

PAMZ Communication Committee Meeting Minutes

Meeting Date	February 17, 2011	Meeting Time	2:00–3:30 pm
Meeting Location	Conference Call		

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

Absent with Regrets	
Margo Jacobs (ERCB)	√

1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from January 12, 2011

2) Action Items

- Reviewed action items from January 12, 2011

3. Newsletter

- Spring Issue – End of April Release
- **Constant Contact Stats:**
 - 151 people were sent the newsletter on Feb 8th
 - 52 opened the email, 32 looked at the newsletter and 2 went to the facebook page.

4. Communication Plan

- Constant Contact – Email sending website that Monica is using to send emails to the PAMZ contacts
- Marketing Strategies
 - Add space to surveys or comment cards
 - Add Constant Contacts's Facebook application so people can join the list (<http://apps.facebook.com/ctctjmm1>)

5. Martha Kostuch Environmental Education Fund

- Send out again in May

6. Website

Statistics:

- 526 visits for the last month with an average of 2:32 minutes on the website with the highest number of hits on one day being January 24th with 42 visitors.
- Comparing the last 30 days visits were up 17%.

- Direct Traffic 60%, Search Engines 24%, Referring Sites 16%
- 526 visitors from 17 countries: Canada-464, US-36, Iran-12
- Page Views: pages were viewed a total of 1,641 times
- Pages/visit: 3.12 pages were viewed per visit.

7. Photo Contest

- Deadline March 1, 2011
- Sent media release & PSA on January 28th- Ran in Sundre Round-up.
- Sent photo contest details to PAMZ membership and high school contacts January 28th as well.
- Have received 18 submissions to date not including the 3 paper copies that Kevin got by mail.

8. Ozone Management Plan

- Sent out first round of invites January 31st
- 10 registered to date. Mix of industry, councilors, government so far.
- Sue trying to get CAPP and City of Red Deer speakers. Andy is confirmed for Alberta environment. MLA Dave Taylor put in an private members bill for anti-idling- may be another option for a speaker
- Facilitators: Phil, ERCB,
- Posted on the Synergy Alberta and the City of Red Deer site.
- Agendas at the Conference at the Pathway to Sustainability's Conference- Monica get Poster Kevin
- Sue is going to confirm speakers before sending out second round of emails.

9. Clean Air Day events

- Action Hero award presentation
- Air Quality Health Index is planned to be released near Environment Week. All the stations in the major cities will rolled out at the beginning of June.
- Put air quality indexes for Caroline and Red Deer on the website.
- Events: photo op for the Action hero recipient and an event to unveil Air Quality Index.

10. Upcoming events

- Red Deer River Watershed Alliance Community Workshops focusing on the problems and issues in the watershed: Phil helped organized. Good attendance especially in Red Deer (75). Identifying issues that the public brought forward and prioritizing them. April 26-28th there will be another series. Interest is growing. Not just water related issues- land, agricultural, recreation issues etc being brought forward.
- Pathways 2 Sustainability conference on February 23-25th, 2011 in Red Deer. For details go to: www.pathways2sustainability.ca or contact Rene Michalak, Pathways Coordinator, Email: info@rethinkreddeer.ca, Phone: 403-505-4550. Phil offered booth space for the PAMZ display. Reg may be a board member that custodian of the booth. Red Deer River Watershed Alliance- share the space with PAMZ.
- March 24th Holiday Inn, Red Deer. Ozone Prevention Workshop 8:30am-3pm.
- Board meeting GH Dawe March the 30th in Red Deer.
- Issue Identification Lacombe on May 17, 18, 19th
- PAMZ AGM June 15th. Location TBA

11. Other Business

- Communication Committee Chair. Rotating- Next meeting Phil. At March meeting schedule for the year the chair's for meeting. Monica will attend the board meeting and present for committee in March.
- Annual Report: monies from budget set aside to hire Sue Arrison for the technical writing of the Annual Report. Application to Alberta Env for the annual report. Funds need to be spent by March 31st.
- Issue Response Group- public meeting was held at Innifail in 2010. Going to be held in Lacombe in May 2011.

12. NEXT MEETING

March 16th ERCB Office, Red Deer. 10am

#	Action	Responsible	Due Date
1	Industry Article for Newsletter	Marcie	
2	Member profile for Newsletter	Lauren	
3	Photo Contest Winners for Newsletter	Monica	
4	City of Red Deer Master Plan for Newsletter	Lauren	
5	Toxic Watch presentation for Newsletter	Kevin	
6	Ozone workshop outcomes- for Newsletter	Sue	
7	Air quality Index for Newsletter	Kevin	
8	Add Constant Contacts "Join my mailing lists button to the PAMZ website"	Monica	
9	Organize meeting to review the photo contest entries.	Monica	
10	Send PSA and Media release for photo Contest again	Monica	
11	Get workshop on Red Deer County Website & City of Red Deer, Rethink Red Deer. Facebook	Monica	
12	Committee members bring stand-up easels	ALL	March 24th
13	Publicize Issues Response Meeting	Monica & Kevin	