

PAMZ Communication Committee Meeting Minutes

Meeting Date	January 12, 2011	Meeting Time	10:00–12:00 pm
Meeting Location	ERCB Field Centre, Red Deer		

Attendee	
Kevin Warren (PAMZ) (Conference Call)	√
Phil Boehme (AENV)	√
Monica Rosevear (PAMZ)	√
Marcie Nieman (Shell)	√
Margo Jacobs (ERCB)	√
Sue Arrison	√

Absent with Regrets	
Lauren Maris (City of Red Deer)	√

1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from November 17, 2010

2) Action Items

- Reviewed action items from November 17, 2010

3. Newsletter

- Winter Issue (Distribute delayed to February due to lack of content)
- **Alberta Airshed Council meeting in September at Ft. Mc Murray. Article on tour.- Kevin**
- **Industry Article – Bonavista (Harold Gold) - Monica**
- **ERCB Article- D63/64 Manual - Margo**
- **Member profile - Kevin - Kevin send Monica Bio**
- **Photo Contest – Monica**
- **City of Red Deer Master Plan- delayed to spring issue- Lauren**
- **Toxic Watch presentation- Kevin**
- **Ozone workshop Article- Sue**

4. Communication Plan

- Committee approved updated document for 2011-2013.
- Removed Human Health from objectives as it has been dropped by the PAMZ Board

5. Martha Kostuch Environmental Education Fund

- Monica resent the scholarship and confirmed high school contacts in December. Also contacted Alberta universities and colleges to get them to post the scholarship on their websites.
- Discussion around our application criteria too restrictive by only allowing graduating high school students apply. Committee agreed to re-evaluate after July 2011 deadline.

6. Website

- A section for the OMP has been added to the website
 - **Button or arrow with next on OMP survey summary- Monica**

Statistics:

- 344 visits for the month of December with an average of 4:58 minutes on the website with the highest number of hits on one day being December 16th with 24 visitors.
- Comparing the last 30 days visits were down 9.47%.
- Direct Traffic 66%, Search Engines 20%, Referring Sites 48%
- 344 visitors from 9 countries: Canada-321, US-12, Iran-4, Turkey-2.
- Page Views: pages were viewed a total of 1,328 times
- Pages/visit: 3.86 pages were viewed per visit.

7. Photo Contest

- Deadline March 1, 2011
- **Send contest to PAMZ membership and high school contacts again in February- Monica**
- Monica sent the application to three 4-H photo clubs around Sundre as well as Phil sent it to a Red Deer schools photography group.
- **ACTION: Media Release & PSA in February- Monica**

8. Ozone Management Plan

- Sue is developing Tool kit documents and will be complete in advance of the March 9th workshop.
- Sue presented the 2 options for the workshop. PAMZ is looking for facilitators in-kind from PAMZ members.
- Ozone Prevention and Air Quality Action Workshop March 9th 8:30-3:00pm at the Holiday Inn, Red Deer.
- Incentives and grant programs available to businesses and organizations will be included in the workshop and be the "carrot" to get participants to the workshop.
- Monica working with Sue on communications plan for the workshop.
- **Committee discussed advertising our workshop at the Pathways 2 Sustainability Conference February 23-25th. Look into costs- Sue.**
- **Ask Andy Lamb about giving the lunch key message at workshop- Phil.**
- **Jacki Marchbank Spill coop contacts for the Oil Gas. Sue to contact.**
- **Kevin email Andrew Clayton for original AB Env list for the first OMP workshop.**
- FAP education docs- Kevin wrote Ab Env a letter indicating due to lack of cooperation with FAP's contractor PAMZ will not be developing their own education section of the website.

9. Upcoming events

- ESAA Conference Air Quality Management - Marriott River Cree Resort , February 16-17.
- Red Deer River Watershed Alliance Community Workshops focusing on the problems and issues in the watershed:
 - Sundre, Jan 25 at 10 am – 3 pm, Register by January 18 at <http://sundreworkshop.eventbrite.com/>
 - Red Deer, Jan 26 at 10 am – 3 pm, Register by January 18 at <http://reddeerworkshop.eventbrite.com/>
 - Oyen, Jan 27 at 10 am – 3 pm, Register by January 18 at <http://oyenworkshop.eventbrite.com/>
- 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

10. Other Business

- Communication Committee Chair. Lauren Maris, City of Red Deer?
- Annual Report: monies from budget set aside to hire Sue Arrison for the technical writing of the Annual Report.
- Clean Air Day

- Action Hero award presentation
- Kevin updated committee on the Air Quality Health Index Plus that is planned to be released near Environment Week.
- Discuss PAMZ's Clean Air Day events at next meeting.
- AGM suggestions
 - Book review in the newsletter (10 technologies to save the planet)
 - **Contact Reg Watson to see if he would do the review- Monica**
 - Kids coloring book- committee discussed and will revisit at a later date.
- 2011 Budget
 - 2011 budget \$48,000.
 - Advertising \$2000
 - Annual report \$17,500 (Based on Ab Env Grant)
 - Martha Scholarship \$ 2500
 - Communications \$12,500
 - Consultant \$12,500
 - Website Operations \$1,000

11. NEXT MEETING

February 18th Conference Call 10am-Noon