

PAMZ Communication Committee Meeting Minutes

Meeting Date	March 23, 2010	Meeting Time	10:00–12:30 pm
Meeting Location	ERCB Field Centre, Red Deer		

Attendee	
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Monica Rosevear (PAMZ)	√
Lauren Maris (City of Red Deer)	√
Margo Jacobs (ERCB)	√
Marcie Nieman (Shell)	√

Absent with Regrets	
Jennifer Lutz (ERCB)	√

1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from February 25, 2010

2) Action Items

- Reviewed action items from February 25, 2010

3. Winter Newsletter

- Keyera article complete with picture
- Focus designed new 4 page 8x11 newsletter with elements from the website (\$500-700 price range).
- **ACTION:** Monica- Action HERO article drafted. Use Sue’s Chamber letter as a basis for article.
- Rebranding and website articles - front page of the newsletter- **ACTION** Kevin to develop
- ERCB Article- postpone to a future newsletter
- Member profile - Lloyd Cummings article complete with picture
- Upcoming events: Clean Air Day, make coming events bigger with more detail (take up more space)
- Add Scholarship article again

4. Communication Plan

- **ACTION:** Monica to make changes from review and send to committee for comments.

5. Martha Kostuch Environmental Education Fund

- Add to website under resources - own line item on left hand side of Resources pages.

7. Website Rebranding

Website:

- Website live and mostly complete. A few outstanding items on the data page.
- Education component (\$6200 back to AENV) PAMZ website has links to FAP site. Still need to link to PAMZ air quality data. FAP cannot locate the working files. Currently the website is linking AENV, Dow & FAP.
- Library page structure (Folders)

- PAMZ Executive
- PAMZ Board
- Issues Response Committee
- Technical Working Group
- Communication Committee
- The Zone Newsletter
- PAMZ Annual Reports
- Martha Kostuch Scholarship – move from Library to Resources (own link).
- Move Newsletter to Library from Resources page.
- Move OMP report to left hand side of OMP page verses at the bottom of the text.

Rebranding:

- Advertising templates for ads (events, information, soliciting membership)
- Under budget - the printing costs will be within the projected budget.
- New display will be ready this week.

8. Ozone Management Plan Short-term Action plans

- **ACTION:** Kevin going to start drafting the summary report with support from Sue Arrison.
- Kevin has sent the invoice and deliverables attached to Alberta Environment.
- **ACTION:** Monica to send the OMP letter to the Chambers.
- **ACTION:** The Summary report will be sent to the respondents once complete.
- Start looking at medium-long term actions
- Will be recognizing first Action HEROs on Clear Air day.

9. Upcoming events

- CleanAir Day June 2nd in Red Deer. (10-2pm)
 - #1 Kevin giving a brown bag presentation at the Library about clean air and what you can do. Recognition of Action HERO Awards. Media release to coincide that day.
 - #2 MAML and Booth present at the library with the provincial building being the second choice.
 - #3 Bicycle tour at the Kerry Wood Nature Centre.
 - **ACTION:** Lauren to check into the parking lot @ City Hall.
 - **ACTION:** Environmental Services has small tent. Lauren to check into availability.
 - Todd Nivens, Program Director for the Kerry Wood Nature Centre.
 - **ACTION:** Kevin to follow up with Todd.
- Innisfail Annual Identification Meeting: May 19th Innisfail Legion 7-9pm.
- **ACTION:** Monica to have draft for end of April. Media release to May 7th (Innisfail Province, Mountain View Gazette, Red Deer County News) do email for the PSAs. Upcoming events on the website.
- 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 fossil fuels, alternative energy solutions and greenhouse gas emissions management, innovation and technology. For more information visit www.awma.org/ACE2010.

10. Other Business

- **ACTION:** Kevin to approach Board regarding new format for Annual report being broke into 3 (OMP, State of the Airshed & technical reports)

11. NEXT MEETING

May 12th 10am ERCB Red Deer Field Centre.