

PAMZ - Communications Committee



Meeting Date	May 13, 2009	Meeting Time	2:00 -4:30 pm
Meeting Location	ERCB office – Fish Bowl		

Attendee	
Jennifer Lutz (ERCB)	√
Kevin Warren (PAMZ)	√
Phil Boehme (Ab Env)	√
Marcie Nieman	√
Pam Vust	√
Monica Rosevear (Shell)	√

Absent with Regrets	

Regional Participants and Guests

1) Approved Minutes/ Accepted Agenda – Kevin to Chair meeting

- Reviewed agenda and minutes from March 23, 2009

2) Action Items

- Reviewed action items from March 23, 2009 meeting

3. Committee membership

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4. Communication Plan

- Made additions to Primary Audience Linkages
- **ACTION: CC to update plan to include findings from Board of Directors Retreat (After minutes approved at AGM June 17, 2009)**
- Discussion of the new technology in Sundre/Olds involving Video Conferencing/ Community Learning Campus. Discussed having PAMZ as a topic and then having it recorded and put on Utube.
- **ACTION: Monica to look into getting PAMZ as a topic. Contact mstermann@chinooksedge.ab.ca. Website: <http://www.communitylearningcampus.ca/>**
- Partnership with City of Red Deer discussed. Develop a brochure with City of Red Deer and PAMZ.
- **ACTION: Kevin to send PAM and Monica the current PAMZ tri-fold brochure**
- **ACTION: PAM to draft new brochure**
- **ACTION: PAM to book PAMZ with the City of Red Deer to have Utility Bill insert in October 2009 or later. Possible topic anti-idling.**

5. Board of Retreat Minutes

- Reviewed Minutes & Action Items from May 6, 2008 Retreat
- **PAMZ Key Messages to communicate to the public**
 - PAMZ Slogan: We care for our air

- Need to answer what PAMZ can do for me now?
- PAMZ is not a regulator. PAMZ cannot make decisions on issues but can point individuals to resources and provide air quality data on a source.
- **Need attention getting paragraph to distribute to media/public**
 - What is the region's air quality?
 - Is the population of the PAMZ zone safe?
 - PAMZ has seen a reduction in SO₂ since its inception in 1997
 - Ozone levels have increased
 - Highway 2 corridor has elevated NO_x in relation to the rest of the zone.
 - If a member of the public has an issue PAMZ can measure or quantify the air issue
 - Link messages to human health
 - **ACTION: Monica, Lorna, Jim to draft for Communication Committee.**
- **Communications**
 - Who is the audience?
 - General population within the zone. Need external documents to be readable at this level. Currently too technical.
 - People that have an interest in air quality
 - Municipal & Provincial Political bodies (MLAs, MPs,)
 - Schools- Universities, Colleges, High schools etc.
 - Government-Alberta Environment, ERCB, NRCB,
 - NGO's
 - **ACTION: Monica to email Newsletter & Annual Report to MLA and MP.**
- **5 Key Messages that all members of PAMZ receive so we have a consistent message to the general public of what PAMZ.**
 - PAMZ does NOT enforce regulations. It collects data and initiates initiatives to improve air quality in the region.
 - PAMZ monitors & documents air quality within the region in a scientifically recognized manner.
 - The Boundaries of PAMZ were determined in 1997 at the inception of PAMZ with the focus of keeping the area a manageable size. Zone boundaries were established by stakeholders using a consensus process and considering factors such as emission sources, volumes, landforms, dispersion characteristics, impacts, and administrative considerations such as municipal boundaries.
 - Members of PAMZ include: Government, Industry and Public (include ENGOs). Aside from the Board of directors there are seven active PAMZ committees: Technical Working Group, Ozone Management Committee, Issues Response Group, Human Health Committee, Communications Committee, Financial Committee & Funding Committee.
 - Attach PAMZ Zone MAP
 - The Funding of PAMZ is proportioned amongst its members at levels consistent with their contribution to emissions within the Zone, as determined by annual emission inventories. PAMZ's annual budget usually falls in the \$600,000 level.
 - **ACTION: Kevin to send all the old documents that were used for the Board of Directors orientation to Monica**
 - **ACTION: Monica to Compile all the old BOD orientation docs and update in one document**
 - **ACTION: Monica and Leo to Draft 5 key messages document for Members of PAMZ- Forward to BOD for final approval. (Compare the existing documents already developed by PAMZ.)**
- **Tools**
 - An ERCB survey indicated that very few people read printed material. Need to decrease advertising by paper and increase electronic & radio mediums. Facebook, Email, Website, local radio stations.
 - **ACTION: Monica to create a PAMZ Facebook page.**
 - Ensure that the new website is equipped with ways to get PAMZ to come up at the top of Search engines.
 - **ACTION: Communication Committee ensure included RFP- Kevin**
 - Put attention to getting participants at public meetings etc to fill out questionnaire with multiple choice questions asking how they heard about the meeting and their knowledge of PAMZ.
 - **ACTION: Kevin to send original questionnaire to Monica to update**
 - Have PAMZ brochures explaining air quality in the region at the Health Units within the zone (kids with Asthma)

- **ACTION: Get support from Alberta Health to have PAMZ brochures at health care centre's/clinics & BOD to Approve**
- Radio advertising. Develop 15 sec catchy phrase to get people to check out the PAMZ website.
- **ACTION: Communication Committee- review radio advertising at a later date**
- Locations of meetings need to move to all the small towns. Hold at public places like schools or colleges. Need to have a meeting on the southern boundary of PAMZ. ACTION: Kevin
- **Air Quality index- ACTION: Board of Directors**
- Look into advertising PAMZ on weather network or local weather web pages.
- **ACTION: Monica to look into cost of advertising PAMZ website on Local weather network channel.**

6. Martha Kostuch Environmental Education Fund

- The Communication Committee agreed PAMZ member's relatives can apply for the scholarship but the member would have to declare conflict of interest based on PAMZ ethical behavior and resign from the review committee that year.
- Discussion around distribution. Monica's research indicates that the school districts do not have a distribution method to reach all the Guidance councilors. This would mean that each school would have to be contacted directed. (Wildrose- 6, Wolf Creek- 11, Chinook- 19 not including the City of Red Deer Schools-2 or Catholic Division in Red Deer-14).
- **ACTION: Monica to look into getting the Martha Scholarship on the provincial scholarship list.**
<http://education.alberta.ca/teachers/resources/connection/archive/october2008/career/raise.aspx>
- **ACTION: Marcie check with her connections in Sundre if there is an easier way to distribute Martha Scholarship to local schools.**
- The committee reviewed the criteria of the scholarship in great length. Highlights include:
 - Deadline of July 1st annually
 - Scholarship amount may be divided between more than one deserving recipient
 - Aimed at high school student pursuing environmental career
 - Added a paragraph at the beginning of scholarship about PAMZ
 - **ACTION: Monica to send updated scholarship to committee for review on the June Conference Call. ALL review scholarship**

7. Annual Report

- Kevin plans to have the final draft out to the committee by May 18th for review. Plan is to print the Annual report the week of May 25th.
- **ACTION: Input required from ALL committee members on Annual Report by May 25th.**

8. Ab Environment Proposal/ Website RFP

- Jennifer, Kevin, Phil, Greg and Monica put together an updated application for \$40k to Alberta Environment in April with a strong emphasis on education and human health.
- Waiting to hear if approved from Ab Environment.
- The website RFP is on hold for the time being until the outcome of application is received. If the CC receives the Ab Env grant it will use the \$20K allocated in the PAMZ Communication budget for rebranding and the grant money for upgrading the website and education tools, static resources and printed material.

9. Ozone Management Plan

- Submitted at end of 2008. Ozone management committee meet in April with Ab Environment. Ab Env approved the plan with the exception of the timing of some of the items. There were a medium termed action items that were initiatives already underway by Ab Env.
- The plan has been resubmitted and copies need to be reprinted.

10. Upcoming events

- May 20th Issues Identification Meeting- Delburne

- June 17th AGM- Ponoka Fish and Game Club
- June 3rd Clean Air Day. Link to Clean Air Day: <http://www.cleanairday.com/html/index.php>
- June 4th Enviro Fair
- September 9th Neighbour's Day- "Go Green"
- Oct 19th & 20th Third Bi-annual Alberta Airshed Council in Edmonton "Zone Evolution"
- **ACTION: Monica/Kevin to send PAMZ membership reminder and details of the IR Meeting and AGM ASAP.**

11. Other Business

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12. NEXT MEETING

Week of June 1-5th Conference call (in preparation for the Annual General Meeting)

June 24th 1:00 until 4:00, ERCB office Red Deer

ACTION: Committee to use Doodle to pick date and time for conference call the first week of June.

ACTION: Phil to set up Conference call Number for date picked