

PAMZ Communication Committee Meeting Minutes

Meeting Date	June 12, 2012	Meeting Time	1:30–3:30 pm
Meeting Location	Red Deer Civic Yards		

Attendee	
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Daina Martens (Shell- by phone))	√
Lauren Maris (City of Red Deer)	√
Marcie Nieman (Shell)	√
Sue Arrison	√

Absent with Regrets	

1. Approve Agenda

Agenda approved with two amendments:

- 11a. ERCB Replacement and general membership on the Communication Committee
- 11c. Update on Airshed Boundary Review

2. Approve Minutes

Minutes of June 12, 2012 approved as circulated

3. Action Items

- All action items reviewed and completed from June 12, 2012 minutes.
- Action items from Sept. 12, 2012 meeting are as follows:

	New Action items- from September 12 meeting	Responsible	Due Date
1	Photo contest – Revamp categories and criteria for CC review and approval	Sue	Sept 30
2	Flesh out 2012 PAMZ Communication Plan	Sue/Kevin	Nov 14
3	Particulate Matter Management Plan -Decision to be brought forward	Kevin	Sept 30
4	Martha Kostuch Scholarship - Revamp, questions and criteria ratings	Lauren	Nov 14
5	PAMZ booth costs at Synergy conference	Marcie	Sept 30
6	Information on the PREEF Grant/ Fund	Marcie/ Sue	Sept 30
7	Identify new members for the communications Committee	All	Ongoing
8	Organize next meeting	Sue	Sept 30
9	Book conference call	Phil	Sept 30

4. Photo Contest Launch

The committee reviewed the need to capture a “poor air quality” category. It was suggested that the theme should try to capture not only problems but solutions and efforts to improve the environment- (the good, bad and the ugly). Members suggested that there be a helpful hint section outlining a preference for pictures that identify a known location in the PAMZ region and pictures that provide examples of positives as well as negatives. **Sue to flesh this out and will present the categories for Communication Committee approval.**

5. Communication Plan

Deferred until the next meeting. **Kevin and Sue to flesh out the plan and bring forward.**

Sue has been looking at funding sources for PAMZ. It was suggested that we look at the Shell- Fuelling Change fund and the Panther Region Environmental Enhancement Fund (PREEF). **Marcie will send Sue further information on PREEF.**

6. Fine Particulate Matter Management Plan

Kevin reported that since 2009, the monitoring station near the civic yards has had exceedances in particulate matter, based on the CASA Particulate Matter and Ozone Framework Management Framework. Kevin stated that PAMZ believes these exceedances are not representative of the real situation in Red Deer because of the location of the monitoring station near the newly built civic yards. The advent of a new analyzer also seems to be providing more sensitive readings. Nevertheless, Alberta Environment has issued a report stating PM exceedances in Red Deer (as well as Edmonton and Calgary) which require the development of a Particulate Matter (PM) Management Plan. Alberta Environment wants to know if PAMZ will advise stakeholders in the region about the exceedances and the need for a plan. Kevin will take this to the Board for a decision. He stated that the difference between the PM Management Plan and the Ozone Management Plan is that the PM plan will require harder actions, as the exceedances are higher. Although Alberta Environment is ultimately responsible for dealing with PM exceedances, they say the department will provide resources to PAMZ to carry out a plan.

Kevin will get back to the Communication Committee as to the decision of the Board on notifying stakeholders and developing a plan.

7. Martha Kostuch Environmental Education Fund

Lauren spoke to the revisions to the scholarship fund which she circulated to all committee members. (See attachment) She proposed three basic questions rather than an essay requirement. After discussion, it was agreed that the third question about applicants' financial situation should be removed and replaced by a question asking about the most important issues related to air quality in the PAMZ region.

It was agreed that each question should be answered with no more than 250 words.

We should also make sure that registrants know that they must fulfill all the requirements of the application by the deadline and that no information will be accepted beyond that point.

Lauren agreed to review and come forward with the final construction of the questions and the criteria ratings.

8. Vehicle Emissions Testing and Action Hero Awards- Future Venues

Kevin reported that it was not possible to change the venue from Red Deer to Sundre or other communities this coming year as NOVA is sponsoring and prefers the Red Deer Centre. Kevin indicated that we could take a look at different venue possibilities next year.

It was suggested that SPOG Neighbors' Day or the Synergy Alberta conference would be a better venue to recognize PAMZ Action Heros. Kevin indicated that the costs to have a booth or participate in the Synergy conference have become prohibitive and for this reason PAMZ is not taking part anymore.

Marcie will check with Alice Murray, one of the Synergy organizers, as to why costs have increased for non- profit groups.

9. Upcoming Events

- Friday, Sept 14 - **SPOG Neighbors' Day, Sundre**
- Wednesday, Sept 12- **Nova Emissions Testing Clinic, Joffre**
- Wednesday, Sept 19, GH Dawe Centre, Red Deer 3:00 pm- 4:45 pm- **PAMZ Boundary Alignment Workshop**
- Friday and Saturday, Sept. 28 & 29- **Alberta Airsheds Council**
- Monday to Wednesday, Oct .29-31-**Synergy Alberta Conference.** Red Deer Sheraton Hotel
- Saturday, September 22, **City of Red Deer World Car Free Day**, Barrett Park, Red Deer
- Saturday and Sunday, Oct. 13& 14 **Kick it to the Curb:** take unwanted items to the curb in Red Deer to launch **Waste Reduction Week** Oct. 15-21.
- Thursday, Oct. 25- **Red Deer River Watershed Alliance Fall Forum and General Meeting:** Fractured Reality- the Convergence of Watershed Management and Land Use Planning, Olds College

10. Website/ Facebook/ Constant Contact Statistics

Website

- 803 visits from June 12 to September 12 with 53.05% new visits with an average of 2:30 minutes on the website and average duration per page of .33 minutes. The day of highest visits was June 19 with 22 visits, 14 of which were new visits, followed by July 3 with 18 visits, 8 new and July 30 and August 16 with 17 visits.
- Pages Views
 - Resources 19%
 - Continuous data 14%
 - About PAMZ 11%
 - Contact 8.9%
 - Air Quality 7.1%
 - Summer newsletter 6.2%
 - Martha Kostuch 5.3%

Constant Contact

- 75 of 315 contacts opened and viewed the Summer newsletter
- 71 of 315 contacts open and viewed the AGM reminder

Facebook

- June 13 was the highest with 321 total reach, 2 new likes and 19 talking about
- June 6 was second with 129 total reach, 0 new likes and 5 talking about

11. Other Business

11a. ERCB Replacement and General Membership for the Communication Committee

Sue questioned whether we should continue to pursue a replacement from the ERCB. Phil suggested that we should focus more on a non-profit representative and member of the public as we already have government representation.

Each member of the committee will seek to identify potential new members of the committee to bring back to future meetings.

11b. 2012 AGM

Kevin reported that the AGM was an underwhelming meeting. The Board now has a new chair, Reg Watson and a new member on the Executive, Clay Tjostheim from Husky Oil. Al Simco has not been replaced from the forestry sector so PAMZ is still looking at filling that position.

11.c Update: Airshed Boundary Review- Boundary Alignment Workshop

Kevin stated that this workshop will deal with two items:

- The new air quality standards (Canadian Ambient Air Quality Standards- CAAQS)
- The proposed new airshed boundaries being planned throughout Canada

Kevin reported that this PAMZ workshop was planned before Alberta Environment announced it was giving a presentation September 24 on the proposed new airshed boundaries for Alberta. Alberta Environment has been asked to come and give a presentation at the PAMZ workshop so the Board has a preview of government plans. The purpose of this workshop is to provide background information to the Board to help them make decisions on PAMZ boundaries in the future. The workshop will be Wednesday, Sept 19 3:00 pm-4:45 pm, with the PAMZ Board meeting to follow.

12. Round Table

Marcie stated that Daina and she will continue to alternate for Shell.

13. Next meeting Date and Location

Next meeting will be a conference call meeting to take place between Nov 13-15. Nov 14 was seen as the best day initially. Lauren agreed to chair next meeting

Sue will send out My Doodle request to plan best time and date for all.

Phil will arrange conference call.

14. Meeting adjourned at 3:35pm.