

Final Minutes



Communications Committee meeting #45

Date: January 27, 2010

Time: 10:00 a.m. – 3:00 p.m.

Place: CASA

In attendance:

Name	Stakeholder group
Ann Baran	Southern Alberta Environmental Group
Blake Robert	Alberta Forest Products Association
Brian Waddell	Alberta Environment
Karen Karbashewski	Alberta Energy
Ruth Yanor	Mewassin Community Action Group
Tony Hudson	The Lung Association – Alberta & NWT
Kerra Chomlak	CASA Secretariat
Jean Moses	CASA Secretariat

Regrets:

Name	Stakeholder group
Janet Annesley	Canadian Association of Petroleum Producers (CAPP)
Joanna Byers	The Lung Association – Alberta and NWT
Ogho Ikhalo	Alberta Environment

Tony Hudson chaired the meeting, which convened at 10:10 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 until Gord's replacement up to speed
40.2: Follow-up with ERCB re: member	Jean	Report at next meeting
42.5: Present costs and options for new visual identity	Jean	On hold until fall pending budget considerations
45.1: Revise public participation policy	Jean/Kerra	Report at next meeting
45.2 Check with Aboriginal Unit about public participation wording	Brian	Report at next meeting
45.3: Correct communications tactical plan and send to team	Jean	Report at next meeting
45.4: Draft government relations plan	Kerra/Jean	Report at next meeting
45.5: Prepare information sheet on Coordination Workshop to board	Jean	March board meeting
45.6: Develop information sheet about Coordination Workshop for all project teams	Jean/sub-committee	Report at next meeting
45.7: Continue planning coordination committee	Sub-committee	Report at next meeting

45.8: Create webpage mockup for board approval	Jean	March board meeting
45.9: Check with AENV about survey questions	Brian	Report at next meeting
45.10: Get wording for additional survey question	Jean	Report at next meeting
45.11: Poll for meeting date	Jean	Due

1) Administration

- a. Agenda approved by those present with one change
- b. Minutes of the Aug. 6, 2009 meeting #42
- c. Minutes of the Nov. 20, 2009 meeting #44 were approved with changes.
- d. Action items follow-up:

Action items	Who	Due
42.3: Present some ideas for new clearing house name	Jean	Done
42.6: Link facebook page from CASA home page, and continue to monitor	Jean	Done
43.2: The secretariat will revise the Public Participation Policy and circulate to committee members.	Jean, Kerra	Done
44.1: Report back to the committee to assess value of MMRP change	Jean	Done
44.2: Revise presentation to the board as discussed.	Jean	Done
44.3: Check with the AENV Education section about possible partnership for Clean Air Day	Brian	Done
44.4 Invite all external groups to participate in Coordination Workshop	Jean	Done
44.5 Refine agenda & develop budget for Coordination Workshop	Jean/Ann/Brian	Done
44.6 Check whether Clean Air Strategy presentation will be possible for Coordination Workshop	Brian	Done
44.7 Continue to urge board members to attend Coordination Workshop	Tony/Kerra	Done
44.8 Send Doodle Poll link for January mtg	Jean	Done

CASA Update:

Jean provided update:

- A number of final reports will be presented at the March board meeting, including
 - Electricity Framework Review
 - Internal Air Quality
 - Priority Setting Workshop
 - BIBA (Martha Kostuch) workshop
- Of these , probably only EFR will entail a media release, and Jean will be coordinating with Ogho on it
- The Public Participation Policy is also planned for presentation to the board in March

- The 3-year Business Plan was approved by the board in December

2) Approve public participation policy

The drivers for the policy were outlined before considering the draft policy section by section. During the discussion, a number of points were raised that entailed changes to the document for clarification.

The committee considered when the policy should be followed, and what criteria defined the need for public participation. That criteria should affect the project team's decision about whether or not to include public participation. It was noted that policy and procedure are somewhat mixed in the document, and should be separated. Also, because the terms of reference are prepared very early in the project life, need for public participation may not be identified until later. Returning to the board with a revised terms of reference could create a timing problem.

The committee considered the comment that costs and return are not necessarily congruent in public participation. As the level of consultation rises, costs rise dramatically, but returns do not necessarily rise at the same rate. Because project teams depend on stakeholders for their budget, cost is a consideration in the decision about level, but shouldn't be the primary consideration. The committee agreed that the policy statement needed to be changed/expanded.

When considering the definitions, and Appendix A, the committee agreed that the definition should be the standard CASA definition. Similarly, the team agreed that Appendix A should be unique to CASA, and the footnote reflect that it is based on the IAPP reference. The definition for public participation should be shortened.

The committee considered the Procedures and Responsibility section to be mixed up. The team agreed that most of the introductory paragraph is actually a preamble to the policy. That should be changed and the flowchart adjusted accordingly.

There was some discussion on the wording around aboriginal communities. The team agreed to enlist feedback from GoA Aboriginal units in the next draft.

Action item 45.1: Jean and Kerra will revise the policy as indicated and circulate the revision to the communications committee by email with a short timeline. If further discussion is necessary, it will be added to the February meeting agenda so it can still go to the board in March.

Action item 45.2: Brian will discuss the revised wording with the AENV Aboriginal Unit.

3) Discuss 2010 Operational Plan in relation to Business Plan, Communications Plan and Communications Tactical Plan

After Kerra explained how the operational plan and communications plan relate to the approved 3-year Business Plan, there was extensive discussion about CASA audiences. Although all agreed that CASA needn't be a household name, it is still important to ensure we're reaching the correct

audiences. The team agreed that the general target audiences were accurate, but that specific audiences must be considered with each tactic employed.

The question was raised about providing an information sheet about CASA to the schools, so teachers could use CASA as a resource for governance and/or environmental curriculums. After consideration and discussion, it was agreed that this might be a tactic to consider in the long-term, but at the moment CASA doesn't have enough resources to do it effectively. It was noted that airsheds zones, AENV, and other organizations have undertaken outreach with schools in recent history.

Another point raised was that, although CASA is well-connected on the administration side, what were the relationships with municipal and opposition elected officials? Should we include a government relations strategy in the communications tactical plan? It was noted that the Executive Committee had taken on outreach to GoA departments last year, and CASA does have some standard practices in place e.g. inviting Ministers to board meetings. After discussion, the team decided that a focussed, CASA-specific government relations strategy should be drafted and reviewed by both the Communications Committee and the Executive Committee.

An error in one heading was noted.

Action item 45.3: Jean will correct the heading error and send revision to team.

Action item 45.4: Jean and Kerra will draft a focused government relations plan, consider how it may integrate with the Communications tactical plan and how it relates to the executive committee mandate, and revise the tactical plan if necessary.

4) Coordination Workshop

The sub-committee visited the proposed workshop location, and provided pictures and information about MacDonald Hall at SAIT to the committee. They also provided a revised proposal and described their vision for theme and approach. There was some discussion about how the space would fit the intent of the workshop, and whether it would be large enough for the suggested format. A suggestion to limit attendance to 80 people was approved.

The question about invitees was raised, leading to a question about inviting municipal representatives to the workshop. The committee agreed that the Coordination Workshop is a purely internal workshop.

A concern about hiring a consultant to write the reports was raised, given that the amount was 10% of the entire budget. The matter was discussed and deemed an operational decision.

The committee approved the proposed theme and budget, and reiterated a need for communications about the workshop to the board, and to project teams as soon as possible.

Action item 45.5: Jean will prepare an information sheet for the March board meeting.

Action item 45.6: The sub-committee will develop an information sheet around project team involvement, and ask all project managers to forward it to all teams.

Action item 45.7: The sub-committee will continue planning and report further at the next meeting.

5) Approve clearinghouse names

While acknowledging that the Air Quality Education and Outreach Clearinghouse still provided a valuable service, the committee agreed by consensus that the name needed to be changed. A list of possible names was considered, and through discussion, a new name was agreed upon. The team also agreed to move it from the “Projects” portion of the website to “Tools”.

Action item 45.8: Jean will create a mock-up of what the web page will look like, and use it to support a decision sheet at the March board meeting.

6) Performance Measures

Jennifer Allan explained the requirement for a Stakeholder Satisfaction Survey in 2010, as per Performance Measure Four. She distributed copies of the 2007 survey for review, and there was some discussion of how those questions were developed. Three questions were included by a project team which has disbanded, and the question was raised about the value of keeping those questions in 2010. One suggestion was that responses to those questions may be valuable AENV in developing the Clean Air Strategy.

Jennifer mentioned that she will leverage some of the data for the business plan, and may add a question around pollution prevention and continuous improvement, related to business goal #3.

Action item 45.9: Brian will check with Bettina for her assessment and report at the next meeting.

Action item 45.10: Jean will check with Jennifer for wording of the added question.

Given that it has to be completed this year, further discussion focused on timing. It was pointed out that the Coordination Workshop sub-committee has already planned to have laptops available so the survey could be completed that day, with a draw from those who did so. The team agreed to work toward a mid-April/mid-May launch so that could happen.

7) Next steps/Next meeting

The next meeting will be before February 24, and will be teleconference.

Action item 45.11: Jean will send Doodle Poll link to members.

8) Adjournment

The meeting adjourned at 3:05 p.m.