

## PAMZ Communication Committee Meeting Minutes

<b>Meeting Date</b>	January 13, 2012	<b>Meeting Time</b>	10:00–12:00 pm
<b>Meeting Location</b>	ERCB Field Centre, Red Deer		

Attendee	
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Monica Rosevear (PAMZ)	√
Margo Jacobs (ERCB)	√

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

### 1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from September 13, 2011

### 2) Action Items

- Reviewed action items from September 13, 2011

	COMPLETED Actions	Responsible	Due Date
1	Newsletter: Reg Watson book review & Bob Bryant Member profile	Monica	Done
2	Print 500-1000 Business card of the new member cards	Monica	Done
3	City of Red Deer Green buses- Green trip funding and City trails	Lauren	Done
4	Newsletter Article: Follow-up of Synergy Conference	Kevin	Dropped
5	Look into Twitter for PAMZ & continue work with Facebook page	Monica	Done
6	Results from Human Health study- bring up at the board meeting	Kevin	Done
7			

	CURRENT Actions	Responsible	Due Date
1	World Health Organization article on City's of the world air pollution- send to committee	Kevin	Jan 20, 2012
2	Newsletter Article- ERCB New propane fracturing	Margo	Jan 20, 2012
3	Ask Technical working group for industry profile	Kevin	Ongoing
4	Email Kevin Sundre High School Contact. Monitoring station will be in Sundre until the end of January	Marcie/Monica	Jan 17, 2012
5	Kevin to talk to Raj Navrathm at Red Deer College about link to PAMZ website	Kevin	Mar 20, 2012
6	Book phone number for next meetings conference call	Phil	Jan 20, 2012
7	Order memory sticks and kids tattoos from Focus	Kevin	Mar 20, 2012
8			

### 3. Newsletter

- Summarize statistics on type of people opening the newsletter ie industry, government, community for next newsletter- **Monica**.

- Fall newsletter: Sent October 4, 2011 to 204 people, 52 opened the email and 34 opened the newsletter.
- PAMZ is looking for organizations or companies to do an OZONE workshop- next issue.
- Distribute Winter Issue Newsletter at the beginning of February.

#### 4. Communication Plan

- Monica look into PAMZ as an organization on Facebook- Use Concerts North LTD as a template so the committee can track Facebook statistics on people following our PAMZ group/organization.
- Contest for public “liking” PAMZ page to increase membership- Monica
- Alberta Health services shared frustration with not receiving the results from the Human Health Study at the last board meeting.

#### 5. Martha Kostuch Environmental Education Fund

- Monica is updating the distribution list for the schools and will send out in February to the PAMZ membership and school contacts.
- Communication committee will follow up with 2012 scholarship recipient that is chosen to see when their school’s High School Awards night as an opportunity to publicize PAMZ and present the scholarship.

#### 6. Website

##### Statistics:

- 1020 visits since September 30<sup>th</sup> with an average of 2:32 minutes on the website with the highest number of hits on one day being January 4<sup>th</sup> with 25 visitors. The second highest day was November 29<sup>th</sup> and 30<sup>th</sup> both with 20 visitors.
- 43.3% of visitors were new (442 people new/578 return)
- Direct Traffic 51%, Search Engines 28%, Referring Sites 20%
  - Directly entered [www.pamz.org](http://www.pamz.org) 524
  - Google 266
  - Alberta Environment Referral 28
  - RDC referral 27
  - Casa referral 19
  - Facebook 15
- 1020 visitors from 41 countries: Canada-849, US-55,
- Pages Views
  - 540 Home page
  - 459 Red Deer Riverside Continuous data
  - 252 Data
  - 175 resources page
- Monica look into stats to see how many times the newsletter is being opened from the website.

#### 7. Photo Contest

- Categories for 2011-12 contest: Atmosphere, Nature, Urban, Industry, people, youth. With prizes for 1<sup>st</sup> place (\$200) and Runner-up (\$100)
- Monica to send out a media release at the beginning of February.
- January 10<sup>th</sup> sent the contest to PAMZ membership (sent to 310 contacts, 66 opened the email and 16 opened the contest poster) and posted on Facebook and Twitter.

#### 8. Ozone Management Plan

- Ozone management planning committee met November 18<sup>th</sup> where they were introduced to the new City of Red Deer representative Paul Harris.
- PAMZ is working on the 4<sup>th</sup> year of OMP objectives.

- PAMZ commissioned a Municipality bylaw review on burning with a focus on Bio-mass burning (chimneys etc.) The report is still be reviewed and approved.
- PAMZ also commissioned an Agricultural BMP review for ozone precursors. Most literature that was identified was focused on reducing green house gases.
- PAMZ is looking into developing BMPs for reducing ozone precursors in agriculture.
- Still looking for partners for ozone workshop. Kevin presented to West Central Stakeholders group and is trying to meet with Rimbey Community Group.
- Monica to talk to Tracey with SPOG to host an Ozone workshop.
- The hosting community group is responsible for providing the venue, refreshments, advertising, publishing and sharing the costs of speaker. (It was \$500 for Miles Kitagawa travel to Red Deer in 2011).

## 9. Upcoming events

- Battle River Watershed Alliance- Biking for Whole Health. Ponoka
- PAMZ March 25<sup>th</sup> board meeting
- PAMZ AGM/Board Meeting June 20<sup>th</sup>
- Environmental Services Association of Alberta Feb 14 and 15<sup>th</sup>
- Red Deer River Watershed Alliance planning meetings in February
- Red River Watershed Alliance General Meeting March 22<sup>nd</sup>.

## 10. Other Business

- 2012 Planning Goals:
  - Relocating the Red Deer station. Study ongoing with Ontario consultant. 4 phases. 1<sup>st</sup> to gather existing ambient data from Red Deer Station where they then looked at connections to city buses and then looked at road dust. Phase 2 Modeling based on bus traffic and vehicle traffic counts and then applying different climatic conditions. Phase 3 ties all of these together with predictions to help locate the monitoring station. Phase 4. Funding to assist relocating the station.
  - 5 year plan- stakeholder satisfaction survey tasked to the Communication Committee
- Communication Budget \$48,000 Total::
  - Advertising \$1,000
  - Annual Report \$17,500
  - Education fund \$2,500
  - PAMZ website operating \$2,000
  - \$25,000 communication committee
    - \$12,500 communications consultant & \$12,500 communications
- Next meeting: discuss City and PAMZ partnership ideas for Clean Air Day 2012
  - City of Red Deer working on Idle Free in business, institutions
  - Identify large emitters in the City of Red Deer operations
  - Larger community identifying industries and helping them mitigate their emissions.
- Communication Committee Chair. Rotating- Next meeting **Marcie**
- Membership recognition: How to engage with other community groups. Get them to see more value being actively involved in PAMZ. Build the momentum.
- Monica to call 2011 Ozone Workshop participants and survey them for progress the have made on their pledges. Profile an individual/ambassador that that has made a change since the workshop in the next newsletter.
- Promotional items for 2012. \$2000- Memory sticks with PAMZ presentation and Action Hero tattoos.
- 2013 PAMZ calendar with PAMZ dates, use photo contest pictures.

## 11. NEXT MEETING

**March 20, 2012 - 9am Teleconference**