

PAMZ Communication Committee Meeting Minutes

Meeting Date	January 22, 2013	Meeting Time	10:00-12:30pm
Meeting Location	Red Deer Civic Yards, Building 300, C201-202		

Attendee	
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Marcie Nieman (Shell)	√
Lauren Maris (City of Red Deer)	√
Sue Arrison (Comm. Consultant)	√

Absent with Regrets	
Ryan Smith (Shell)	

1. Approve Agenda

Changes to agenda as follows:

Upcoming events moved to be part of 13) Round Table

Under 12) Other Business, add:

- d. Alberta Environment & Sustainable Resource Development 2009-11 Canada –Wide Assessment
- e. Environmental Damages Fund

2. Approve Minutes

Minutes of November 14, 2012 approved as circulated

3. Action Items

Marcie reported that there is no 2013 PREEF funding available.

- o All other action items from November 14, 2012 minutes were reviewed, completed or on the agenda.
- o Action items from the January 22, 2013 meeting are as follows:

	New Action items- January 22 meeting	Responsible	Due Date
1	Examine 2012 photo entry forms to see how contestants found out and when they submitted their photos	Sue	Jan 30
2	Get back to municipalities with all the feedback on idling reduction, along with a cover letter	Sue	Jan 30
3	Send Sue a link to the Watershed Planning Advisory Council Educational program.	Phil	Feb 28
4	To develop an idle free campaign proposal to support larger towns in the PAMZ region.	Sue, Committee	Ongoing
5	Complete and send in articles for Winter newsletter Kevin: (1) PM Management Plan, (2) National Air Quality Standards, (3) New monitoring station in Red Deer. Sue: (1) Municipal survey focusing on Olds (2) Profile story on Jim Saltvold (3) Profile on Communication Committee & new members needed (4) Advertising Martha Kostuch Scholarship Lauren: (1) Red Deer's initiative to reduce pollution from industry and businesses	Sue, Lauren, Kevin	Feb. 26
6	Letters sent directly to the high schools on the PAMZ region, addressed to the Principal and Guidance Counselor.	Sue	Jan 30
7	Put the Issue question from the scholarship criteria on Facebook and Twitter, with a link to the scholarship on the PAMZ website.	Sue	Jan 30

8	Report to the PAMZ Board about our planned action above	Lauren	PAMZ Board meeting, Jan 30
9	Send trial survey through Survey Monkey to Lauren	Sue	Feb 28
10	Send out satisfaction survey electronically through Survey Monkey at a cost no more than 100 dollars.	Sue	March 7
11	Apply for funds from Alberta Environment & SRD for the annual report.	Kevin	Feb 07
12	Send information on the SCIP Bursary fund to Committee members	Lauren	Feb 28
13	Follow up on provincial funding from court cases to see if there are any possible funding opportunities for PAMZ	Phil	March Committee meeting

4. Photo Contest Update

Sue reported that she has only received 3 submissions to date. She has sent out media releases and PSAs to all the media, has advertised it on Facebook, Twitter, the Website and through Constant Contact, as well as put up posters and sent direct emails to photo clubs. She stated that she found other photo contests often have much bigger prizes (i.e. 1000 dollars) and this may be a factor for the low response. She asked the Committee if they wanted to extend the deadline if our response remains low. The decision was not to extend the deadline but instead to focus next year on one or two themes for larger prizes. The idea of partnering with other groups was also suggested.

It was agreed that Sue should look at submissions from last year's contest to see how contestants found out about the contest and when they submitted their photos. This could help lead to more directed marketing over the month of February.

5. Winter Newsletter

The winter newsletter is due by Feb/March of 2013.

Items for the newsletter are:

The Particulate Matter Management Plan – **Kevin will retool from media release for this article.**

- The proposed National Air Quality Management Strategy- **Kevin will pull article from presentation at last Board meeting**
- Piloting a potential new air quality monitoring station location in Red Deer- **Kevin will talk about the additional monitoring station to be located in Red Deer**
- A profile story on Jim Saltvold –**Sue is meeting with Jim this Friday for a picture and biography information.**
- A profile on the Communication Committee and the need for new members- **Sue took a picture of the committee today and will talk about their role and encourage new committee members**
- Survey of municipalities on anti- idling policies –**Sue will focus on what we learned from the survey and the Olds initiative-why they did it, their successes and future plans.**
- Red Deer's initiative with local commercial and industrial businesses to reduce air pollution- **Lauren will put together an article.**
- Short notice on the scholarship- **Sue**

6. Martha Kostuch Environmental Education Fund

Sue proposed that in addition to sending the scholarship poster to the school boards, we also mail letters about the scholarship to every high school in the PAMZ region, addressed to the Principal and School Counselor. Phil suggested that Sue contact the Red Deer River Watershed Alliance as they may already have the addresses of all the high schools in the area and could save us considerable time.

It was agreed that Sue can send mailed notices to each high school in the region.

Lauren mentioned that the PAMZ Board wanted the Communication Committee to place the scholarship issue question on the website. "In your opinion, what is the most important issue related to air quality in the PAMZ region and what should be done to mitigate it?"

The Committee agreed that it would be much better for Sue to place it on Facebook and Twitter with a link to the scholarship on the website.

Lauren will report the decision of the Committee to the PAMZ Board at their next meeting.

7. Municipal Survey

Discussion took place on the results of the municipal survey on idling reduction. **It was agreed the immediate task is for Sue to get back to the municipalities with the results and a cover letter.**

It was suggested that one of the reasons some municipalities are not doing anything with respect to idling is that they do not have the resource time to devote to it. The Committee felt that we would be more effective if we could give the municipalities all the tools they need to start an idling reduction initiative. (e.g. signs, brochures, bumper stickers etc.).

It was agreed that we would be better to start by assisting or partnering with larger towns that have already shown signs of commitment to idling reduction, (i.e. Olds, Sylvan lake) **Our long term action or goal is to investigate developing an idle free campaign to support the larger towns in the PAMZ region.** Phil suggested that we talk to some of the more receptive municipalities about participating with us in a brainstorming session to develop such a campaign.

8. Satisfaction Survey

Sue raised the concern about the history of low responses with surveys that are emailed out. She suggested that, in addition, we might look at having people fill them out after PAMZ presentations, at meetings or at trade shows throughout the year. Kevin explained that they have tried this approach in the past and the surveys were often answered in a substandard manner. Marcie suggested that we could go through the students in the schools, where they have the potential to win a prize if they get their parents to answer the questionnaire. Committee members liked this idea but felt this particular survey may not be appropriate to go through the schools.

It was decided that, initially, Sue should send the survey out electronically through Survey Monkey with a cover message stating that the questionnaire will take no more than 5-7 minutes of a participant's time and that those who respond are eligible for two draws for 50 dollar Visa gift certificates.

Sue will make changes to the survey suggested by Committee members and also will send Lauren the survey through Survey Monkey for her to trial.

9. Educational Outreach

Sue reported that she had met with Ryszard Kozlowski from the City of Red Deer and Mike Bisaga from LICA to discuss an air quality education program for schools. The main learnings from these meetings were that we should focus on a one hour presentation that meets the teacher's curriculum needs rather than trying to develop a whole curriculum or series of sessions for the schools. Sue stated that there was great potential for partnership both with the City of Red Deer in their program and with LICA.

Sue will pursue developing a one hour participatory presentation session that can meet the curriculum needs of teachers in the elementary school (e.g. grade 4 or 5)

Phil will send Sue a link to the Watershed Planning Advisory Council Educational program, which offers great presentation ideas.

10. Website/ Facebook Statistics

Sue reported that the activity on website between Nov 15, 2012 and January 21, 2013 was as follows:

Website

Total of 1582 visitors

1210 were new visitors

Average duration 00.30.08 seconds

December 17, there was a spike where there were 382 visits

Week of Dec. 16-22- 927 visits of which 890 were new visits

Who: main visitors were:

USA 931 visits, of which 908 were new visitors

Canada- 601 visits of which 254 were new visits

Facebook

Dec 17/ 18 there was a spike - when we sent out our Christmas greetings

Sue asked the Committee if they wanted this reported at every meeting. **Members felt it would more useful to send these statistics out by email, along with the agenda before each meeting.**

11. Other Business

a) Annual Report

Kevin reported that he would have to apply for funds if we wanted to continue with a community report alongside this year's annual report. Given that this year's report marks PAMZ's 15th anniversary, it was felt that we should continue with a community report.

Kevin will apply for funding for this report by Feb. 7, 2103

b) Committee Additions

Lauren reported that in spite of all her attempts she has had little success in obtaining a response from Red Deer College regarding having a representative on the Communication Committee. Lauren suggested two actions:

- 1) We put an ad into the college newspaper for 15 dollars, advertising for a student representative for this committee.
- 2) We investigate the Alberta SCIP bursary program which offers 1000 dollars for a college student to have a working experience with a non- profit group, such as ours.

It was agreed that we should explore the bursary program as a first step. Lauren will send the information out about this program to Committee members.

c) Committee Group Picture

A picture of the Committee was taken and will be used in the March newsletter.

d) 2009-11 Alberta Environment & Sustainable Resource Development Canada Wide Assessment

Kevin reported that AE&SRD will be sending out a letter to stakeholders regarding the Particulate Matter Management Plan and has asked for PAMZ's contact list.

Kevin will update the list and send it to Alberta Environment

He stated that PAMZ has agreed to do a media release when the AE&SRD sends out the letter.

Sue and Kevin will construct the media release and send it out at the appropriate time.

e) Environmental Damages Fund

Lauren reported that Environment Canada has an Environmental Damages Fund where companies who have to pay pollution fines, provide funds for organizations doing environmental work. Presently there is 35,000 dollars available but the deadline is Feb.1, 2013 to apply. Nevertheless this fund may be renewed from time to time and we should regularly check this link to see if there are any available funds that would fit for PAMZ. Phil also stated that a similar program was available at the provincial level.

Phil will check and see if there is any way PAMZ could access these funds for some of its projects.

12. Round Table

- PAMZ Board meeting Wednesday, January 30 at the Dawe Centre, Red Deer
- PAMZ Technical Working Group meeting Friday, 9:00am January 25 at the ERCB office, Millennium Centre , Red Deer
- RE-Think Red Deer is putting on an Eco-Living Fair, Saturday, April 6 at Red Deer college
- Earth Day celebration, April 21 at the Kerry Wood Nature Centre, Red Deer
- Pathways 2 Sustainability 2013 Conference, Sourcing Practical Solutions for Sustainability, May 29- May 31st, Calgary Telus Spark Centre

Marcie reiterated her invitation for PAMZ to hold its Emissions Testing Clinic at SPOG Neighbours Day in September 2013

13. Next Meeting

Next meeting will be a conference call to be held the week of March 18-22.

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

Phil will set up the conference call.

Meeting adjourned at 12:30pm