

PAMZ - Communications Committee



Meeting Date	January 21, 2010	Meeting Time	10:00–12:00 pm
Meeting Location	ERCB Office, Red Deer		

Attendee	
Marcie Nieman (Shell)	√
Sue Arrison (Cryarr Consulting)	√
Alf Cryderman (Cryarr Consulting)	√
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Monica Rosevear (PAMZ)	√
Jennifer Lutz (ERCB)	√
Pam Vust (City of Red Deer)	√
Lauren Maris (City of Red Deer)	√

Absent with Regrets	

1) Approved Minutes/ Accepted Agenda

Reviewed agenda and minutes from December 18, 2009

2) Action Items

- Reviewed action items from December 18, 2009

3. Winter Newsletter

- Ready to publish following TAQA APPROVAL.
- Printing 200 copies.
- Decided move the ERCB article to next edition allowing input from ERCB.
- ACTION: Monica & Kevin need to update the format of the Newsletter with new branding (Phil's ideas)
- SPRING Newsletter (May)
 - Action HERO
 - Rebranding and website
 - ERCB Article
 - Keyera (Colin Long)
 - Member profile- Lloyd Cummings (Aaron Rognvaldson, Leonard Standing)

4. Communication Plan

- Will review at the next meeting
- ACTION: Monica & Jennifer and review and prepare renewal of contact to present to Kevin.

5. PAMZ Board of Directors

- Board meeting today. Deciding on PAMZ logo.
- Air quality Health index update.

6. Martha Kostuch Environmental Education Fund

- Action: Monica to update cover letter and send to schools ASAP.
- Ask the board if they have interest in reviewing the scholarship applications **Action: Jennifer present question to board- *The board of has no interest in reviewing the applications.***

7. Website Rebranding

- Website: Focus assured PAMZ that data part of the website would be no more than \$10k. Phil & Kevin met with Focus to discuss data part of website. Will be doing in house. Google Earth for mapping and requires licensing fee.
- Not going to keep data older than 2 yrs old on the website (will be able to access from CASA data warehouse)
- Versatility for handheld data units to access the website and data.
- Rebranding will start following the logo approval at the board meeting today.
- Have a website by the end of February.
- Kevin is really impressed by Focus's responsiveness to our needs.

8. Ozone Management Plan Short-term Action plans

- Cryarr has prepared several documents for committee to review.
- Cryarr has developed the ACTION HERO Program (Action for Health And the Environment by reducing Ozone)
- **ACTION:** Cryarr to develop email text: Need to add a link how to access Adobe, how long to complete questionnaire, why we are doing the inventory, info about Action HERO and add point if the email has not be sent to right person to forward on.
- **ACTION:** Monica to add to email request that they have opened it to mass email. Mass email to entire list by BCC.
- **ACTION:** Monica to sending the OMP respondents a summary of results.
- **ACTION:** Cryarr to develop FOIP statement to be included.
- Monica prepared to complete the survey during follow up with individuals.
- **ACTION:** Kevin to update the PAMZ website with associated documents.

9. Upcoming events

- Environment Education Workshop February 23, 201- Provincial Building, Red Deer, Ab
 - From Information to Action: How to more effectively reach your audience. For details and to register, email Phil Boehme at phil.boehme@gov.ab.ca or phone 403-340-7195.
- 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 fossils fuels, alternative energy solutions and greenhouse gas emissions management, innovation and technology. For more information visit www.awma.org/ACE2010.

10. Other Business

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11. NEXT MEETING

February 25th 1:30pm Conference Call
March 23rd 10am ERCB Red Deer Field Centre.