

PAMZ - Communications Committee



Meeting Date	September 14, 2009	Meeting Time	1:00 – 3:00 pm
Meeting Location	ERCB Red Deer Office		

Attendee	
Jennifer Lutz (ERCB)	√
Kevin Warren (PAMZ)	√
Phil Boehme (AENV)	√
Marcie Nieman (Shell)	√
Pam Vust (City of Red Deer)	√

Absent with Regrets	
Monica Rosevear (PAMZ)	√

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

- Reviewed agenda and minutes from July 29, 2009
- City of Red Deer Idle Free Campaign
- Additional Agenda item – possible vehicle emission testing via AENV

2) Action Items

- Reviewed action items from July 29, 2009

3. Fall Newsletter

- Next newsletter publish for October.
 - ACTION: Kevin will generate.
 - Include:
 - Scholarship recipients (picture, article, also media release)
 - Presence at Neighbour’s day/video conference
 - Tree planting story about ERCB and Martha- tie in with scholarship
 - ACTION: Pam to send Kevin Idle Free Press Release (use in place of AltaGas article)
 - ACTION: Phil to check into Ozone Management Plan, use opportunity to education on Ozone
 - Member profile
 - Wayne Ungstad
 - Leonard Standing on the road in future.
 - ACTION: Kevin will follow up with Wayne for article and edit it and take Photo.
 - Other suggestions?
 - Industry story – Alta Gas – Dale Nyland for next issue
- ACTION: Kevin to send PAMZ presentation done at SPOG to committee

4. Communication Plan

- Monica on maturity leave, unavailable for next 3 month (back December)

New Business:

- Kevin to discuss with Monica her availability or hiring a subcontractor for compiling and mailing out Idle Free information in first part of October. Based on discussion with Monica, committee would then provide Kevin with possible contacts.

- Vehicle emission testing opportunity, grant application due October 15. This item will be tabled to the Air Shed Council Meeting next Tuesday (Sep 22) and be presented to the PAMZ Board (Sep 24) for approval in principal.

5. PAMZ Board of Directors

- Kevin will distribute new BOD orientation package at September 24th Board meeting. Living document designed to incorporate new content and changes.
- The board is focusing on development of a 3 year business plan led by a sub-committee. Sept 24th BOD is having an Objective setting meeting in the morning before regular meeting in the afternoon.

6. Martha Kostuch Environmental Education Fund

- Profile the recipients (Sarah Connolly & Tyson Swain) in the fall newsletter. Digital photo of them together and article.
- Media release- draft in August for release the 2nd week of September.
- ACTION: Jennifer will add more content to scholarship article

7. Ab Environment Proposal/ Website RFP

- Kevin drafting RFP, process delayed due to CASA AMSP work, Zone Evolution, and other priorities. RFP will be released October 2, deadline for submissions October 13, decision to made October 23
- Release end of September; decision mid October award contract - work done by end of December. (Monies must be spent by March 2010).
- ACTION: Kevin will circulate RFP for feedback to committee

8. Ozone Management Plan

- Stantec contracted to review NPRI data and produce report
- ACTION: Kevin will contact Monica to review deadlines and ensure a plan is in place to achieve Part 2 December deadlines. Production of printed materials is a priority.
- Excerpt from OMP “Based upon the work described above, we estimate the professional fees to deliver the scope of work detailed in this proposal will be \$54,000. The table below represents the price of each part of the project at and provides additional detail about the professional support required to create the deliverables”

Part	Approx. Cost	Support Required	Deliverable
Part 1	\$6,000	Review of existing air monitoring location meta data and existing and projected area emissions by 3 rd party familiar with the PAMZ plan working with PAMZ Ozone Management Plan Committee	Analysis of monitoring gaps for ozone and their precursors within PAMZ, upwind and downwind of Red Deer
Part 2	\$32,400	Collection of existing and preparation of new information materials (brochures, pamphlets, etc.) and website content by a 3 rd party working with PAMZ Communications Committee	Brochures, information pamphlets distributed to local stakeholder groups and content for PAMZ website
Part 3	\$15,600	Compilation and reporting on various emissions and by 3 rd parties working with PAMZ Communications Committee and Ozone Management Plan Committee	Summary of data and trends in 2009 PAMZ Ozone Management Plan Report

9. Upcoming events

- September 24th BOD Priority & objective building workshop. Pioneer lodge (Red Deer)
- September 30th PTAC – Air issues symposium, ConocoPhillips amphitheater, Calgary
- Fall newsletter – October
- Idle Free Campaign - October
- Oct 19th & 20th Third Bi-annual Alberta Airshed Council in Edmonton “Zone Evolution”
 - <http://www.albertairshedsCouncil.ca> Industry and government register before July 31 \$200. \$50 for ENGOs. PAMZ has \$1000 to send members to the conference. Being held at Mayfield Inn in Edmonton. Galo Guest speaker Saturday night Brian Keating from the Calgary Zoo.
- November 10th, Ambient priority setting workshop
- December 2, CASA Bridging Interests, Building Agreements, Workshop

10. Other Business

- See 4. Communications Plan

11. NEXT MEETING

October 23rd 2009, Conference Call, Phil will send out conference call numbers

November 12th, 2009. noon to 3:00 pm, ERCB Red Deer Field Centre.