

PAMZ Communication Committee Meeting Minutes

Meeting Date	September 18, 2013	Meeting Time	1:30pm-3:30pm
Meeting Location	Red Deer Civic Yards		

Attendee	
Kevin Warren (PAMZ)-by phone	√
Sharina Kennedy (AE&SRD)	√
Lauren Maris (City of Red Deer)	√
Sue Arrison (PAMZ)	√
Ryan Smith (Shell)-by phone	√
Tali Neta (NRCB)	√

Absent with Regrets	
Phil Boehme (AE&SRD)- outgoing Committee member-replaced by Sharina	√
Marcie Nieman (Shell)	√

1. Welcome

Lauren Maris, Chair, recognized Phil Boehme for his outstanding service as a Committee member and welcomed Sharina Kennedy as the new AE& SRD representative on the Committee

Sue will contact Sharina and Phil to arrange a time to take photos of each of them for the next newsletter.

2. Approve Agenda

Agenda approved with the following additions:

- Annual Report
- Next newsletter

3. Approve Minutes

Minutes of June 11, 2013 approved as circulated.

4. Action Items

- All action items from June 11, 2013 minutes were reviewed, completed, carried forward or on the agenda.
- Action items from the September 18, 2013 meeting are as follows:

	New Action items - June 11 meeting	Responsible	Due Date
1	CARRIED FORWARD--Check Internet Explorer to see if users can now scroll all the way down in "The Air Quality in Your Area" on the PAMZ website. Sharina to check with Phil	All CC members	Nov 5
2	Keep track of suggested topics for newsletter for future editions. Get pictures of Sharina and Phil for next newsletter.	Sue Sue	Ongoing Nov 5
3	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
4	Regularly check and ask SPOG to suggest member industries that could be nominated for 2014 ACTION HEROS	Ryan/Marcie	Ongoing
5	Contact Red Deer College and local photo clubs to see if we could get needed and professional photos within our existing budget of 2000 dollars.	Sharina- RDC Sue- Photo clubs	Nov 5
6	Investigate the status of the PM 2.5 Management Plan and get back to Kevin.	Sharina	Nov 5
7	Set up a meeting made up of Sharina, Lauren, Sue, Tali and Ryszard Kozlowski to examine and brainstorm different scenarios which would help Sue determine the best idle free strategy for PAMZ.	Lauren	Oct 15
8	Contact the Kerry Wood Nature Centre to see if air quality issues can be incorporated in their new displays	Sue	Oct 1

5. Martha Kostuch Scholarship Review

Sue circulated the proposed changes to the Martha Kostuch scholarship, which includes a change in the deadline date to August 1. The committee members agreed to the changes with the following amendments.

Under Criteria and Eligibility

- Take off “for special reasons” on statement to now read: Others will be considered who have been out of high school for no more than one year.
- Statement to now read: Please see the PAMZ website at www.pamz.org for the PAMZ regional boundaries to ensure you have graduated from a high school in the PAMZ area.

6. Photo Contest Review

Sue raised the question on whether or not we should proceed with the photo contest in 2014. She stated that if we do, we should change the timeline so the photo contest takes place over the summer months when pollution issues are most noticeable (June to September 30 deadline). She also stated that the most needed photos are atmospheric pollution and pictures of people interacting with nature/the environment. It is also important that we have photos that show identifiable places with the PAMZ area.

The committee members suggested that we should first check with Red Deer College and local photo clubs to see if we could obtain needed pictures through these organizations rather than having a general photo contest.

Sharina will contact Red Deer College and Sue will contact local photo clubs to see if we could get needed and professional photos within our existing budget of 2000 dollars.

The committee members agreed that if this strategy does not work, we will proceed with the photo contest for one more year using the new timeline and having only two categories, higher prize money and no youth section. The two categories would be:

- Air Pollution
- People and the Environment

Committee members will review this item again at next meeting.

7. Vehicle Emissions Testing Clinic – SPOG Neighbours Day

Kevin reported that the clinic was cancelled for SPOG Neighbours Day due to the lack of volunteers SPOG was able to recruit. He suggested that this clinic should not proceed in the future unless SPOG can determine the needed volunteers in advance and there is a clear understanding between PAMZ and SPOG about who is responsible for what tasks. Kevin further suggested that a clinic should not occur on Neighbours Day as most volunteers are committed to many other tasks that day.

8. Communication Plan for 2014

Sue asked for direction on the 2014 Communication Plan. She stated that the two items she saw as priorities are:

- Educational outreach on idle free and subsequent funding for it
- Communications about the PM_{2.5} Management Plan

Kevin stated that he has not heard about any progress by AR&SRD regarding the PM_{2.5} Management Plan.

Sharina will investigate the status of the PM_{2.5} Management plan and get back to Kevin.

The committee agreed that education outreach focusing on idle free should be our priority. We need to investigate scenarios that support municipalities or schools to see which would have the most impact for our investment.

Lauren to set up a meeting made up of Sharina, Lauren, Sue, Tali and Ryszard Kozlowski to examine and brainstorm different scenarios which would help Sue determine and develop the best idle free strategy for PAMZ.

Lauren reminded the committee of a suggestion from the PAMZ Board that we should contact the Kerry Wood Nature Centre to see if they can accommodate air quality issues in their new displays they are developing.

Sue to contact the Kerry Wood Nature Centre

9. Website Stats

Website-from June12 to September 17, 2013

Sue presented a new format for the website stats, which was received well by Committee members. (See more details in attached documents). Highlights were:

- 753 visits- 567 were from Canada
- 404 were new visitors and 349 were returning visitors

Facebook-from June 17 to Sept.15

Page Likes= 67

- Fans= Canada =65
- 1-Tunisia
- 1 USA

Age/Gender

64% Women- highest between ages 26-34 and 55-64
36% Men- 45-64 age range

Facebook reach

- June 17- Invited to AGM =87
- Aug 9 -2013 Scholarship winner =62

10. Other Business

a. Annual Report

Kevin reported that he has a contractor formatting the 2012 annual report and it should be available online by mid-October. There will be no hard copies made, as in previous years.

b. Winter Newsletter

Sue asked if we need a winter newsletter and if so, what should be the timing for it. Kevin stated the winter newsletter is usually done in January or February.

A decision about a winter newsletter will be deferred to our next meeting.

11. Upcoming Events /Round Table

Lauren reported that:

- Red Deer is celebrating World Car Free Day on Sunday, September 22. People are encouraged to leave their cars at home and use alternative forms of transit. Red Deer transit will be free that day. For more information, go to reddeer.ca/carfree.
- On October 19-20, Red Deer will be having another "Kick it to the Curb" during Waste Reduction Week.
- On October 26 from 10:30am to 3:00pm, Red Deer will be having a Halloween theme event at the waste management facility. The public is encouraged to dress up in Halloween costumes and bring their household hazardous wastes to the facility. There will be tours of the facility, treats and a chance to win an iPad.

Sue reported that:

- She will be away from November 7 to December 12 and will be out of email range.
- The RDRWA is having a workshop in Red Deer from 10am to 3:00pm on September 24 at the Quality Inn.

Sharina reported that:

- She is part of a group developing an environmental literacy strategy and will be looking for opportunities for this committee to contribute to the group.

Kevin reported that:

- The Technical Working Group will be meeting Friday AM , September 20
- The PAMZ Board will be meeting Wednesday, September 25 at the Dawe Centre, Red Deer
- The Airshed Council will be meeting on Monday, September 23 in Canmore
- PAMZ received funding from AE&ERD to run the monitoring station for the next 6 months at the new Lancaster location.
- PAMZ will have to seek a renewed development permit for the Lancaster station from the City of Red Deer in December.
- PAMZ plans to run both portable monitoring stations next year.

12. Next Meeting

The next meeting will be a conference call to be held the first week in November.

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

Sharina will book the conference call.

Meeting adjourned at 3:35 pm