

# Final Minutes



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## *Communications Committee meeting #50*

Date: June 3, 2010

Time: 1:00 – 3:00 p.m.

Place: Teleconference

### **In attendance:**

**Name**

Tony Hudson

Ann Baran

Ogho Ikhalo

Karen Karbasheski

Rachel Turner

Brian Waddell

Deb Steele

Ruth Yanor

Jean Moses

**Stakeholder group**

The Lung Association – Alberta & NWT

Southern Alberta Environmental Group

Alberta Environment

Alberta Energy

Canadian Association of Petroleum Producers (CAPP)

Alberta Environment

The Lung Association – Alberta & NWT

Mewassin Community Council

CASA Secretariat

### **Regrets:**

**Name**

Bob Curran

Tom Neufeld

Kerra Chomlak

**Stakeholder group**

Energy Resources Conservation Board

Energy Resources Conservation Board

CASA Secretariat

The meeting convened at 1:10 p.m. Quorum was achieved.

### **Action Items:**

<b>Action items</b>	<b>Who</b>	<b>Due</b>
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
50.1 Pass decision and concerns about the stakeholder survey to the Performance Measures Committee	Jean	Next meeting
50.2 Correct typos on Coordination Workshop proposal	Jean	Next meeting
50.3 Contract a consultant for a communications scan.	Jean	Next meeting

## **1) Administration**

- a. Agenda approved
- b. Minutes of the April 7 #48 meeting approved

c. Minutes of the April 29 #49 meeting approved

d. Action items follow-up

Action items	Who	Due
49.1: Invite the Alberta Airsheds Council's partnership in the workshop	Jean	Done
49.2: Develop a new agenda for consideration	Sub-committee	Done, on agenda
49.3: Check on Peter Watson's availability for the workshop	Karen	Done
49.4: Draft questions and thoughts about direction for presenters	Kerra	Done, on agenda
49.5: Distribute agreed-upon objectives to the committee	Jean	Done
48.1: Ensure survey wording is consistent with other terms within CASA's Procedural Guidelines	Jennifer	Done, on agenda
48.2: Develop a new question to speak more directly to the wording in the business plan.	Jennifer	Done, on agenda
48.3: Check with the air section at AENV about survey	Brian	Done
48.4: Check with industry about survey question concerns and agreement with decisions	Jean	Done
48.5: Revise survey questions for committee approval	Jennifer	Done, on agenda
48.6: Include item in <i>Clean Air Bulletin</i> requesting ideas about the forum, and soliciting volunteers for organizing sub-committee	Jean	Done
48.7: Survey key stakeholders and presenters about Coordination Workshop date	All committee members	Done
48.7: Send Doodle-poll link	Jean	Done

## 2) CASA Update

Jean advised that Kerra Chomlak has resigned as Executive Director, effective the end of June. The recruitment is through both on-line and word of mouth, with newspaper ads placed for June 5 in the Edmonton Journal, Calgary Herald and National Post (which includes the digital version). The executive is also considering insertion in Vancouver, Regina and Saskatoon papers for June 12.

Dr. Randy Angle, will act as Executive Director of CASA, effective June 29, 2010. Randy has a wealth of experience in strategic air management and facilitation. He worked for Alberta Environment for over thirty-five years in various senior management roles and participated on a long list of provincial, national and international multi-stakeholder committees. Randy has a strong commitment to CASA, having been involved in its establishment, and on many project teams over the years. Now retired, Randy is available to work full time at CASA while recruitment occurs.

### 3) Stakeholder Satisfaction Survey

Two decisions were requested of the committee. The first was approval of the questions as presented in the most recent draft after previous comments were incorporated. The second concerned the level of involvement the committee wanted in the future.

Brian provided background into how the committee became involved in this project, and there was some discussion about the role of the Communications Committee. All agreed that in future the committee should be involved in any necessary wordsmithing, but the Performance Measures Committee should oversee the survey process.

The question of what the numbers on the scale meant was raised, and Jean explained that the on-line version includes a description of the rating at the end of each question.

A couple of questions still appeared ambiguous. In question 2, it was suggested that there should be quotation marks around “the CASA Way”, or that it should be changed to “the consensus way”. Question 27 was not clear to some people because they felt it was impossible to prioritize future events. The team agreed to recommend removal or clarification of that question for future surveys.

**Action item 50.1: Jean will pass the concerns and decision about future responsibility to the Performance Measures Committee through the project manager.**

### 4) Website Review Update

Jean told the committee that three proposals had been submitted in response to a request for proposal, and asked if the committee wished to be part of the decision process for choosing the provider. The team agreed that this was completely an operational issue, and that they had no wish to be consulted,

In answer to a question, Jean explained the reasoning behind the website review. It has been a “want” for awhile because the present website can be very frustrating to people looking for specific information. It also has some administrative limitations. The deciding factor was that the present free software had been constantly updated on the front side, but not the back end, and the site was seriously hacked. It had even been down for a few weeks during the time required to find and clear out rogue java script. We have changed our hosting company for increased security in the future.

Jean went on to request the team’s participation in a focus group to help identify the elements and approach the website revision should use. The point was made that the website was one thing that shouldn’t be developed by consensus, since it would likely be impossible to achieve 100% agreement. Instead they suggested any consultation should be informal.

After a short discussion about testing the new site, Jean suggested the matter could be postponed since it won’t happen until fall.

### 5) Coordination Workshop

Kristina Friesen joined the meeting at this point, as the Alberta Airshed Council representative on the sub-committee.

Brian outlined the changes made to the Coordination Workshop proposal now that it's re-scheduled to September 29. The country fair aspect is gone, and the agenda has been changed. The day will now open with "CASA at a glance", an overview of all active CASA projects. We still propose to run the same time, though – 9 a.m. to 3 p.m. – because the CEMS and IMERF presentations are being combined. The committee approved the proposal and marketing plan as revised.

Brian also pointed out a couple of typos on the document, the most important being an error on the times. The morning networking break will only be for twenty minutes, until 11:05.

**Action item 50.2: Jean will correct the typos on the proposal as required.**

After a brief discussion about the questions developed by Kerra for each presenter, the team agreed they would focus the presentations well. There was also a suggestion about limiting the number of slides in the presentation, and in the end, the committee passed the responsibility for other decisions back to the sub-committee.

## **6) Communications Audit**

Jean pointed out that, to the best of her knowledge based on researching past files, there has never been a communications audit at CASA. Because many of the communications vehicles presently used have been in place for many years, she felt a limited audit would provide valuable information for planning. When questioned about funding, Jean explained there has been approximately \$7,000 in an external Communications budget line for at least six years which could be used. The committee agreed that a communications audit would be a good use of those funds, and Tony provided the name of a consultant the Lung Association uses who is used to working for non-profit groups. The audit should be as soon as possible, so recommendations around the website can be incorporated into the new website design.

**Action item 50.3: Jean will contract a consultant to perform a communications scan.**

## **7) Next steps/Next meeting**

The next meeting will be **Tuesday, September 28 at the CAPP office in Calgary** from 10 a.m. to 3 p.m.

## **8) Adjournment**

The meeting adjourned early at 2:20 p.m.