

PAMZ Communication Committee Meeting Minutes

Meeting Date	November 17, 2010	Meeting Time	1:30–3:30 pm
Meeting Location	Conference Call		

Attendee	
Kevin Warren (PAMZ) (Conference Call)	√
Phil Boehme (AENV)	√
Monica Rosevear (PAMZ)	√
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 September 14, 2010

2) Action Items

- Reviewed action items from September 14, 2010

3. Newsletter

- Winter Issue (Distribute end of January)
- Alberta Airshed Council meeting in September at Ft. Mc Murray. Article on tour.- **Kevin**
- Industry Article - Bonavista - **Monica**
- ERCB Article- D63/64 Manual - **Margo**
- Member profile - Kevin Warren- **Kevin**
- Photo Contest – **Monica**
- City of Red Deer Master Plan- Maybe spring issue- **Lauren**
- Reference to the PAMZ website to find reports, photo contest- **Monica**
- Article on feedback about the website and/or newsletter - **Monica**

4. Communication Plan

- Review at next meeting

5. Martha Kostuch Environmental Education Fund

- Posted scholarship on the Alberta Bursaries website <http://alis.alberta.ca/et/fo/scholarships/info.html> -
- Monica sent out media release for scholarship recipient September 27th
- **ACTION: Send Scholarship to Colleges & Universities: Red Deer College, Mount Royal, Olds, U of C, U of A & SAIT & NAIT, Lakeland, Grant Mc - Monica to get contact information and send out in 2011.**

6. Website

- Focus has added a page for the photo contest and the OMP
- Website Stats:
- 250 visits in the past month with the highest being 22 in one day
- Direct Traffic 55%, Search Engines 28%, Referring Sites 16%
- 222 visitors from Canada, 22 from US, 5 Iran, 2 India, 1 from different 8 European counties
- 103 pages were viewed a total of 1,226 times: 182 were just the home page with 114 going to air data page
- Comparing the last 30 days visits are up 23% . With average time on the website 3:17 minutes

7. Photo Contest

- Deadline March 1, 2011
- Monica sent contest to PAMZ membership
- **ACTION: Put out Media Release closer to deadline (2011) - Monica**
- Monica posted link to contest on PAMZ Facebook page
- Dwayne from Focus, Kevin and a Communication Committee member to select winners. Any PAMZ member aside from the Board may submit photos.

8. Ozone Management Plan

- **ACTION: Monica to send the OMP Summary Report to the respondents in January along with invite to workshop.**
- Second year of implementing Ozone Management plan. Currently focused on medium-term actions. Sue/Kevin/Monica expanding on and refining the first year's products.
- FAP education docs- PAMZ requesting files from FAP (AGAT has the originals) so we can develop for PAMZ website.
- Committee discussed taking action on long-term actions. Need to look at budgets costs for implementing long-term actions. What are the best ways to engage the stakeholders?
- **ACTION: Send committee NRCB community Events- Phil**
- Sue meeting with Focus to develop the Gift of Cleaner Air poster with a winter and summer version.
- **ACTION: Committee to review brainstorming ideas document and send Sue feedback. cryarr@shaw.ca (403) 342-5816.**
- Kevin and Sue planning a workshop in March 2011. Attendees will include businesses, organizations and other stakeholders. The purpose will be to distribute the suite of OMP tools and get individual to commit to actions.
 - Possible locations Olds College Alumni Centre, Golden Circle, Provincial Building.
 - Looking for a theme for the workshop- ACTION Hero?

Sue presented 2 versions of the workshop

9. Upcoming events

- West Central Airshed Society- 1 day presentation on Ag Monitoring Program Results Summary presented by Herman Sievering – Drayton Valley, November 22nd
- AUMA Conference – Shaw Convention Centre, Edmonton, November 23-24
- PAMZ Board Meeting November 24th 3:00pm G.H. Dawe Centre, Red Deer. There will be a presentation titled "Environmental Non-Government Organizations" by Myles Kitagawa of Toxics Watch starting at 6:30pm.
- Ad Hoc AENV Data Quality Committee – Edmonton, November 30
- West Central Stakeholders Info Night (What the Frac) Night – Rocky Mountain House, November 30th
- Alberta Airshed Council – Edmonton, December 1st
- CASA Board – Edmonton, December 2nd
- ESAA Conference Air Quality Management - Marriott River Cree Resort , February 16-17.
- Technical Working Group - November 26th

10. Other Business

- Monica presenting 2010 Communication Committee report to the board for the AGM on November 24th.
- **ACTION: Pick a chair for the next meeting.- ALL**
- Discussion around showing partners how their dollars are getting used. Celebrating member's involvement in annual report.
- Kevin has given away all the PAMZ water bottles. Ordering pens (535 pens @ 0.80 each). Will have PAMZ logo and Blue Skies Bright future logo with website on them.
- 2011 Budget
 - \$24000 in 2010. All monies will be used by the end of 2010. Major difference being \$17,135 on Annual Report in 2010.
 - Proposed 2011 budget \$48,000. Bulk of the increase for the annual report \$9300.

11. NEXT MEETING

January 12th ERCB Office Red Deer 10am-Noon