

Final Minutes



Communications Committee meeting #44

Date: November 20, 2009

Time: 9:30 a.m. – 11:30 a.m.

Place: Teleconference

In attendance:

Name

Tony Hudson

Ann Baran

Joanna Byers

Janet Annesley

Karen Karbashewski

Blake Robert

Brian Waddell (GOV)

Kerra Chomlak

Jean Moses

Stakeholder group

The Lung Association – Alberta & NWT

Southern Alberta Environmental Group

The Lung Association – Alberta and NWT

Canadian Association of Petroleum Producers (CAPP)

Alberta Energy

Alberta Forest Products Association

Alberta Environment

CASA Secretariat

CASA Secretariat

Regrets:

Name

Ruth Yanor

Ogho Ikhalo

Stakeholder group

Mewassin Community Action Group

Alberta Environment

Tony Hudson chaired the meeting, which convened at 9:35 a.m. Quorum was achieved.

Action Items:

Action items	Who	Due
40.1: Ask for a committee member from the Oilsands Developers Group	Gord	On hold
40.2: Follow-up with ERCB re: member	Jean	Next meeting
42.3: Present some ideas for new clearing house name	Jean	Carry forward
42.5: Present costs and options for new visual identity	Jean	Carry forward
42.6: Link facebook page from CASA home page, and continue to monitor	Jean	Next meeting
43.2: The secretariat will revise the Public Participation Policy and circulate to committee members.	Jean, Kerra	This meeting
44.1: Report back to the committee to assess value of MMRP change	Jean	November 2010
44.2: Revise presentation to the board as discussed.	Jean	Next meeting

44.3: Check with the AENV Education section about possible partnership for Clean Air Day	Brian	Next meeting
44.4 Invite all external groups to participate in Coordination Workshop	Jean	Next meeting
44.5 Refine agenda & develop budget for Coordination Workshop	Jean/Ann/Brian	Next meeting
44.6 Check whether Clean Air Strategy presentation will be possible for Coordination Workshop	Brian	Next meeting
44.7 Continue to urge board members to attend Coordination Workshop	Tony/Kerra	Next meeting
44.8 Send Doodle Poll link for January mtg	Jean	Next meeting

1) Administration

- a. Agenda approved by those present with one change
- b. Minutes of the Oct. 20, 2009 meeting #43 were approved.
- c. Action items follow-up:

Action items	Who	Due
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	Done
42.2: Check all clearing house links	Brian	Done
42.4: Survey for meeting dates for year	Jean	Done
43.1: The CASA secretariat will align the Public Participation Policy's procedures with our current governance structure.	Kerra, Jean, Jennifer	Done
43.3: Jean will check with Robyn, the Electricity Framework Review Project Manager, for any other specific statistics.	Jean	Done
43.4: Jean to check with Edmonton Transit Service to find out if the diesel particulate filter pilot project was adopted longer term.	Jean	Done
43.5: Jean and Kerra to find out if there are any tangible successes from the Pollution Prevention and Continuous Improvement Framework.	Jean, Kerra	Done
43.7: Kerra to check with Jillian Flett if a Clean Air Strategy draft would be ready for discussion at a March Coordination Workshop.	Kerra	Done

CASA Update:

Jean provided updates on

- Board meeting – on Dec. 1 so board members can participate in the BIBA workshop
- Business Plan – identified four goals for board’s approval at next meeting
- BIBA – registration going well for both days
- Indoor Air Quality – has agreed to six goals and will present at next meeting; also have created a decision tree which could be developed into a document for everyone’s use
- Performance Measures – agreed to final report and will present at December’s board meeting
- Priority Setting Workshop – very successful with list of 11 substances to send to Environment, along with a further 12 – 14 substances that were considered but which didn’t make the list

Jean mentioned attending IABC conference, and offered to share conference presentations with committee members on request.

2) Review Media Relations Rating Point system

This rating points system assesses points for tone, position, and content to provide a total score out of 10, translating to a percentage. Using this system measures quality of media hits instead of just quantity.

At meeting #41, the committee discussed the “type of coverage” rating scale in the Media Relations Rating Points system. The current scale assigns one point for major province-wide media and no points for local or regional media outlets.

For certain air quality projects and issues, regional news coverage may fulfill media relations objectives and therefore, in those cases, those media outlets should not receive a rating of zero. For example, regional weekly newspapers are often distributed to every ratepayer or resident in the county, whereas daily newspapers are only delivered to those who buy them.

The “reach” number may be higher for the daily paper but the number who read the weekly paper in more depth may be higher.

During the discussion, several points were raised. Members reiterated that rural residents pay greater attention to local weeklies than to dailies, and that the system is based on large urban populations. After questioning why we need the measurement at all, and agreeing that it was one of our performance measures, the committee agreed to change the existing system to give ½ point for weekly papers. There will be a note added to the next report noting this minor change.

Action item 44.1: Jean will report back to the committee next year to assess the value of the change.

3) Review annual presentation to the board

While considering whether the committee did what it said it would, there was a short discussion about whether the presentation should include specific deliverables. It was decided that the board only needed to approve high level goals, but that sub-goals from the strategic communications plan should be included in the presentation.

On the highlights slide, the committee mentioned several items that had been missed, and should be added.

In order to determine a “mark” for 2009, the committee considered how well the stated priorities had been met. With the Clean Air Strategy not implemented and the lack of activity on Clean Air Day, the committee agreed on an overall mark of ‘B’.

While considering what we might have done better, there was extensive discussion about Clean Air Day. The Alberta Lung Association offered to partner with CASA, and the Education section of AENV might also be interested in partnering. At the conclusion, the committee decided that we could do a better job on Clean Air Day.

Action item 44.2: Jean will revise presentation as discussed.

Action item 44.3: Brian will check with the AENV Education section about possible partnership for Clean Air Day.

4) Coordination Workshop

While presenting the draft workshop proposal, Jean passed on the suggestion from the secretariat that the Coordination Workshop could be on Clean Air Day. The pros and cons of that date were considered, included whether holding it on the same day would align with goals. The possibility of creating synergy with partners on Clean Air Day was also raised.

The committee agreed to hold the Coordination Workshop on June 2 in Calgary.

When the possibility of forming a planning sub-committee was raised, Ann Baran and Brian Waddell volunteered to help. However, the team felt that although both the Alberta Airsheds Council and the Alberta Water Council should be invited to present at the workshop, their participation on the planning committee wouldn't be appropriate. They should, however, get early notification of the committee's plans.

The proposed format of the Coordination Workshop raised a question about balance between CASA project teams and external factors. The proposal was accepted in general terms and the sub-committee will refine the day's agenda and develop a budget for the next meeting.

Action item 44.4: Jean will invite all external groups to participate in the Coordination Workshop.

Action item 44.5: Sub-committee will refine agenda and develop budget for the next full committee meeting.

Action item 44.6: Brian will check whether Clean Air Strategy presentation will be possible.

Action item 44.7: Tony and Kerra will continue to urge board members to attend workshop.

5) Next steps/Next meeting

Because of schedule conflicts for January, committee members will be re-pollled for date.

Action item 44.8: Jean will send Doodle Poll link to members.

6) Adjournment

The meeting adjourned early at 10:50 a.m.