

PAMZ Communication Committee Meeting Minutes

Meeting Date	March 21, 2013	Meeting Time	1:30pm-3:30pm
Meeting Location	Conference call		

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

Absent with Regrets	

1. Approve Agenda

Addition to agenda to include:

Public Issues Identification Meeting

2. Approve Minutes

Minutes of January 22, 2013 approved as circulated

3. Action Items

- All action items from January 22, 2013 minutes were reviewed, completed or on the agenda.
- Action items from the March 21, 2013 meeting are as follows:

	New Action items - March 21 meeting	Responsible	Due Date
1	Photo contest item to be brought forward at fall CC meeting to decide whether to proceed with 2014 contest and, if so, what it would look like.	Sue/ Committee	September,2013
2	Review the newsletter and give feedback to Sue.	CC Members	March 27
3	Send the satisfaction survey out again, through Constant Contact	Sue	After March 31
4	Media release and PSAs to advertise PAMZ Annual meeting.	Sue	May, 2013
5	Advertise for Action HERO nominations	Sue	April 15,2013
6	Explore a partnership between PAMZ and City of Red Deer in an Idle Free event for Clean Air day.	Sue/Lauren	April, 2013
7	Contact NOVA about having the Emissions Testing Clinic on the weekend either before or after Environment week	Kevin	by April 15
8	Talk to NOVA about the possibility of having another Emissions Testing Clinic at SPOG Neighbours Day	Kevin	by April 15
9	Do logistics for Issues Identification meeting; i.e. contact the Town of Didsbury to see what dates are best so as not to conflict with other local events. ; find a facility, help Kevin identify a facilitator and do the advertising	Sue	All completed by May 1
10	Notice on Facebook about Earth Hour	Sue	March 21
11	Contact Reaction Marketing to get photo contest winners posted on website.	Sue	March 29
12	Review plug.io to see if it would assist PAMZ to be more active on social media.	Sue	April 15
13	Contact Tali Nehta from NRCB to see if she is still interested in being on the Committee	Lauren	May 1
14	Give Sue the contact information for the Calgary Science Network	Ryan	April 15

4. Photo Contest Update

Sue reported that PAMZ received 46 submissions. She recommended that if we proceed with another contest, we change the rules from 3 entries to one entry per category for contestants. She also felt that the entry form should remove the adult/youth checklist and instead just ask the contestant's age. Finally she recommended that we keep within our budget but make the prizes bigger with fewer categories and make the categories more specific to our needs.

Discussion took place as to whether or not the contest was getting the results we wanted and suggestions were made as to alternatives to the contest by obtaining professional photos to meet our needs. Phil also suggested that PAMZ look at other ways to use the photos we have obtained.

It was agreed that this item should be tabled and brought forward at the fall meeting where we will discuss whether we should proceed with a 2014 photo contest and if so, what it would look like.

5. Winter Newsletter

The winter newsletter is to be out by March 31, 2013.

Sue emailed a draft of the newsletter to the Committee members.

Members are asked to review the newsletter and give their comments to Sue by the middle of next week, March 27.

6. Martha Kostuch Environmental Education Fund

Sue reported that she sent information about the scholarship by mail to 43 high schools in the PAMZ region, each directed to the school counselor and principal. She stated that she plans to send out a media release in May about the scholarship deadline, and will send another message to all our members through Constant Contact at that time. She stated that Red Deer College has advertised it internally and the Rocky Mountain House paper is doing an article on it this week

7. Educational Outreach

Sue said she had nothing to report at this time. She had been waiting for responses from the letter sent to municipalities about the results of the idle free survey. She had hoped there may be some potential for partnership with interested communities but so far there has been no response. Sue emailed a copy of the letter she sent to municipalities to the PAMZ Communication Committee members as information.

8. Satisfaction Survey

Sue reviewed the preliminary results from the survey which she had emailed to the Committee members. To date, we have received only 20 responses.

Sue is to send the survey out again, through Constant Contact, after March 31.

9. Planning for Events

a. PAMZ Annual Meeting

Kevin reported that the PAMZ annual meeting will be June 19. The location will be decided at the April 17 Board meeting.

A media release and PSAs will be required to advertise the meeting.

b. Clean Air Day

It takes place on Wednesday, June 5. It was decided that the Action HERO Award presentation would take place that day but not the vehicle emissions testing clinic. Kevin felt that the vehicle emissions testing should, more appropriately, take place on a weekend, either before or after Environment Week.

Sue is to advertise for ACTION HERO nominations in April

Lauren reported that the City is gearing up for Clean Air Day by starting a push in April to have an idle free event with Industrial/Commercial/Institutional (ICI).

Sue to explore with Lauren ways in which PAMZ can partner with the City in an Idle Free event for Clean Air Day.

c. Environment Week

Kevin suggested that we proceed with the same venue (Parkland Mall) as last year for the vehicle emission testing clinic and hold it either the weekend proceeding Environment week or the weekend following Environment week. The suggestion was to have it start about 4:00pm Friday and go to 9:00pm and then all day Saturday.

Kevin to contact NOVA as to the best dates for them

Marcie asked about having another Vehicle Emissions Testing Clinic at the SPOG Neighbours day on Friday, Sept 13. Kevin stated that NOVA would have to be assured that those using the testing equipment were qualified.

Kevin to talk to NOVA about the possibility of having another Emissions Testing Clinic at SPOG Neighbours Day.

d. Earth Day

PAMZ will be participating in the Earth Day celebration sponsored by the City of Red Deer and the Kerry Wood Nature Centre. It will be held Sunday, April 21 from 12:00 noon to 4:00 pm.

e. Public Issues Identification Meeting

Kevin reported that the Issues Response Group plans to hold the Issues Identification meeting in Didsbury because of the amount of drilling occurring west of the community and the fact that flaring is becoming a major issue.

One of the features the group is adding to the meeting is a speaker to talk about flaring. Kevin has been in touch with the ERCB to see if he can obtain a speaker from the agency. If not, he will contact CAPP. The meeting dates they are exploring are May 14, 15 or 16 or May 21, 22 or 23.

Sue to help with logistics; i.e. contact the Town of Didsbury to see what dates are best so as not to conflict with other local events. ; find a facility (the Mountain View County building was suggested), help Kevin identify a facilitator and advertise the event.

10. Other Upcoming Events

a. Earth Hour

Lauren mentioned that Earth Hour takes place this weekend on Saturday, March 23 from 8:30- 9:30pm. She encouraged everyone to turn off their lights during this hour.

Sue to put notice on Facebook/Twitter reminding everyone about Earth Hour.

b. Eco- Living Fair

Phil reported that an Eco Living Fair will take place Saturday, April 6 from 10:00am to 5:30pm at Red Deer College.

11. Website/ Facebook Statistics

Sue circulated a copy the Website/Facebook activity statistics for the last two months to the Committee.

Website stats---- Jan 24 - March 30

455 people

798 visits

406 new visitors

392 returning visits

679 visits- **Canada**

59 visits- **USA**

60 – **mixture of other countries**

Peak time visits: January 30- 31 visits

February 27- 26 visits

Facebook

Feb 26-March 4- **46 people reached** (March 3- photo contest closed- reached 45 people)

Total likes= 59

Weekly total reach-20 (down over 50%)

Kevin reported that Focus Design, who used to do our website support, sold that portion of the business to Reaction Marketing who will now be our new website support.

Sue to contact Reaction Marketing to get photo contest winners posted.

At the PAMZ Board meeting in January it was suggested that we be more active on Facebook and Twitter. They recommended using a program called Plug.io

Sue to review this program

12. Other Business

a) Annual Report

Kevin reported that he has applied for funds for the Annual Report but we are facing major funding cut backs this year and may not receive the funding. If so, we may have to go back to our original desk top publishing format. Lauren asked

if we owned the Focus Design files and if we could get them and have it done using this format elsewhere. It was decided to wait and see what the outcome of the funding will be. It is expected we will hear about our funding requests in the next 2-3 weeks.

b) Committee Additions

Lauren reported that Tali Nehta from NRCB is interested in being on the Committee.

Lauren will follow up with her to see if she is still interested.

13. Round Table

Phil: Reported that his department is in the process of hiring an Educational Specialist who can provide him with more support. They hope to have this person by April and he will introduce that person to the Committee. He also stated that the department is still in reorganization activities, integrating with Sustainable Resource Development.

Marcie: Sought more information about the qualifications of volunteers to run the Vehicle Emissions Testing Clinic

Ryan: Recommended that Sue get in touch with the Calgary Science Network as they have a collection of educational resources we may be able to use to develop our PAMZ air quality education presentation.

Ryan to forward Sue the contact information for the Calgary Science network.

Kevin: Noted that funding for PAMZ may be an issue in the future. A depletion of major company funders, with the advent of the new provincial monitoring commission has left a lot of uncertainty about the role of PAMZ in the future and its subsequent funding.

14. Next Meeting

Next meeting will be held at the Red Deer Civic Yards in the first week of May.

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

Meeting adjourned at 3:20 pm