

Final Minutes



Communications Committee meeting #42

Date: August 6, 2009

Time: 10:30 a.m. – 12 noon

Place: CASA and teleconference

In attendance:

Name

Tony Hudson (Co-chair)

Gord Mounce (Co-chair)

Karen Karbasheski (GOV)

Ogho Ikhalo (GOV)

Ann Baran (NGO)

Ruth Yanor (NGO)

Brian Waddell (GOV)

Blake Robert

Kerra Chomlak

Jean Moses

Stakeholder group

The Lung Association – Alberta & NWT

Canadian Association of Petroleum Producers (CAPP)

Alberta Energy

Alberta Environment

Southern Alberta Environmental Group

Mewassin Community Action Council

Alberta Environment

Alberta Forest Products Association

CASA Secretariat

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Tony Hudson chaired the meeting, which convened at 10:35 a.m. Quorum was achieved.

Action Items:

Action items	Who	Due
40.1: Ask for a committee member from the Oilsands Developers Group	Gord	Deferred to next meeting
40.2: Follow-up with ERCB re: member	Jean	Deferred to next meeting
40.3: A revised draft Public Participation Policy will be presented at the next meeting	Jean	Deferred to next meeting
41.4: Distribute the guide for the Media Relations Rating Points system	Jean	Deferred to next meeting
41.5: Invite new board members to participate in the organization of the Coordination Workshop. Other stakeholders will also be invited to participate in this task.	Kerra, others	Deferred to next meeting
42.1: Present possible theme/approaches for Coordination Meeting	Jean, Brian, Tony	Next meeting
42.2: Check all clearing house links	Brian	Next meeting
42.3: Present some ideas for new clearing house name	Jean	Next meeting
42.4: Survey for meeting dates for year	Jean	Report back at next meeting
42.5: Present costs and options for new visual identity	Jean	Next meeting

42.6: Link facebook page from CASA home page, and continue to monitor	Jean	Report back at next meeting
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1) Administration

- a. Agenda approved by consensus
- b. Minutes of the January 28, 2009 meeting # 41 were approved by consensus.
- c. Action items follow-up:

Action items	Who	Due
40.1: Ask for a committee member from the Oilsands Developers Group	Gord	Deferred to next meeting
40.2: Follow-up with ERCB re: member	Jean	Deferred to next meeting
40.3: A revised draft Public Participation Policy will be presented at the next meeting	Jean	Deferred to next meeting
41.1: Present the education and awareness discussion points to the business planning committee for consideration	Kerra	Complete
41.2: Report on the Clean Air Strategy's education and awareness section	Tony	Complete
41.3: Present the Performance Measure 5 Report for 2008 to the CASA board for approval	Tony	Complete
41.4: Distribute the guide for the Media Relations Rating Points system	Jean	Deferred to next meeting
41.5: Invite new board members to participate in the organization of the Coordination Workshop. Other stakeholders will also be invited to participate in this task.	Kerra, others	Deferred to next meeting
41.6: The Martha Kostuch Legacy Workshop organizing committee will be asked to consider holding the workshop on Clean Air Day, June 3	Sharon	Complete

CASA Update:

Kerra thanked Tony Hudson for his help both in strategic direction while CASA was without a communications resource, and for his help in interviewing for the Communications Advisor position.

Jean provided updates on

- the Clean Air Strategy recommendations media release, which to date has received 10 hits
- the Electrical Review Framework team's continued work on two non-consensual items, with a final report to the board expected for December
- the Priority Setting Workshop ads, and a reminder to watch for invitations to the workshop on November 10
- presentations provided to Sustainable Resource Development, Alberta Agriculture and Rural Development, and Alberta Environment. There is a high level of support at GoA for the way CASA does business.
- Reminder to pencil in dates for ZoneVolution (the Airshed Zones Conference) on October 19 & 20 at the Mayfield Inn in Edmonton; also for the Martha Kostuch Legacy Workshop (now

called *Bridging interests, building agreement*) to be held December 2 at the Matrix Hotel in Edmonton.

- Protocol in case of a fire alarm while at CASA. The gathering point is across 108 Street, and people are requested not to carry drinks into the stairwell in case they spill and create a slipping hazard.

2) Plan Coordination Workshop

There was a discussion about the purpose of the Coordination Workshop, with Kerra mentioning that at the previous meeting, the committee felt it would be best to line this workshop up with others. However, because all other events are scheduled already, suggested there would not be sufficient time to plan and that the next event was the Board meeting in Calgary in March.

The committee agreed to tentatively schedule the Coordination Workshop in conjunction with the March board meeting in Calgary. The need to allow for enough social time in the agenda to make the event fun was raised, along with the question of how to involve the board.

Points raised were:

- People liked both the speed-dating, and the presentation competition of the previous two workshops.
- The Martha Kostuch workshop will be a good trial to help determine whether or not the workshop should be in conjunction with a board meeting.
- The draws for this next workshop could be Ambient Monitoring and/or Airshed Zones.

Action Item 2.1: Kerra will take the committee's suggested date to the September board meeting for a decision.

Action Item 2.2: Jean will brainstorm ideas with Brian and Tony to develop some ideas for the workshop theme or approach.

3) Review Performance Measures Implementation Assessment

The Performance Measures Committee undertakes a review of substantive recommendations three years after their approval of the CASA board, and the committee was asked to rate the implementation of the May 2005 recommendation to set up an air quality and outreach clearinghouse on the web.

After a discussion about the location and name of the clearinghouse, the committee agreed on a rating of 8 out of 10.

Action Item 3.1: Brian will check all links in the clearing house to ensure they are still valid.

Action Item 3.2: Jean will propose some more up-to-date names for the clearinghouse at the next meeting.

4) Review workplan and meeting schedule for 2009

The committee agreed they meet quarterly, two in person and two by teleconference. Although normally the locations are split evenly between Calgary, now that the majority of committee members are in Edmonton, it was agreed to hold the October meeting in Edmonton instead of Calgary in the interests of cost-saving.

4. a. The review of the public participation policy was deferred, and will be included as an agenda item in October.

4. b. Review of the visual identity was deferred, and will be included as an agenda item in October.

Action Item 4.1: Jean will survey for meeting dates for the next year

Action Item 4.2: Jean will obtain costs and present visual identity options at the next meeting.

5) Review social media experiment

After some discussion about the value and ease of use for social media, with anecdotal references to its effectiveness or non-effectiveness in home organizations, the committee agreed that it was too soon to make any assessment of the experiment.

Action Item 5.1: Jean will add a link from CASA's home page to the CASA Facebook page and continue to monitor response.

6) Next meeting date(s):

The next meeting will be in Edmonton at the CASA office in October, with the specific date and time determined by email survey of committee members.

7) Adjournment –

Before the meeting adjourned, committee members offered kudos to CASA for the 2008 Annual Report. Members were also invited to submit items for the October meeting agenda.

The meeting adjourned early at 11:35 a.m.