

PAMZ Communication Committee Meeting Minutes

Meeting Date	May 11, 2011	Meeting Time	1:30–3:30 pm
Meeting Location	Conference Call		

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

Absent with Regrets	
Marcie Nieman (Shell)	√

1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from March 16, 2011

2) Action Items

- Reviewed action items from March 16, 2011

	Action	Responsible	Due Date
1	Air quality Index for Newsletter	Kevin	June 1st
2	Revamp to the new member contact form- Kevin send to Monica	Monica	Next meeting
3	Summary of Action HERO nominees	Kevin	May 16th
4	Send companies that are doing the multi-stage fracs for industry profile of newsletter	Margo	June 1st
5	Ask Technical working group for industry profile suggestions (Keyera)	Kevin	June 10th
6	Work with Shell for another article	Monica/ Marcie	June 1st
7	Investigate e-clips to track air quality and possibly PAMZ to track media coverage	Phil	Next meeting
8	Develop questionnaire and follow-up with Lexi Kambeitz on the criteria and application process for scholarship	Monica	Next meeting
9	Send scholarship to PAMZ contacts	Monica	June 1st
10	Review and the photo contest entry form and poster	Monica	June 1st

3. Newsletter

- Spring Issue – Sent out newsletter May 5th. Emailed to 301 contacts, 63 opened the email and 33 opened the newsletter. Committee discussed getting people to open the newsletter. For next issue include a summary with a “read more...” that opens up the full pdf in the email.
- Committee to send examples of newsletters that they receive to Monica
- Summer/Fall Issue: September release
- Articles: Air quality index, Reg book review, Clean Day Event, Ozone Action Hero awards, Shell Environmental Fund, multi-stage frac companies.
- Member Profile: Jennifer Lutz
- Industry article: Shell, Keyera

4. Communication Plan

- Evaluation criteria for success and impacts of our goals in the communication plan.
- Monica to track media correspondence.
- Alberta Environment subscribes to E-clips that track media coverage.

5. Martha Kostuch Environmental Education Fund

- Sent out to Schools on May 9th. Sent to 61 universities and high schools contacts, 42 opened the email.
- Conference call meeting on July 20th to select recipient(s).
- The committee will revisit terms of reference if low application rate in again.
- Reviewed update letter from Lexi Kambeitz

6. Website

Statistics:

- 342 visits for the last month with an average of 3:33 minutes on the website with the highest number of hits on one day being May 3rd with 28 visitors.
- Comparing the last 30 days visits were down 36%.
- 42% of visitors were new (144 people new/198 return)
- Direct Traffic 56%, Search Engines 25%, Referring Sites 18%
- 342 visitors from 10 countries: Canada-320, US-14,
- Pages/visit: 3.31 pages were viewed per visit.
- Pages visited: Continuous Red Deer Site monitoring site 151, data 90, resources (library) 62 times.

7. Photo Contest

- For next round of the contest PAMZ will only accept electronic submissions and will have check boxes for the entrants to self-identify the category that they are entering.
- Categories for 2011-12 contest: Atmosphere, Nature, Urban, Industry, people, youth. With prizes for 1st place (\$200) and Runner-up (\$100)
- Committee commented on 2011 poster and entry form. Need clarity around the youth category

8. Ozone Management Plan

- March 26th Workshop. Planned for 60-75 people and ended up having 40 registrations.
- There were 91 pledges. The top three were 1. Conserve Electricity- turn off lights, efficient lighting, 2. Not idle car for more than 3 minutes and 3. Home improvements (replace windows, insulation)
- Sue Arrison has been in contact with Rimbey group for a possible workshop in the area.
- For future workshops will go to a 3 hour evening format including supper.
- The workshop format worked well for getting individual pledges but did not get the desired results of collective actions with industry. This is because the break-out groups were not segregated by sector.
- PAMZ has completed the first 2 years of the OMP objectives, now moving into the action orientated objectives that focus on partnerships.
- Funding from Alberta Environment that we requested has been tentatively approved.
 - A. Feasibility report that will look at municipalities in the PAMZ area if any have requisites for bio-mass burning. Evaluate value in putting together draft guidelines.
 - B. Feasibility study of BMPs and guidelines for the agriculture sector to reduce VOCs and NOX.
- Ozone Action HERO- No applications have not been received to date.
 - Possible nominations- Bonavista reducing BTEX at dehys, Architecture firm- Bonnie Denham, City of Red Deer for the air quality targets set out in the EMP, ATCO idle free.

9. Clean Air Day events

- June 8th Ozone Action Hero recipients presentation

- Unveil Air Quality Index principles. Forecasting part of Air Quality Index will not ready for June 8th. (Late this summer?)
- Kevin and Lauren to confirm location close to the library for presentations.
- Greening Events - Kevin will be attending on behalf of PAMZ.
- City of Red Deer is partnering with Alberta Environment for launch of Enviro Fair June 1st. PAMZ will have a booth. Environment week June 10th PAMZ booth will be there as well. Lunch and learns all that week. Kick it to the curb Program (Re-Using). On June 5th Annual Red Deer River Clean-up. June 3rd Red Deer Public Library loaning out *kilowatts?* (Tells you how much energy your devices used when they are plug-in into electrical socket).

10. Upcoming events

- Issue Identification Lacombe Memorial Centre on May 19th 6:30-9:00pm. Phil Boehme- facilitator. Media release sent May 9th. Monica confirmed with Lacombe Globe that details will be in the community events section.
- Kevin has put up posters in the Lacombe area. Workshop details on Facebook and PAMZ website.
- PAMZ AGM June 15th at Kurt Browning Arena- Caroline. Media Release to go out 2nd week of June.
- Red Deer Watershed Alliance AGM in Red Deer June 23rd
- Sylvan Lake Environment Expo- June 10th. 2-7pm. Railway Park Promenade. Kevin taking PAMZ booth.

11. Other Business

- Communication Committee Chair. Rotating- Next meeting Margo (September).
- Annual report- received approval for funding from AB Env. 2 reports Technical Report and Community Report.

12. NEXT MEETING

July 20th 9am Conference Call to select scholarship winners.

September 30th 10:00am at the Red Deer ERCB office. Lunch to follow