

Final Minutes



Communications Committee meeting #47

Date: February 24, 2010
 Time: 10:30 – 11:30 a.m.
 Place: Teleconference

In attendance:

Name	Stakeholder group
Ann Baran	Southern Alberta Environmental Group
Brian Waddell	Alberta Environment
Karen Karbasheski	Alberta Energy
Ogho Ikhalo	Alberta Environment
Rachel Turner	Canadian Association of Petroleum Producers (CAPP)
Tony Hudson	The Lung Association – Alberta & NWT
Jean Moses	CASA Secretariat
Kerra Chomlak	CASA Secretariat

Regrets:

Name	Stakeholder group
Bob Curran	Energy Resources Conservation Board
Blake Robert	Alberta Forest Products Association
Joanna Byers	The Lung Association – Alberta and NWT
Ruth Yanor	Mewassin Community Action Group
Tom Neufeld	Energy Resources Conservation Board

Tony Hudson chaired the meeting, which convened at 10:33 a.m. Quorum was achieved.

Action Items:

Action items	Who	Due
47.1: Contact board members for clarifications and report to committee	Tony	Next meeting
47.2: Develop a workshop invitation focussing on the professional	Workshop sub-committee	Next meeting
47.3: Liase with MKLW project team	Kerra/Jean	Next meeting
47.4: Forward revised recommendation wording	Kerra/Jean	Next meeting
46.2 Brief new committee members and discuss need for industry co-chair	Jean	March 25
46.4 Discuss sole-sourcing policy	Kerra & Jean	Next meeting
46.6 Check whether members provide link to CASA website from their sites	Jean	Next meeting
40.1: Ask for a committee member from the Oilsands Developers Group	Gord	On hold until Gord's replacement up to speed
42.5: Present costs and options for new visual identity	Jean	On hold until fall pending budget considerations

1) Administration

- a. Agenda approved
- b. Minutes of the Feb. 16, 2010 meeting #47 were approved
- c. Action items follow-up:

Action items	Who	Due
46.1: Make changes to Public Participation Policy and forward to board for approval	Jean	Done
46.3 Follow up with board member about coordination workshop concerns	Ann	Done
46.5 Provide copy of CASA stakeholder support policy to team	Jean	Done
46.7 Send decision/information sheets to team	Jean	Done
46.8 Send Doodle Poll link for next meeting	Jean	Done
40.2: Follow-up with ERCB re: member	Jean	Done
45.1: Revise public participation policy	Jean/Kerra	Done
45.2 Check with Aboriginal Unit about public participation wording	Brian	Done
45.3: Correct communications tactical plan and send to team	Jean	Done
45.4: Draft government relations plan	Kerra/Jean	Done
45.5: Prepare information sheet on Coordination Workshop to board	Jean	Done
45.6: Develop information sheet about Coordination Workshop for all project teams	Jean/sub-committee	Done
45.7: Continue planning coordination committee	Sub-committee	Done
45.8: Create webpage mockup for board approval	Jean	Done
45.9: Check with AENV about survey questions	Brian	Done
45.10: Get wording for additional survey question	Jean	Done
45.11: Poll for meeting date	Jean	Done

2) Discuss concerns about Coordination Workshop

The team agreed to start with the substantive concerns expressed in the email received from two board members. There was a comment that the airsheds people definitely put value on the workshop. The sub-committee chair suggested making some changes to the agenda to accommodate the concerns. There could be more presentations added, but that would take away from the “face time”.

It was pointed out that fact sheets from each project team will be included in the workshop packages, so a lot of information will be available in writing.

The question was raised about whether the specific board members who had raised the concerns understood that the workshop will include presentations as well as the booths. That was not clear; it was felt that perhaps the board members concern was over the lack of presentations by project teams. The point that was raised as needing clarification is whether or not the board members want the external presentations.

In communications with the board members, the team agreed that three options should be provided to address the stated concerns:

1. change the agenda to include a panel/plenary session
2. improve/build on the current plan for project team interactions
3. ensure the chair emphasizes the value of coordination between teams during the introduction

Action item 47.1: Tony will contact the two board members for clarification of their substantive issues and report to the team by email.

After further discussion, the team agreed by consensus to continue with the Coordination Workshop as planned, but perhaps changing the agenda slightly if possible to accommodate the concerns raised. The key accommodation will be an emphasis on the professional side of the workshop in the general invitation and further communications.

Action item 47.2: The sub-committee will develop an invitation that stresses professional value, with the fun element as an option for participants.

3) Approve in principle recommendation from project team

The request for approval in principle was outlined, and discussion followed about the implications for the communications committee. The point was raised about value of the suggested forum for rural stakeholders still using dial-up internet. In response, a suggestion to include CASA as an alternate entry point was tabled.

In answer to a question about rationale behind the recommendation, Kerra explained that the communications committee is only being asked to oversee the pilot. During that time, the committee will assess the value and implications (e.g. resources, timing, security). After further discussion, the team agreed that further details are needed from the project team, and suggested the project and communications team could meet to discuss it.

Action item 47.3: Kerra and Jean will liaise with the project team about the possibility of a joint meeting.

The team agreed that the recommendation should be revised to read “*The CASA Communications Committee, in consultation with the MKLW team, will develop a plan for the implementation of a pilot project that will create an interactive forum for process-related conversations with our stakeholders. This is envisioned as a webpage for consensus issues and comments to be discussed. The Communications Committee would oversee the moderation guidelines, promotion and resources required for the webpage. The committee will report to the board June 2011. At that time, the board can determine if the site should continue or be modified.*”

Action item 47.4: Kerra and Jean will forward the revised recommendation to the MKLW project manager for consideration by that team.

4) Next steps/Next meeting

The next meeting will be early April, after the March board meeting. It will be by teleconference.

5) Adjournment

The meeting adjourned early at 11:13 a.m.