

## PAMZ Communication Committee Meeting Minutes

|                         |                             |                     |                |
|-------------------------|-----------------------------|---------------------|----------------|
| <b>Meeting Date</b>     | September 30, 2011          | <b>Meeting Time</b> | 10:00–12:00 pm |
| <b>Meeting Location</b> | ERCB Field Centre, Red Deer |                     |                |

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

| Absent with Regrets |  |
|---------------------|--|
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### 1) Approved Minutes/ Accepted Agenda

- Reviewed agenda and minutes from May 11, 2011

### 2) Action Items

- Reviewed action items from May 11, 2011

|   | COMPLETED Actions  | Responsible       | Due Date |
|---|--|-------------------|----------|
| 1 | Air quality Index for Newsletter   | Kevin             | Done     |
| 2 | Revamp to the new member contact form- Kevin send to Monica  | Monica            | Done     |
| 3 | Summary of Action HERO nominees  | Kevin             | Done     |
| 4 | Send companies that are doing the multi-stage fracs for industry profile of newsletter                         | Margo             | Done     |
| 5 | Review the photo contest entry form and poster   | Monica            | Done     |
| 6 | Work with Shell for another article  | Monica/<br>Marcie | Dropped  |
| 7 | Investigate e-clips to track air quality and possibly PAMZ to track media coverage                             | Phil              | Done     |
| 8 | Develop questionnaire and follow-up with Lexi Kambeitz on the criteria and application process for scholarship | Monica/<br>Margo  | Done     |
| 9 | Send scholarship to PAMZ contacts  | Monica            | Done     |

|    | <b>CURRENT Actions</b>  | <b>Responsible</b> | <b>Due Date</b>          |
|----|---|--------------------|--------------------------|
| 1  | Newsletter: Reg Watson book review, Bob Bryant Member profile,                            | Monica             | December 1st             |
| 2  | Print 500-1000 Business card of the new member cards                                      | Monica             | Nov 1 <sup>st</sup>      |
| 3  | Newsletter Article- ERCB New propane Fracturing   | Margo              | December 1st             |
| 4  | City of Red Deer Green buses- Green trip funding and City trails-                         | Lauren             | December 1st             |
| 5  | World Health Organization article on City's of the world air pollution- send to committee | Kevin              | October                  |
| 6  | Ask Technical working group for industry profile  | Kevin              | December 1 <sup>st</sup> |
| 7  | Newsletter Article: Follow-up of Synergy Conference                                       | Kevin              | December 1 <sup>st</sup> |
| 8  | Email Kevin Sundre High School Contact  | Marcie             | October 1 <sup>st</sup>  |
| 9  | Look into Twitter for PAMZ & continue work with Facebook page                             | Monica             | Next Meeting             |
| 10 | Results from Human Health study- bring up at the board meeting                            | Kevin              | Next board meeting       |

### 3. Newsletter

- Reviewed the fall draft newsletter. Monica will incorporate edits and send out to PAMZ Membership next week.
- Early 2012 deadline for Winter Issue.

### 4. Communication Plan

- Monica has been tracking media correspondence (Facebook, Constant Contact emails, media releases). Will send to committee with minutes.
- Phil researched E-clips and it is not easy to track media coverage.

### 5. Martha Kostuch Environmental Education Fund

- 8 applicants this year. PAMZ members have been coming up to Kevin indicating that they were pleased with the committee choice of this year's recipient.
- Alexis, last year's scholarship recipient, came to the Issue response meeting.
- Next year committee will follow up with recipient that was chosen for the scholarship to see when their school's High School Awards night as an opportunity to publicize PAMZ and the scholarship.
- Send out to schools again in January
- There was discussion around not disclosing the name of the applicant but all the documents have name included so it would be really hard to eliminate.
- Reviewed the Scholarship scorecard. Decided that it will help the committee be more objective when reviewing applicants and that it is an internal tool for the committee to use.

### 6. Website

#### Statistics:

- Air quality Index is now linked to PAMZ home page.
- 282 visits for the last month with an average of 3:52 minutes on the website with the highest number of hits on one day being September 19<sup>th</sup> with 21 visitors.
- Comparing the last 30 days visits were up 18%.
- 47.5% of visitors were new (134 people new/148 return)
- Direct Traffic 41%, Search Engines 33%, Referring Sites 25%
- 342 visitors from 16 countries: Canada-227, US-28,
- Pages/visit: 3.94 pages were viewed per visit.
- Pages visited: 172 (97 times on Aug 31<sup>st</sup> IR tracking test page, Home page 163, Red Deer Site data 85 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 1<sup>st</sup> place (\$200) and Runner-up (\$100)

## 8. Ozone Management Plan

- PAMZ has completed the first 2 years of the OMP objectives, now moving into the action orientated objectives that focus on partnerships (SRD, The City and AB Env)
- Sue is working on a report of all of the bylaws for municipalities and towns outlining their burning bylaws. Most municipalities bylaws are more focused on fire safety not necessary air quality. Draft will be out next week.
- Best management practices for the agriculture industry. – Sue Arrison working on both of these actions.

## 9. Upcoming events

- City of Red Deer- Kick it to the Curb October 15, & 16<sup>th</sup>
- RDR Watershed General Meeting October 27<sup>th</sup> Lacombe Memorial Center
- Red Deer Environment Advisory Board Meeting October 19<sup>th</sup> Kevin will be speaking on PM

## 10. Other Business

- 2012 Planning Goals:
  - Getting the Red Deer station relocated
  - 5 year plan- stakeholder satisfaction survey tasked to the Communication Committee
  - Changes to the funding formula
  - 2013 regional planning for the Red Deer.
- Next meeting: discuss City and PAMZ partnership ideas for Clean Air Day 2012
  - City of Red Deer working on Idle Free in business, institutions
  - Identify large emitters in the City of Red deer operations
  - Larger community identifying industries and helping them mitigate their emissions.
- Communication Committee Chair. Rotating- Next meeting Marcie (January).
- Membership recognition: Service Pins for members. Bronze 2 years, 5 year Silver, 10 years Gold. T-shirts for all the committee members.
- Promotional item ideas for 2012. Lip balm, pens, stickers, collapsible water bottles, Memory sticks

## 11. NEXT MEETING

**January 13<sup>th</sup> 10:00am at the Red Deer ERCB office.**