

## PAMZ Communication Committee Meeting Minutes

<b>Meeting Date</b>	January 16, 2014	<b>Meeting Time</b>	10.00 AM - 12:20 PM
<b>Meeting Location</b>	Red Deer Civic Yards		

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

Absent with Regrets	
Ryan Smith (Shell)	√
Marcie Neiman (Shell)	√
Tali Neta (NRCB)	√

### 1. Approve Agenda

Agenda approved with change, putting RDC Research Student Availability under Item #7

### 2. Approve Minutes

Minutes of November 4, 2013 approved as circulated.

### 3. Action Items

Action #1- Sue reported that she contacted Jim Robertson at the Kerry Wood Nature Centre and he said that they had not received the funding as yet from The City of Red Deer to do the new displays. Sue is to contact him again in 2 months.

Action # 3- Sue reported that she will send out a Constant Contact message to big and small industry asking them to nominate a company for the ACTION HERO award for 2014.

- All other action items from November 4, 2013 minutes were completed, carried forward or on the agenda.
- Action items from the January 16, 2014 meeting are as follows:

	<b>New Action items - November 04 meeting</b>	<b>Responsible</b>	<b>Due Date</b>
1	Contact Jim at Kerry Wood about having PAMZ information in their displays.	Sue	March 15, 2014
2	Send out notices to the 2012 winners and participants whose pictures are in the annual report.	Sue	January 30, 2014
3	ACTION HERO Nominations: <ul style="list-style-type: none"> <li>• Contact SPOG for industry nomination ideas.</li> <li>• Place a standard reminder throughout the year for nominations.</li> <li>• Be the lead in looking at and contacting organizations that should be nominated.</li> </ul>	Sue	Ongoing
4	Update the idle free sub- committee proposal and send to members of the Communication Committee.	Sharina	Jan. 21, 2014
5	Contact Blayne West from Lacombe County for telephone lists. Contact Stettler for telephone lists.	Sharina Lauren	Jan. 21, 2014 Jan. 24, 2014
6	Present Idle free sub- committee proposal to the Board along with the recommended communities.	Lauren	Jan. 22, 2014
7	Newsletter articles written and submitted. <ul style="list-style-type: none"> <li>• Idle Free project</li> <li>• PM 2.5 Management Plan</li> <li>• Monitoring station update</li> <li>• Annual report, scholarship, photo contest, ACTION HERO nominations</li> <li>• Top 5 myths about idling</li> <li>• Profile on Sharina-</li> </ul>	Lauren Kevin Kevin Sue Sharina Sue	Feb. 15, 2014
8	Do ad (price by click) on Facebook about photo contest for no more than \$100.	Sue	Feb.1, 2014

## 4. Executive Director's Report

**Annual Report**-Kevin circulated copies of the 2012 annual report and stated that the report was done in time for the November Board meeting. The Board was pleased with the end product.

**PAMZ budget**- The 2014 PAMZ budget was passed at the November Board meeting and Kevin reported that we came in under budget for 2013. Our current Treasurer and Clearwater County will continue to help with PAMZ bookkeeping services.  
There are long term concerns about the PAMZ budget because the Shell Burnt Timber plant is closing down which contributes to 20% of the budget.

**Monitoring stations** - Kevin reported that the Martha Kostuch monitoring station is being pulled from the Issues Response area to be used as the second monitoring station in Red Deer. This means that the Issues Response Group will now only have one monitoring station (McCoy station) to address specific concerns in the PAMZ region. The Mc Coy station will now be a hybrid station monitoring for both issue response and geographic data response. After July 1, the Martha Kostuch monitoring station will become a permanent second station in Red Deer. This will help us to better calculate true air quality index in Red Deer.

**Alberta Environmental Monitoring, Evaluation and Reporting Agency (AEMERA)** - Kevin reported that this agency is moving very slowly. The likely impact on airsheds is that AEMERA will try to align them with the Land Use Framework (LUF). It may mean that airsheds may have to expand to include orphan areas. It appears that in the next 3-4 years AEMERA will be concentrating on the oil sands area which gives the other airsheds time to put plans in place that work for them.

## 5. Status Update-PM 2.5 Management Plan

Sharina reported that there is no real update. Linda Jabs from AE&SRD is leading the process but there is no movement on the Red Deer plan as all efforts are tied up on the Capital Region. They are doing data analysis to determine what triggered the exceedance in Red Deer and are hoping to have the plan done by Spring 2015.

**ACTION: The Communication Committee will make it their goal to keep the PM 2.5 Management Plan in the forefront and make it our key message for Clean Air Day etc.**

## 6. Photo Contest

Sharina talked to Dwight Arthur from Photek and he referred her to another photographer who may be able to provide us with photos at a reduced rate. Other suggestions were that we contact the Red Deer Advocate and Disaster Services for photos. After some discussion, it was decided to proceed with the photo contest for one more year focusing on two categories; (1) atmospheric pollution and (2) people and the environment. The contest will begin in February and run until December 31, 2014. Sue is to provide detailed examples for each category. Prizes will be \$750 for 1<sup>st</sup> prize and \$250 for runner up in each category. There will no longer be a youth category. If there is a particularly good youth entry, a special merit prize will be decided by the Committee at that time. The entry form will ask if entrants are under the age of 18.

**ACTION: Sue is to send out notices to the 2012 winners and participants whose pictures are in the annual report.**

## 7. Idle Free Education Outreach

### 7.1 Sub - committee Report

Lauren reported that the subcommittee met before Christmas and, besides PAMZ Communication Committee members, included Blayne West from the County of Lacombe and Rita Stagman from AE &SRD, Drayton Valley.

Sharina then spoke to the circulated report which outlined the sub- committee's proposal and suggested process for an idle free program. It included:

- Creating a municipal toolkit
- Developing and delivering free workshops to municipalities
- Establishing a grant program.

Discussion then led to potential funders for the program. All were in agreement to the proposal and that it should be presented to the Board.

**ACTION: Sharina to update the proposal and send to members of the Communication Committee.**

## 7.2 RDC Research Student Availability

Sue spoke to her report and meeting with Doug MacDormand from RDC. Mr. MacDormand is interested in our project but stated that it is ultimately up to the students. He noted that we need to provide the students with telephone contacts from our identified communities within the next two –three weeks. After some discussion, it was agreed that there should be two communities used as a pilot. If the students cannot do both, it should be up to the PAMZ Board to decide which community should be piloted. Lacombe County and the Town of Stettler were the suggested pilot communities. This is because there is interest and identified commitment from these communities. Because Stettler is outside the PAMZ boundaries, Kevin suggested that Lauren test the idea of Stettler as a pilot with the Board.

**ACTION: Sharina to follow up with Blayne West to see if we can obtain a telephone list for Lacombe County.**

**ACTION: Lauren to check with her contact from Stettler about obtaining a telephone list.**

**ACTION: Lauren to present the proposal to the Board along with the recommended communities.**

## 8. Winter Newsletter items

It was agreed that we have enough newsletter items to put out a winter newsletter for the end of February or mid-March. The following newsletter articles will be written and submitted by the following members.

- Idle Free project- Lauren
- PM 2.5 Management Plan- Kevin
- Monitoring station update- Kevin
- Annual report, scholarship and photo contest- Sue
- Top 5 myths about idling- Sharina
- Profile on Sharina- Sue.

## 9. Website Stats

### Website-from Nov. 8, 2013- January 15, 2014

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

- 458 visits- 337 were from Canada , 41 from the US and the remaining from other countries
- 45.85% were female
- 54.15% were male
- Age range 76.5% were 44 years and younger; 23,5% were 45years and older

### Facebook –from Nov. 8, 2013 to January 15,2014

Sue reported little activity on Facebook. She suggested that we may want to post an ad to help increase our visitors to the site. It was agreed that Sue could place an ad about the photo contest for no more than 100 dollars total.

**ACTION: Sue to do an ad (price based on click) on Facebook about the photo contest for no more than \$100 total.**

## 11. Other Business

None

## 12. Upcoming Events /Round Table

- Lauren reported that there is a Community Based Marketing workshop available for anyone interested. It will take place Feb.12 ,2014 at the River Bend Golf and Recreation area from 9: AM to 4:00 PM
- Sharina reported that AE&SRD are combining Special Weeks (Water, Wildlife, Forestry and Environment Week) under "Celebrating Nature". Electronic and hard copy posters will be available.

**ACTION: Sharina will distribute the posters to the Committee members, when available.**

- Kevin reported that the Issues Response Group, Technical Working Group and the PAMZ Board will all be meeting next week. He also reported that the Alberta Airsheds Council is applying for a grant to hold a forum to discuss the monitoring and management of airsheds in the future. This forum is planned for Oct.20, 21 or 22 in Sherwood Park and will be by invitation only.

### **13. Next Meeting**

The next meeting will be held by conference call the week of April 7. Items for discussion will include Clean Air Day, Environment Week, and Vehicle Emissions Testing Clinic etc.

Kevin also suggested that at our June meeting, Committee members do a tour of the Red Deer monitoring station.

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

**Meeting adjourned at 12:20 pm**