

PAMZ Communication Committee Meeting Minutes

Meeting Date	September 30, 2014	Meeting Time	1:30pm – 3:30pm
Meeting Location	Red Deer Provincial Building		

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

Absent with Regrets	

1. Approve Agenda

Agenda approved with agreement to add item 8b. Lancaster Air Quality Monitoring Station

2. Approve Minutes

Minutes of August 27, 2014 approved as circulated.

3. Action Items

- Action #1: Lauren talked to Jim and they have hired a contractor to do the displays. PAMZ needs to contact the contractor about air quality information for the displays.
- Action #2: No response yet from NRCB about a member for the Communication Committee.
- Action #3: Kevin instructed Sue to get in touch with Constant Contact for direction on how to meet the anti -spam legislation requirements. Have 3 years to comply.
- All other action items from August 27 minutes were completed, carried forward or on the agenda.
- Action items from the September 30, 2014 meeting are as follows:

	New Action items - September 30, 2014 meeting	Responsible	Due Date
1	Contact contractor for Kerry Wood displays to explore including air quality information from PAMZ.	Sue	Oct 15
2	Contact Constant Contact for direction to meet Anti- Spam legislation.	Sue	Oct 30
3	Send invitation to Lauren about the air monitoring program workshop on Oct 14.	Kevin	Oct 4
4	Contact Bentley, Caroline and RMH, as well as Sylvan Lake, to see if there is interest in participating in a pilot "idle free" project with PAMZ.	Sue	Oct 30
5	Rework some of the newsletter articles and send out to the Committee to review.	Sue	Oct 15
6	Determine location and date for PM _{2.5} information session, with assistance of other committee members.	Sharina	Oct 10
	Check availability and cost of Balmoral Bible Chapel on 55 street for session.	Sue	Oct 3
7	Advertise the PM _{2.5} information session to the public and stakeholders.	Sharina, Sue Lauren	Nov 1- 15
8	Contact Jeffrey Newton from the Alberta Science Council for more details about education presentation requests to Red Deer schools.	Sue	Oct. 3

4. Executive Director's Report

- PAMZ has to develop new air monitoring plan. Kevin stated that they received funding, put out a bid and hired Stantec to help with the plan. On October 14, there will be a workshop with the Technical Working Group to revisit the PAMZ objectives for the monitoring program. This will be led by Stantec. Kevin suggested that a representative from The City of Red Deer may want to attend as well.

ACTION: Kevin to send an invitation to Lauren about the air monitoring program workshop on Oct 14.

- The application for the Lancaster Monitoring station is still in progress but nearing completion. The goal is to have the station established by the end of the year so we can obtain a full year of monitoring in 2015. The plan is to just put the station on the site in December and then work on landscaping in the spring. The Martha Kostuch station, which is planned for the site, will be kept at its present site in Ponoka until it is ready to be moved to Lancaster.
- The Issues Response Group met in August to schedule the placement of the monitoring station for the next year. It will be scheduled for the first 3 months at Crossfield/Carstairs and then possibly moved to Rimbey or Beiseker.
- PAMZ's financial situation looking OK this year. Communications seems to be keeping within the budget

5. Idle Free Education Outreach

Sharina reported that she and Sue attended the founding meeting of the Lacombe County Idle Reduction Action Team on September 19 in Lacombe. As part of the PAMZ Idle Free task Force, she gave a presentation to the group about the current air quality in the region, why we need to be idle free and examples of idle free strategies in other municipalities. She stated that she was quite impressed with the interest and enthusiasm of the members of the Action Team. They are made up of members from Public Works, Enforcement, Agriculture, Planning and Environmental Services and Administration. The only concern members had was they wanted the emphasis to be on "idle reduction" not "idle free" as they felt "idle free" was not realistic right now. They will be meeting on a regular basis for the next few months to develop an idle reduction action plan for the spring. Sue and Sharina from the PAMZ Idle Free Task Force will attend meetings for support, documentation and to assist in the evaluation of the project.

Sue also reported that we should hear soon from the Lottery fund about our grant application. If we receive funding, this could be an incentive to get another urban municipality involved, which was our original intent. Kevin suggested that we talk to the urban municipalities who have representation on the PAMZ Board i.e. Bentley, Caroline or Rocky Mountain House (RMH) to see if there is interest in participating.

ACTION: Sue to contact Bentley, Caroline and RMH, as well as Sylvan Lake to see if there is interest in participating in a pilot idle free project with PAMZ.

6. Newsletter and Photo Contest update

Sue circulated a draft copy of the Fall newsletter to see if the articles are appropriate and if we need other or replacement articles. It was agreed the choice of articles was fine and nothing else needed to be added. The articles on the PM_{2.5} and the Lancaster monitoring station need to be updated and the newsletter should not go out until we have the date of our PM_{2.5} information workshop confirmed.

ACTION: Sue to rework some of the newsletter articles and send out to the Committee to review.

Sue also reported that we have already received entries for our photo contest. She suggested that we have professional photographers on our judging team to ensure we have a good assessment of the quality of the photos. Sharina stated she could recruit some professional photographers from ESRD. Judging of the photos is planned to take place around mid-December.

7. PM_{2.5} Management Plan

Kevin reported that he met with members of ESRD regarding the PM_{2.5} Management Plan. From this meeting, the next steps for PAMZ were identified.

- 1 The PAMZ Ozone Management Committee will reconvene, expand its mandate and membership and work with the ESRD PM_{2.5} Management team as an Advisory Committee in the planning process.
- 2 The PAMZ Communication Committee will help with the public participation process by first organizing a PM_{2.5} information session in November and then organizing a spring planning session.

Sharina reported that ESRD is presently trying to determine the boundaries for the PM_{2.5} Management Plan by computer modelling. Kevin warned this could be a dangerous approach as modelling can be easily challenged if it is not done correctly. His suggestion is that the boundaries should be Red Deer and the surrounding area for about 5-10 kilometers. Boundaries for the PM_{2.5} will still need to be defined.

In addition, membership on the advisory committee needs to be defined so the first meeting can be convened in late October. Obtaining representation from the various interest sectors, e.g. NGOs, health and industry etc was discussed. The need to define clear terms of reference for the committee and clear expectations for its members was also expressed.

ACTION: Sharina to talk to Jim at Kerry Wood Nature Centre to obtain NGO representation on the Committee. (Waskasoo Environmental Education Society or Red Deer River Naturalists)

ACTION: Lauren to send Sharina a list of major industries in the Red Deer area.

Discussion then took place about the information session planned for November. Several venues were suggested

- Red Deer College
- I Hotel on 67th
- Balmoral Bible Chapel on 55 street
- Red Deer Civic Yards lunch room

ESRD will be paying the cost for the session. The planned date is the week of Nov17-21 (18 and 19th not desired as Kevin will not be available)

ACTION: Sharina to determine location and date with assistance of other committee members.

ACTION: Sue will check availability and cost of Balmoral Bible Chapel on 55street.

Suggested questions to answer at this session are:

- What is the problem and why?
- What do we know so far?
- What have we done to address it to date?
- What are the next steps?
- How you can get involved?

Discussion then took place as to how to advertise the session to the public

ACTION: Lauren will contact her Environmental Master Plan contacts.

Sue will use Facebook, Twitter, the Website and Constant Contact to inform stakeholders and the public.

Sharina will use her contacts and media list and prepare and place newspaper ads etc.

8. Other Business

a. AQHI Outreach Request

The Committee discussed the request from Alberta Environment to do presentations about air quality and health in Red Deer Schools through partnership with the Alberta Science Network. Although committee members thought it was a good idea, concern was raised about capacity to do it. It was agreed that we need more information about what schools and when the presentations are needed.

ACTION: Sue to contact Jeffrey Newton from the Alberta Science Council for more details.

b. Lancaster Air Quality Monitoring Station

Lauren raised concerns about the messaging that could be displayed on the proposed electronic information board proposed for the Lancaster air quality monitoring station. She asked if we needed to alert Provincial Health in advance, as it could make many more demands on them.

This electronic board would give the AQHI on a daily basis for public information. Kevin stated that the board would be funded and established only if the station site is classified by the federal government as a NAP station. The information on the electronic board would be no different than what a person can find on the PAMZ website. One is already established in Calgary. However, it is too early to determine public reaction to the board.

9. Upcoming Events/ Round Table

Lauren- The City of Red Deer

- Oct. 25 second annual City of Red Deer Spooktacular is happening where residents can learn about waste management.
- Oct 17, 18- Block heater timer program where the first 200 applications will receive free block heater timers.
- Green Energy Doors- showcasing places and homes that are using alternative energy
- Oct 18,19- Fall “Kick it to the Curb”

Kevin- PAMZ

- Next PAMZ Board meeting on Nov 19, GH Dawe Centre, Red Deer
- Alberta Synergy conference is taking place Nov 3-5 at the River Cree Resort, Whitemud Drive and Winterburn Road, Edmonton
- Alberta Airshed Management Council Management Workshop will take place Nov 18. Kevin will be attending.

Sue- CRYARR Consulting Inc.

- Sue will be away from Nov. 8 – Dec. 13 inclusive.

10. Next Meeting

Next meeting will be a **conference call** and is proposed to take place **the Nov.11 week**.

ACTION: Sue to Doodle Committee members

Meeting adjourned at 3:25pm