

PAMZ Communication Committee Meeting Minutes

Meeting Date	September 14, 2010	Meeting Time	10:00–12:00 pm
Meeting Location	ERCB Field Centre, Red Deer		

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

Absent with Regrets	

1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from May 7, 2010

2) Action Items

- Reviewed action items from May 7, 2010

3. Newsletter

- Fall Issue (Distribute end of October)
- Industry Article - Energy Centre - **Kevin**
- Clean Air Day Article - Pictures & Article - **Kevin**
- City Action Hero Award - **Kevin**
- ERCB Article- D63/64 Manual - **Margo**
- Member profile - Al Simcoe, West Fraser Mills - **Monica**
- Scholarship recipient (Monica to draft) send Monica pictures - **Kevin**
- Photo Contest with NEW picture - **Monica**
- Air quality issues on August Forest Fires. Share the data during the episode - **Kevin**.

4. Communication Plan

- Board reviewed the Communication plan - no comments have been received
- Kevin to get Focus to design cover page with Tagline for the cover page of the Communication Plan -DROPPED

5. Martha Kostuch Environmental Education Fund

- Awarded 2010 scholarship to Alexis Kambeitz
- **ACTION: Kevin met with Alexis and took picture - Kevin send pics to Monica.**
- **ACTION: Media Release for scholarship recipient ASAP - Monica**
- Committee read Tyson Swain's Update. **Monica send to committee.**
- Changed wording in Application: "Any student with an interest in environmental issues may apply. Applicants must be able to demonstrate enrolment in a post secondary institution in a field related to resource conservation or environmental education." **Send updated doc to Committee - MONICA**
- **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.**

7. Website & Rebranding

Website:

- PAMZ Stats www.google.com/analytics
- Grant closure to AENV after accounting received. GL - Kevin
- Website Stats: # of visits 10/day. Peaked during smoke episode in August 18-20th with 30 visits/day. 433 total different visitors since June 1, 2010; 44 visits from US. People find the website 36% from another site- linked 35% from search engine, 29% direct traffic. Usage over the last 30 days was up 16.9% over the previous 30 days.

8. Ozone Management Plan Short-term Action plans

- Application for 44K to AENV to complete all of the short term actions.
- **ACTION: Monica to send the OMP Summary Report to the respondents once complete.**
- Deadlines: October 31st delivery of the website (FAP), December 31st Updating material from 2010 (Monica). February 28th (Sue Arrison)

9. Upcoming events

- Board meeting with presentation from Enmax September 22nd
- CASA coordination workshop with Airsheds and watersheds September 29th at SAIT looking for synergies.
- Synergy Conference October 26-27th
- City of Red Deer Masterplan Community Workshop Oct 12th 6:30- 9pm Balmoral Bible Chapel. www.Reddeer.ca/environmentalmasterplan (**Lauren send to Monica**)
- City of Red Deer Stakeholder meetings October 13&14th
- Parkland Mall Waste Reduction week Oct 22nd -23rd Kids activities, Going Green event
- Cleantech Conference, Alberta Council of Technologies Sept 17-18th RDC Innovation Centre.

10. Photo Contest

- Deadline March 1, 2011
- **Eligibility:** The contest is open to all amateur photographers who reside or work in the PAMZ region. Photos must be from the PAMZ region. Staff and Board members of PAMZ are not eligible to enter the contest.
- Adult Division: Ages 18 and up Youth Division: Ages up to 18
- **Entries and Identification:** A maximum of three (3) entries per person. An entry form MUST be completed to enter. The entry forms are available online at www.pamz.org. 1st (\$300), 2nd (\$200) & 3rd (\$100) place prizes will be awarded. Photos will be judged in the following 3 categories:
- 1. Atmosphere (clouds, storms, sunrises etc.)
- 2. Environment (nature, landscapes etc.)
- 3. Youth (Ages up to 18, Atmosphere & Environment)
- Talked about getting the word out
 - **ACTION: Website- News article with photo - MONICA**
 - **ACTION: Send to PAMZ membership BBC - MONICA**
 - Put in newsletter - Here is a pic what have you got??
 - **ACTION: Put out Media Release closer to deadline (2011) - Monica**

11. Other Business

- Annual Report- good feedback and have raised the bar. Will have to budget for professional printing assistance in writing the report for 2010.
- David Hellmer AENV funding for Communications – Kevin
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12. NEXT MEETING

November 17th Conference Call 1:30-3:30pm