

## PAMZ Communication Committee Meeting Minutes

<b>Meeting Date</b>	March 16, 2011	<b>Meeting Time</b>	10:00–12:00 pm
<b>Meeting Location</b>	ERCB Office- Red Deer		

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

Absent with Regrets	
Margo Jacobs (ERCB)	√
Marcie Nieman (Shell)	√

### 1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from February 17, 2011

### 2) Action Items

- Reviewed action items from February 17, 2011

### 3. Newsletter

- Spring Issue – End of April Release
- Constant Contact Stats: 151 people were sent the newsletter on Feb 8<sup>th</sup>. 55 opened the email, 35 looked at the newsletter and 2 went to the Facebook page.
- Rod Boshnick from Dow was going to send a representative as a member on the Communication Committee.

### 4. Communication Plan

- Executive Director Goals and Objectives set the PAMZ Board
- Act as an Ambassador for PAMZ
- Represent PAMZ at 4 open Houses/Events within PAMZ.
- Represent PAMZ on Alberta Airsheds Council
- Represent PAMZ on Red Deer Watershed Technical Advisory Council
- Participate on Three CASA teams:
  - Alberta Ambient Air Quality Monitoring System Operation Steering Committee
  - CASA Alberta Airshed Council Joint standing Committee
  - Participate matter and Ozone Framework Implementation Committee
- Innisfail and Didsbury tradeshow and then CPANS in Edmonton. Committee agrees having Kevin at public events is better use of advertising dollars to interact with the public than paid advertising.
- Opportunity to share booths- splitting the cost with Gerard Aldridge Red Deer Watershed Alliance.
- Ensure PAMZ responds to issues within 90 days. Satisfaction survey for response and timeline.

## 5. Martha Kostuch Environmental Education Fund

- Send out again in May

## 6. Website

### Statistics:

- 517 visits for the last month with an average of 1:59 minutes on the website with the highest number of hits on one day being February 29th with 33 visitors.
- Comparing the last 30 days visits were down 9%.
- Direct Traffic 57%, Search Engines 30%, Referring Sites 13%
- 517 visitors from 17 countries: Canada-474, US-20, Iran-6
- Pages/visit: 2.82 pages were viewed per visit.
- Pages visited: Continuous Red Deer Site monitoring site 226, photo contest 142, resources (library) 86 times.

## 7. Photo Contest

- Closed March 1, 2011- received 87 entries
- Electronic submission only next round- no mail entries.
- Have a pollution and municipal/town category for next round
- Have a check box that entrants check the category that they are entering

## 8. Ozone Management Plan

- OMP Invite emails: Feb 7<sup>th</sup> (last year's respondents) Sent to 36 people, 13 opened, 10 clicked on the links. March 7<sup>th</sup> (2<sup>nd</sup> invite to workshop) Sent to 235 people, 53 opened, 11 clicked on the links, 35 emails bounced.
- 26 people registered plus 11 facilitators to date for the workshop
- Speakers for workshop: Harold gold- Bonavista, Andy Lamb- Alberta Environment, Myles Kitigawa, Toxics Watch, Alberta, Paul Harris, City of Red Deer.
- Posted on the Synergy Alberta, Rethink Red Deer, The City of Red Deer, Facebook and County websites.
- If member organizations want to bring booths to the workshop it is a great opportunity.
- Workshop costs are about \$3500.

## 9. Clean Air Day events

- Events: photo op for the Action Hero recipient and an event to unveil Air Quality Index.
- Location; Bower Ponds or Kerry Wood Nature Centre or Waskasu Park or Rotary Park

## 10. Upcoming events

- March 24<sup>th</sup> Holiday Inn, Red Deer. Ozone Prevention Workshop 8:30am-3pm.
- Board meeting GH Dawe March the 30<sup>th</sup> in Red Deer. Presentation by Wood Buffalo environmental Association.
- Issue Identification Lacombe Memorial Centre on May 19<sup>th</sup> 6:30-9:00pm. Phil Boehme- facilitator? Poster out month before and media release the week before.
- PAMZ AGM June 15<sup>th</sup>. Location TBA
- April 7<sup>th</sup> Red Deer Watershed Alliance General Meeting in Hanna.
- CPANS 2011 Annual Conference and AGM, APRIL 04-05 2011, University of Alberta. Lister Conference Centre, 87 Avenue & 116 Street Edmonton, AB
- Red Deer Watershed Alliance Solutions workshop- April 26th Sundre, April 27th is Red Deer.
- Sylvan Lake Environment Expo- June 10th. 2-7pm. Railway Park Promenade

## 11. Other Business

- Shell Environmental Fund application for funding for Clean Air Day Events and website upgrades for displaying air quality index.

- Communication Committee Chair. Rotating- Next meeting Lauren.
- Pathways to Sustainability Workshop- different audience than we typically connect with.
- Annual report- Applied to Ab Env for \$17,500 grant.

## 12. NEXT MEETING

**May 11<sup>th</sup> Conference Call 1:30-3:30 1-866792-1317**

**Conf ID 9284903**

	<b>Action</b>	<b>Responsible</b>	<b>Due Date</b>
1	Industry Article for Newsletter	Marcie	April 1st
2	Member profile for Newsletter	Lauren	April 1st
3	Photo Contest Winners for Newsletter	Monica	April 1st
4	City of Red Deer Master Plan for Newsletter	Lauren	April 1st
5	Toxic Watch presentation for Newsletter	Kevin	April 1st
6	Ozone workshop outcomes- for Newsletter	Sue	April 1st
7	Air quality Index for Newsletter	Kevin	April 1st
8	Add "Join PAMZ's mailing lists button to the PAMZ website"	Monica	April 1st
9	Organize meeting to review the photo contest entries.	Monica	March 16th
10	Send PSA and Media release for photo Contest again	Monica	DONE
11	Get workshop on Red Deer County Website & City of Red Deer, Rethink Red Deer. Facebook	Monica	DONE
12	Committee members bring stand-up easels to the workshop	ALL	March 24th
13	Publicize Issues Response Meeting	Monica	April 15th
14	Kevin follow-up with RDWSA about sharing a booth at public events	Kevin	March 16th
15	Revamp to the new member contact form- Kevin send to Monica	Monica	March 16th
16	Get more information from Reg on events. #s & locations	Kevin	April 1st
17	Each member bring a suggestion for an evaluation section in Communication Plan.	ALL	Next Meeting
18	Set up on website so people can complete a pledge form online	Monica	March 24th
19	Shell Environment Fund Application for Clean Air Day events and website	Kevin	March 23rd