

PAMZ Communication Committee Meeting Minutes

Meeting Date	May 7, 2010	Meeting Time	10:00–12:00 pm
Meeting Location	ERCB Field Centre, Red Deer		

Attendee	
Kevin Warren (PAMZ)	√
Phil Boehme (AENV) (Conference Call)	√
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 March 23, 2010

2) Action Items

- Reviewed action items from March 23, 2010

3. Newsletter

- Fall Issue (September/October 2010)
- **ACTION: Kevin ask Technical Working Group for Industry article ideas at next meeting**
- Clean Air Day Article
- ERCB Article- postpone to a future newsletter
- **ACTION: Member profile - Kevin Warren.**
- Scholarship announcement

4. Communication Plan

- Committee reviewed and added comments to the plan.
- **ACTION: Committee to review Communication plan and approve so Kevin can present to board this month.**
- **ACTION: Kevin to get Focus to design cover page with Tagline for the cover page of the Communication Plan.**

5. Martha Kostuch Environmental Education Fund

- Received update from Sarah for her scholarship in 2009.
- **ACTION: Monica to follow-up with Tyson for update for the Scholarship**
- Marcie will send along Martha scholarship link with Shell scholarships.
- Lauren will mention to Scholarship Tri-High if the opportunity presents.

7. Website & Rebranding

Website:

- Website complete and Kevin will be signing hosting agreement with Focus shortly.
- Monies left over will be spent on Annual Report design by Focus.
- New addition to the website data section- data start and end time.
- PAMZ Stats www.google.com/analytics
- PAMZ website has links to FAP site. Kevin working on locating FAP's working files. Currently the website is linking to AENV & FAP education section.
- Board impressed with new display.
- **ACTION: MONICA update website events section as well News.**
- **ACTION: Kevin send Monica CMAG Meeting information (June 10th Mountain View County Krista Waters. 4-7:30pm)**

8. Ozone Management Plan Short-term Action plans

- Kevin gave the CASA board a presentation about the OMP- the board was really impressed with our ACTION Hero program.
- Focus is drafting the summary report along with the annual report. OMP summary 8 pages (200 copies), Report to the community 12 pages (400 copies), Technical Report 30 pages (200 copies). End of May deadline.
- Kevin applied for \$36k from AB Env to implement Short- term actions from OMP. Monica to update some of the plan info in fall for 2011.
- **ACTION: Monica to send the OMP Summary report will be sent to the respondents once complete.**
- Start looking at medium-long term actions in 2011.
- Will be recognizing first Action HEROs on Clear Air day.
- **ACTION: Lauren to make arrangements for representative of City of Red Deer to receive ACTION hero award. Mayor or head of Environment Department to accept award.**
- **ACTION: Media release for June 2nd. Highlight presentation of first ACTION HERO roads 1 pm &MAML on the location at Library. Monica to create.**
- **ACTION: Monica draft Certificate for ACTION Hero award**

9. Upcoming events

- Clean Air Day June 2nd in Red Deer. (10-2pm)
 - Kevin giving a brown bag presentation at the Library about clean air and what you can do. Recognition of Action HERO Awards.
 - MAML and PAMZ Booth present at the library. Lauren confirmed ok to U-turn on One-Way street, there will be a traffic controller. MAML will be parked on the South side of the library on the north side of the One way street.
 - Bicycle tour at the Kerry Wood Nature Centre. Not enough time to set up Bike tour. Not proceeding.
 - Lauren to checked into the parking lot @ City Hall. DONE
 - Kerry Wood Nature Centre. Kevin working with Katherine.
 - **ACTION: Phil to contact Central Park Middle School and Tri-High Environmental group to explore interest in PAMZ presentation and tour of the MAML on Clean Air Day (Around 2pm). Group of 6 students can go through the MAML at once.**
- Innisfail Annual Issues Identification Meeting: May 19th Innisfail Legion 7-9pm. Media Release sends, Posters up around Innisfail and paid ads in Province and Gazette as well as in Red Deer County News.
- Annual General Meeting
 - June 16, 2010 7-8 PM Kinex Arena Meeting Room A, 4725 43rd Street, Red Deer
- Enviro Fair
 - June 1, 2010 10:00-2:00 Provincial Building, Red Deer Contact Phil Boehme @ 340- 7195 or visit the website @ www.environment.gov.ab.ca/edu/eweek
- ACE 2010 Calgary Air & Waste Management Assoc.
 - (AWMA) Annual Conference & Exhibition June 22-25, 2010 Calgary Telus Convention Centre, Calgary.
 - 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

- Photo Contest: Submitters must sign release of right to the photo. Themes Environment, people &, youth. Going to use \$2000 from budget (promotion items) for the prize money.
- **ACTION: Monica to create Media release, email members to spread the word about the Photo contest. Nice to have contest ready for June 1st. (July 1st realistic)**
- **ACTION: Kevin to send Monica contact information for Mike Bisaga? & Shelly Produent (Peace Airshed) for background on how they did their respective organization's Photo contest.**
- Kevin to approached Board regarding new format for Annual report being broke into 3 (OMP, State of the Airshed & technical reports). Board approved.

11. NEXT MEETING

**ERCB Red Deer Field Centre
September 14th 10am.**