

PAMZ Communication Committee Meeting Minutes

Meeting Date	June 11, 2014	Meeting Time	1:30 – 3:15 PM
Meeting Location	Red Deer Civic yards		

Attendee	
Kevin Warren (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Sue Arrison (PAMZ)	√
Tali Neta (Public)	√

Absent with Regrets	
Sharina Kennedy (AE&SRD)	√
Ryan Smith (Shell)	√

1. Approve Agenda

Agenda approved as circulated

2. Approve Minutes

Minutes of April 14, 2014 approved as circulated.

3. Action Items

- RE Action Item#3: Lauren reported that she requested Board consideration of charitable status for PAMZ. Their response is that the Communication Committee needs to make a business case to the Board as to why we need this status, as it would require a separate entity from the PAMZ Board and organization. The Communication Committee will continue the process of reviewing the possible merits of having charitable status.
- All other action items from April 14 minutes were completed carried forward or on the agenda.
- Action items from the June 11, 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	Ongoing
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	Post the AGM event on the Red Deer Community Events calendar	Sue	By June 13
5	Take part in the free Webcast Seminar June 12 on the Anti-Spam legislation and advise Kevin as to whether or not he should take part in the June 19 webcast	Sue	June 12
6	Contact NRCB to ask for a new representative for the PAMZ Board.	Kevin	June 30

4. Executive Director's Report

Monitoring stations - The monitoring station in Ponoka is scheduled to be put in Lancaster Park, Red Deer. However, we still don't know the status of the approval process. The application is involved so Kevin stated that we probably will not be moving the station until September. We should also get a decision of the funding for the monitoring station from ESRD by July.

Kevin stated that we have also applied for funding from ESRD to bring the monitoring plan up to standard. We have not heard a decision on this yet

The other monitoring station is in Olds and will be going to Everdell near Rocky Mountain House the month of July, then to James River East, then Crossfield and finally to Crossfield-Carstairs.

Issues Response Group (IRG) Meeting-Kevin reported that they had a good meeting with about two dozen people attending. The IRG will be looking at the priority issues that came out of that meeting.

5. Environment Week

5.1 Vehicle Emissions Testing Clinic (VETC): Sue reported that there were 61 cars and trucks and 2 motorcycles that were tested. The day was good with the exception of a storm that came in later in the day which made volunteers close down at 6:00pm instead of the designated 7:00pm. She also stated that Lauren did a stellar job of supervising the whole day.

Lauren reported some of the feedback she received; one was the need for more clarity and positioning of the signs to show people exactly where to go in the mall; the other was the suggestion of a more accessible space where cars could easily pull in from the main road. The last suggestion is that we obtain discount coupons from automobile repair outlets, which could be handed out to owners who need to tune up their vehicles.

Lauren also stated that we had very good media coverage. This could be attributed, to some extent, to having our events on the same day and coordinating our advertising and planning.

5.2 Action HEROS. The presentations went well. Sue helped Reg Watson with the award presentations. She had a person from ESRD take pictures but most did not turn out well. She is hoping to get better pictures from Sharina for the newsletter. Some suggestions for next year were:

- The luncheon for the Action HEROS was an excellent addition. This would also be an opportune time for the recipients to share their stories about their accomplishments.
- The PAMZ presentation prior to the awards was too long. Needs a shorter introduction.
- The frames for the Action HERO certificates need to be a higher quality.

5.3 Enviro Fair- The fair went very well thanks to Sharina. There were many display booths and good presentations from a number of speakers including Tara Veer, the Mayor of Red Deer.

6. AGM Planning

Sue reported that she advertised the AGM through Constant Contact, PSAs to all media outlets, the website and by producing 100 copies of the notice that Jim will be delivering door to door in Lancaster this weekend.

ACTION: Sue to post the event on the Red Deer Community Events Calendar

7. Idle Free Education Outreach Project

The Idle Free Task Force members had a small meeting prior to the Communication Committee meeting to make amendments to the Lottery Fund application which is due in on Monday. A decision on this grant will not be made until September. Both Lacombe County and Town of Stettler are looking for the Committee's involvement in presenting the case for an idle free project to their respective County and Town Councils in late August.

8. Canada's Anti- Spam Legislation

Sue reported that this legislation will come into effect on July 1 and we have to be aware of its implications and the actions PAMZ needs to take. Members agreed with her suggestion that she attend a webcast seminar on the subject on June 12. There is also another webcast on June 19 from 1:30-3:30pm, which Kevin could partake if he was available.

ACTION: Sue to take part in the Webcast Seminar June 12 and advise Kevin on whether or not he should take part in the June 19 webcast.

9. Next Newsletter

The Committee agreed that we would not proceed with our next newsletter until September, after the scholarship recipient has been determined. Some suggested items would include the Environment Week events, the scholarship recipient, update on the photo contest, the AGM, the Issues Response group meeting and an update on the PM_{2.5} Management Plan.

10. Website Stats

Sue reported the website results from April 10 June 10. Copies were circulated to all Communication Committee members. There were 544 visits; 338 new visitors and 206 returning visitors. The most popular pages visited were **data/reddeerriversidecontinuous** and **resources/scholarship/**.

Facebook had a 65 viewer reach for the Action HERO picture, 80 viewer reach for the Vehicle Emissions testing Clinic (VETC) results and pictures and a 108 viewer reach for the advertising of the VETC. The Facebook total reach was 113 viewers this past week compared to previous week of 92.

11. Other Business

Sue reported that she and Lauren had attended a conference call where they viewed a classroom kit for grades 5-6 on the Air Quality Health Index produced by Environment Canada. Alberta Environment was trying to encourage us to deliver it to the schools. While the classroom kit has great material and information, the Committee felt that, at this time, PAMZ did not have the capacity to deliver this education program to schools.

12. Upcoming Events /Round Table

- Tali announced that she is no longer with NRCB but would like to continue on the Committee and the PAMZ Board as a member of the public
ACTION: Kevin to Contact NRCB for a new representative for the Board.
- Kevin reported that the PAMZ Annual General Meeting to take place June 18 at the Deer Park Activity Centre in Red Deer. He is also on the Odour Management Team for CASA and will be attending several upcoming meetings.

13. Next Meeting

The next meeting will be a conference call meeting to take place the last week of August.

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

Meeting adjourned at 3:15pm