

# PAMZ - Communications Committee



<b>Meeting Date</b>	July 29, 2009	<b>Meeting Time</b>	9:30 -11:00 am
<b>Meeting Location</b>	Conference Call		

Attendee	
Jennifer Lutz (ERCB)	√
Kevin Warren (PAMZ)	√
Phil Boehme (Ab Env)	√
Monica Rosevear (PAMZ)	√
Pam Vust (City of Red Deer)	√

Absent with Regrets	
Marcie Nieman	√

## 1) Approved Minutes/ Accepted Agenda - Monica to Chair meeting

- Reviewed agenda and minutes from June 19, 2009

## 2) Action Items

- Reviewed action items from June 19, 2009

## 3. Fall Newsletter

- Next newsletter publish for October
- Include:
  - Scholarship recipients (picture of them together and an article)
  - Acceptance of the Ozone Management Plan
  - Presence at Neighbour's day
  - Industry story
  - Tree planting story about ERCB and Martha- tie in with scholarship
- ACTION: Jen going to send Monica info on ERCB tree planting effort.
- Member profile
  - Leonard Standing on the road in future.
  - Other suggestions?

## 4. Communication Plan

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## 5. PAMZ Board of Directors

- Kevin reviewing DRAFT BOD orientation package. Monica to print 30 copies and make into binders for distribution.
- The board is focusing on development of a 3 year business plan. Sept 24<sup>th</sup> BOD is having an Objective setting meeting.

## 6. Martha Kostuch Environmental Education Fund

- Profile the recipients (Sarah Connolly & Tyson Swain) in the fall newsletter. Digital photo of them together and article.

- Media release- draft in August for release the 2<sup>nd</sup> week of September.

### 7. Ab Environment Proposal/ Website RFP

- Kevin drafting RFP for end of this week.
- Release end of July, decision mid August award contract- work done by end of October. (Monies must be spent by March 2010) **behind by 2 weeks.**

### 8. Ozone Management Plan

- Stantec performing gap analysis
- Plan a Media release/event for the announcement of the Ozone Management plan.
- Formal announcement coming. Ab Env has funding allocated for implementation of the OMP.
- Excerpt from OMP “Based upon the work described above, we estimate the professional fees to deliver the scope of work detailed in this proposal will be \$54,000. The table below represents the price of each part of the project at and provides additional detail about the professional support required to create the deliverables”

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Part	Approx. Cost	Support Required	Deliverable
Part 1	\$6,000	Review of existing air monitoring location meta data and existing and projected area emissions by 3 <sup>rd</sup> party familiar with the PAMZ plan working with PAMZ Ozone Management Plan Committee	Analysis of monitoring gaps for ozone and their precursors within PAMZ, upwind and downwind of Red Deer
Part 2	\$32,400	Collection of existing and preparation of new information materials (brochures, pamphlets, etc.) and website content by a 3 <sup>rd</sup> party working with PAMZ Communications Committee	Brochures, information pamphlets distributed to local stakeholder groups and content for PAMZ website
Part 3	\$15,600	Compilation and reporting on various emissions and by 3 <sup>rd</sup> parties working with PAMZ Communications Committee and Ozone Management Plan Committee	Summary of data and trends in 2009 PAMZ Ozone Management Plan Report

### 9. Upcoming events

- September 9<sup>th</sup> Neighbour’s Day- “Go Green”
- ACTION: Jen going to ask Sarah to participate via Olds High School Science Class
- September 24<sup>th</sup> BOD Priority & objective building workshop. Pioneer lodge (Red Deer)
- Oct 19<sup>th</sup> & 20<sup>th</sup> Third Bi-annual Alberta Airshed Council in Edmonton “Zone Evolution”
  - <http://www.albertairshedsCouncil.ca> Industry and government register before July 31 \$200. \$50 for ENGOs. PAMZ has \$1000 to send members to the conference. Being held at Mayfield Inn in Edmonton. Galo Guest speaker Saturday night Brian Keating from the Calgary Zoo.
  - Deadline for early registration August 15<sup>th</sup>

### 10. Other Business

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### 11. NEXT MEETING

**Monday September 14<sup>th</sup> 1-3:30pm at ERCB office Red Deer. (Meeting for lunch downstairs @ noon)**