County and the Town of Stettler. The group has applied for two grants; one with Shell which was not successful and one into the Lottery Fund. The Committee is still waiting for response to this last application. The Committee will be meeting again this Wednesday, April 16 to discuss next steps. One of the issues is that many funders require the applicant to have charitable status. Sue asked if the Board would consider applying for charitable status. Kevin stated that given the way PAMZ is set up, we would have to develop a separate arm of PAMZ that would just focus on outreach education.

ACTION: Lauren will bring forward the issue of charitable status to the PAMZ Board on Wednesday, April 16

6. Events Planning

6.1 Environment Week-Vehicle Emissions Testing Clinic

Kevin reported that he heard from Andrea Brack from NOVA. She stated that the Kerry Wood Nature Centre has requested that the vehicle Emission Testing Clinic be held at the Kerry Wood Nature Centre as part of the Red Deer River Clean up event. There was general agreement that the Kerry Wood Nature Centre was not the appropriate locale for the Clinic. It is too far out of the way and would be too congested during the River Clean Up.

ACTION: Kevin to contact Kerry Wood Nature Centre and welcome them as partners but decline having the Vehicle Emissions testing clinic located at Kerry Wood

Kevin suggested that we should have the Vehicle Emissions Testing Clinic on June 6 and 7. However Kevin will be away from May 18-June 8 so he will not be able to be the key organizer. He suggested Shane from NOVA may be able to take the lead

ACTION: Kevin to set up an organizing meeting for the Vehicle Emissions Testing Clinic by the end of the month.

6.2 Clean Air Day

Clean Air day is June 4. This is when PAMZ usually showcases our Action HEROS. He stated that in his absence that Reg Watson could present the certificates. At present we have no nominations.

ACTION: Ryan will contact his field staff to see if there are any nominations that can come from Industry

ACTION: Sue will contact CAPP to see if there are any potential nominations there

ACTION: Tali will explore businesses such as green hotels to see if there are any potential nominations

ACTION: Lauren will meet with her colleagues and let PAMZ know what The City of Red Deer will be doing for Clean Air Day and if PAM Z can partner with the CITY.

ACTION: Sue will talk to Sharina to see what ESRD is planning for Environment week and Clean Air Day

It was suggested that we have a tour of the air monitoring station on Clean Air Day. Kevin stated that this will not be possible as he will be away.

6.3 Public Issues Identification Meeting

Kevin reported that the Issues Identification Meeting will be held at the Performing Arts Centre in Sundre on Wednesday May 14 from 6:30- 9:00pm. Rhonda King will be facilitating the meeting.

ACTION: Sue to do advertising: PSAs, Media release, Ad in Mountain View Gazette. Facebook and Constant Contact

7. Website Stats

Sue reported that as a result of the Facebook promotion from March 9-20, Facebook received 1157 likes. Unfortunately Sue stated that she failed to limit it to just North America and Canada and a majority of the likes were from India. Sue had her computer cleaned up and for some reason her link to Google Analytics has been lost. As a result, she did not have the website analysis for this meeting.

Kevin reported that the website was down due to a virus. He stated that REaction Marketing is hosting our website but due to this server problem they are re-considering continuing as a host. If they do continue, they are looking at charging more for the service. We are awaiting their decision on what they are going to do. Kevin is talking to other Airsheds about the servers they use and is making a list of companies that provide website hosting.

8. Other Business

8.1 Martha Kostuch Scholarship

Sue reported that she made a mistake in the newsletter by reporting the Scholarship deadline as August 15. As a result, she changed all information to be consistent. She asked if she should now change things back to August 1 with a major notice and media release. It was decided to leave the deadline date as August 15 but change it back to August 1 for the long term

ACTION: Sue to send direct letters out to the counsellors and principal about the scholarship to all the high schools in the PAMZ area.

8.2 Perpetual Calendar

Lauren brought forward the suggestion from Jim Saltvold to develop a perpetual calendar for PAMZ. After much discussion it was agreed that hard copy calendars are seldom used anymore as people rely on their computers.

ACTION: Lauren to talk to Jim Saltvold and report the Communication Committee decision regarding the Perpetual Calendar.

12. Upcoming Events /Round Table

- Lauren:
Earth Day events are taking place at the Kerry Wood Centre on Sunday, April 20 from 1:00pm to 4:00pm.
Jane's Walk taking place May 3 and 4.
- Kevin
PAMZ Annual General Meeting to take place June 18. Location to be decided at Board meeting this week.
The Clean Air Strategic Alliance is having their 20th anniversary celebration June 6 at the TELUS Sparks Centre in Calgary.

13. Next Meeting

The next meeting will be a face- to- face meeting at the Red Deer Civic Yards the week of June 9-13

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

Meeting adjourned at 3:00pm