

## PAMZ Communication Committee Meeting Minutes

<b>Meeting Date</b>	February 25, 2010	<b>Meeting Time</b>	1:30–3:00 pm
<b>Meeting Location</b>	Conference Call		

Attendee	
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Monica Rosevear (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Phil Boehme (AENV)	√

Absent with Regrets	
Marcie Nieman (Shell)	√
Sue Arrison (Cryarr Consulting)	√
Jennifer Lutz (ERCB)	√

### 1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from January 21, 2010

### 2) Action Items

- Reviewed action items from January 21, 2010

### 3. Winter Newsletter

- **ACTION:** Monica send Kevin new Keyera article.
- Update the format of the Newsletter with new branding.
  - Look consistent with website and rebranding. Focus design newsletter with new branding?  
**ACTION:** Kevin to approach Focus for advise &/or quote to design newsletter.
- Action HERO article- **ACTION** Monica to develop
- Rebranding and website articles- **ACTION** Kevin to develop
- ERCB Article- **ACTION** Jennifer to develop
- Member profile- Lloyd Cummings (Aaron Rognvaldson, Leonard Standing) **ACTION:** Monica to develop
- Upcoming events Clean Air Day

### 4. Communication Plan

- Will review at the next meeting. **ACTION:** Monica to prepare for March 23<sup>rd</sup> meeting

### 5. Martha Kostuch Environmental Education Fund

- Monica sent updated cover letter and scholarship application to schools in PAMZ in January.

### 7. Website Rebranding

Website:

- 80% of work complete. Some sections on the website need to be populated with documents. Ie Library.

- Website going live in next couple of days. The temporary website address is [www.pamz.standoutbranding.com](http://www.pamz.standoutbranding.com) **ACTION:** Committee members to go on temporary website and provide feedback ASAP.
- **ACTION:** Monica to email Kevin time that works for face to face meeting with Focus in Red Deer to review updating the website.
- On budget- Kevin asked Focus for quotes for printing. Focus is able to get better rates.
- Education component being developed- Focus modifying FAPs.

#### Rebranding:

- Approved new logo, ad campaigns, business cards, banners, brochures and presentation cover.
- Everything has a consistent look and feel.

### 8. Ozone Management Plan Short-term Action plans

- Kevin really pleased with Cryarr efforts. All the short term actions have been completed other those that require being posted onto website and reporting in the Annual Report.
- Kevin has started the report for the OMP and will forward to the committee for review.
- Action HERO program has been developed by Cryarr.
- There were 38 completed OMP surveys received, of these (65) Oil & Gas companies, (5) Municipalities, (11) Towns, (3) Government Agencies & (3) others (Border Paving, Sunpine, & Agrium). The survey was sent to 127 organizations with a response rate of 30%. From the responses received, common themes identify people are generally aware of ozone but are not taking major action to reduce ozone. Numerous organizations are taking simple actions which are low cost and low maintenance (ie. car poolings, net meetings). Many of the respondents indicated that they would be interested in a short informational how-to document to distribute to their organization and employees. Many respondents were interested in receiving the survey results and a short how-to take action in reducing ozone document.

### 9. Upcoming events

- Clean-Air Day June 2<sup>nd</sup> in Red Deer.
  - Green stop in conjunction with Environment week **ACTION:** Phil to send out some more information to committee
  - National commuter challenge week.
  - The City has already arranged to do a public brown bag lunch at the Red Deer Public Library that day. Kevin could do a presentation and/or info session on ozone management.
  - PAMZ would like to recognize The City of Red Deer as an Action HERO.
  - Todd Nivens, Program Director for the Kerry Wood Nature Centre. They may be able to help organize something like a bike tour or other event that can showcase alternative transportation, etc. **ACTION:** Kevin to follow up with Todd.
- Innisfail Annual Identification Meeting: May 19<sup>th</sup> Innisfail Legion 7-9pm. Rhonda King facilitating.
- **ACTION:** Monica to attach upcoming events from Sue to minutes.
- ACE 2010 Calgary Air & Waste Management Assoc. (AWMA) Annual Conference & Exhibition June 22-25, 2010 Calgary Telus Convention Centre, Calgary, AB
  - Building on a theme of "Energy and the Environment" the ACE 2010 Technical Program will explore a range of related issues including the future of fossils fuels, alternative energy solutions and greenhouse gas emissions management, innovation and technology. For more information visit [www.awma.org/ACE2010](http://www.awma.org/ACE2010).

### 10. Other Business

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### 11. NEXT MEETING

**March 23<sup>rd</sup> 10am ERCB Red Deer Field Centre.**