

PAMZ Communication Committee Meeting Minutes

Meeting Date	March 20, 2012	Meeting Time	9:00–11:00 pm
Meeting Location	Conference Call		

Attendee	
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Monica Rosevear (PAMZ)	√
Marcie Nieman (Shell)	√
Lauren Maris (City of Red Deer)	√

Absent with Regrets	
Margo Jacobs (ERCB)	√

1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from January 13, 2012

2) Action Items

- Reviewed action items from January 13, 2012

	COMPLETED Actions	Responsible	Due Date
1	World Heath Organization article on City's of the world air pollution	Kevin	Done
2	Newsletter Article- ERCB New propane fracturing	Margo	Done
3	Email Kevin Sundre High School Contact. Monitoring station will be in Sundre until the end of January	Marcie/Monica	Done March 15th
4	Book phone number for next meetings conference call	Phil	Done

	CURRENT Actions	Responsible	Due Date
1	How get, retain & recognize members. Benefits of membership	Phil	April 10th
2	PAMZ members recognition- years of service for newsletter	Kevin	April 30th
3	Ask Technical working group for industry profile	Kevin	Ongoing
4	Advertise on Facebook to get new members	Monica	ASAP
5	Kevin to talk to Raj Navrathm at Red Deer College about link to PAMZ website	Kevin	June 12th
6	Update the photo contest entry form for 2012	Monica	June 12th
7	Get pricing and quote for memory sticks and kids tattoos from Focus Design Group & RDWA	Kevin	Next meeting
8	Email to PAMZ membership for business and individuals Ozone Action Hero nominations	Monica	April 15th
9	Call last year's ozone workshop participants and invite them to the workshop at SPOG and West Central Stakeholders.	Monica	June 12th
10	Clean Air Day event venue for PAMZ presentation	Lauren	May 15th
11	Battle River Bike tour in June 17-21st. Have a PAMZ booth at one of the stops. Monica to talk to Battle River Staff.	Monica	ASAP
12	Board 5 year plans. Develop work steps ie. Stakeholder survey etc.	Kevin and Monica	May 16th
13	Email to PAMZ membership for business and individuals Ozone Action Hero nominations.	Monica	April 15th

3. Newsletter

- Summarize statistics on type of people opening the newsletter:
 - PAMZ winter Newsletter Email
 - Municipalities= 14
 - Industry= 21
 - Synergy = 6
 - Community =8
 - Government=4
 - PAMZ emails: photo contest:
 - 10 government
 - 29 Industry
 - 14 community
 - 4 municipal
- Winter newsletter: Sent February 9th, 2012 to 294 people, 73 opened the email and 33 opened the newsletter, 2 went to PAMZ website, 5 went to the photo contest, 3 went to the scholarship, 1 went to Twitter and 3 went to our Facebook page.
- Distribute summer newsletter at end of June.
 - Photo contest winners- Monica
 - Ozone action hero awards- Kevin
 - Clean air day events article- Kevin
 - Integrated movement study-Lauren
 - Martha Scholarship- Monica
 - AGM article- Kevin
 - Ozone workshop to West Central Stakeholders and SPOG- Monica/Kevin
 - PAMZ is always looking for new members- why you would want to become the member other than you care about your air. Value and benefit of being an active member.
 - Profile: Kelly Bauer, Brian Vanderzwan
 - PAMZ members recognition- years of service- Kevin
- Monica spoke to Focus Design Group to see if we can track the number of times the newsletter is being opened from the website. Tony indicated that we can not.

4. Communication Plan

- Made PAMZ Facebook “page”. Currently 20 members and we need 30 be official.
 - Committee agreed to \$100 worth of advertising on Facebook to get new members.
- Membership recognition; Benefits of membership- Phil to gather info and send to committee
- Monica met with Paul Harris in February 6th: Learned about Twitter and Facebook.
- Bus Barn story... did emissions go down after bus barn moved? Going to be reviewed as last part of 3 part study. Increases in levels of PM were seen and there was different monitoring methodology installed at the same time. Increased traffic of the relocation civic yards has increase in fine PM. Study quite inclusive and somewhat confusing.

5. Martha Kostuch Environmental Education Fund

- Sent to High schools and colleges January 18th
- Monica will send again in May

6. Website

Statistics:

- 1141 visits since January 13th with an average of 2:48 minutes on the website with the highest number of hits on one day being February 27th with 34 visitors. The second highest day was February 13th and January 29th both with 29 visitors.
- 50% of visitors were new (578 people new/563 return)
- Direct Traffic 53%, Search Engines 27%, Referring Sites 20%
 - Directly entered www.pamz.org 602

- Google 245
- environment.alberta.ca Referral 20
- Photovideocompetitions.com referral 52
- Alis.alberta.ca 11
- Academic.invest.com 20
- RDC referral 29
- Casa referral 9
- Facebook 16
- 1141 visitors from 40 countries: Canada-983, US-42, UK 19
- Pages Views
 - 626 Home page
 - 244 Red Deer Riverside Continuous data
 - 162 Data
 - 140 resources page
 - 296 PAMZ photo contest
 - 116 About PAMZ

7. Photo Contest

2012 Winners:

Shannon	McDowell	Lady Bugs Kissing	Nature	1st- \$200
Eleanor	Bruan	Rain droplet	Nature	RU- \$100
Tasha	Barnett	Boy and Horse	People	1st- \$200
Shannon	McDowell	Rainbow	People	RU- \$100
Collin	Fair	Double Rainbow	Atmosphere	1st- \$200
Sandra	Buck	Storm	Atmosphere	RU- \$100
Maureen	Hermery	Sunrise Reflection	Urban	1st- \$200
			Urban	RU- \$100
Sandra	Buck	Nordegg Historical Mine	Industry	1st- \$200
Kim	Harder	Nova Joffee	Industry	RU- \$100
Jasmine	Boucher	Blue Sky & Trees	Youth	1st- \$200
Kyra	Vancuren	Morning Dew	Youth	RU- \$100

- Category Entries
 - Atmosphere: 27, Nature: 50, Urban: 2, Industry: 8, People: 7
- Where they heard about the contest
 - Website: 4, Word of Mouth: 20, Photo Contest Poster: 15, E-mail from a Friend or Colleague: 21, Other: 31 (almost all of the "other" ones wrote newspaper ad)
- Ideas for next year
 - Disclaimer that the selection committee may chose to put the entry in a different category
 - Drop nature Category and add air pollution (incinerators, flare stacks, smog events, automobile exhaust, forest fires, explosions).
 - Add a newspaper category for how they heard about the contest

8. Ozone Management Plan

- Last meeting was January 20th. 2 reports to be finalized: municipal burning bylaws and best management practices in the agriculture industry. Committee also reviewed medium term objectives for ozone management plan.
- Email to PAMZ membership for business and individuals Ozone Action Hero nominations.- Monica
- Monica to call last year's ozone workshop participants.

- Ozone Workshops partnership : Fear from organization's (SPOG/West Central Stakeholders Group) having an event interesting enough to get enough people to attend while they are covering the financial costs.
- West Central March 26th & SPOG's April 24th- Ozone workshops (presentations)

9. Upcoming events

- May 16th Issues Response Meeting. Walking Eagle Rocky Mountain House.
- PAMZ AGM June 20th
- Clean Air Day Wednesday June 6th- Announce Action Heros. **Lauren** will find a venue for presentation.
 - Discussion around the value of having a Gauge and Save event- great way to promote air quality and create PAMZ awareness. Membership drive.
- Battle River Bike tour in June 17-21st. Have a PAMZ booth at one of the stops. **Monica** to talk to Battle River Staff about partnership
- Earth Day event on April 22nd for City on Red Deer.
- Jane's Walk look at built structures in the City of Red Deer May 5 & 6th
- RDWA AGM June 21st

10. Other Business

- Board 5 year plan
 - 2.4 Anti-idling in municipalities
 - 3.3 school outreach to all PAMZ school divisions- contacting them top give presentations. Generate a letter with example of presentation that Kevin just gave.
 - 4.2 stakeholder stratification baseline survey- **Kevin & Monica** to meet and work on deliverables.
- Communication Committee Chair. Rotating- Next meeting **Lauren**

11. NEXT MEETING

May 1, 2012 – 1:30pm Teleconference- Topic Clean Air Day Activities
June 12, 2012 10am ERCB Office