

Final Minutes



Communications Committee Meeting #41

Date: Wednesday, January 28, 2009

Time: 1 – 3 p.m.

Place: CASA and teleconference

In attendance:

Name

Tony Hudson (NGO) Co-chair
 Parker Hogan (IND)
 Karen Karbasheski (GOV)
 Ogbo Ikhlo (GOV)
 Gord Mounce (IND) Co-chair
 Ann Baran (NGO)
 Kerra Chomlak
 Sharon Hawrelak

Stakeholder group

The Lung Association – Alberta & NWT
 Alberta Forest Products Association
 Alberta Energy
 Alberta Environment
 Canadian Association of Petroleum Producers (CAPP)
 Southern Alberta Environmental Group
 CASA Secretariat
 CASA Secretariat

Regrets:

Name

Ruth Yanor (NGO)
 Brian Waddell (GOV)

Stakeholder group

Mewassin Community Action Council
 Alberta Environment

Tony Hudson chaired the meeting, which convened at 1:10 p.m. Quorum was achieved.

Action Items:

Action items	Who	Due
40.1: Ask for a committee member from the Oilsands Developers Group.	Gord	Next meeting
40.2: Follow-up with ERCB re: member.	Sharon	Next meeting
40.3: A revised draft Public Participation Policy will be presented at the next meeting.	Sharon	Next meeting
41.1: Present the education and awareness discussion points to the business planning committee for consideration.	Kerra	Business planning committee's next meeting
41.2: Report on the Clean Air Strategy's education and awareness section.	Tony	Next meeting
41.3: Present the Performance Measure 5 Report for 2008 to the CASA board for approval.	Tony	March board meeting
41.4: Distribute the guide for the Media Relations Rating Points system.	Sharon	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	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	Report back at next meeting
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1) Administration

The agenda was approved after deferral of items 2.b and 4 to the next meeting. Minutes of the last four meetings were approved by consensus, with one correction; a missing space between “advice” and “from” in one set.

Action Items Follow-Up:

Action items	Who	Due
40.1: Ask for a committee member from the Oilsands Developers Group.	Gord Mounce	Deferred to next meeting
40.2: Follow-up with ERCB re: member.	Sharon Hawrelak	Deferred to next meeting
40.3: A revised draft Public Participation Policy will be presented at the next meeting.	Sharon Hawrelak	Deferred to next meeting
40.4: The revised Media Relations Policy will be presented to the CASA board for approval at their meeting in March.	Tony Hudson	March board meeting
40.5: The committee’s self-evaluation will be presented to the CASA board as part of their reporting requirement.	Tony Hudson	Completed at the December 9, 2008 board meeting
40.6: Explore with the Secretariat timing and synergies for organizing a Coordination Workshop in 2009, likely in fall.	Sharon Hawrelak	Completed.

CASA Update: Sharon provided an update on the Electricity Framework Review consultation. Tony provided an update on the Communications Committee presentation to the CASA board on December 9, 2008. The Communications Plan was approved and the Facebook site only received one question regarding confidentiality.

Kerra Chomlak raised that education and awareness are one of the priorities under consideration by the CASA business planning committee. This committee has suggested that CASA become a reliable credible source of air quality information, sort of a state of the environment source. Discussion included:

- CASA doesn’t do monitoring so the information would not be CASA’s.
- CASA is bound by consensus and is functionally neutral which would present challenges for presenting information.
- CASA doesn’t have the resources currently to provide this service.
- The CASA data warehouse provides air quality information but it is operated by Alberta Environment.
- The 2004 education and outreach workshop report recommended that CASA not compete with its stakeholders in providing environmental education services but it

did have a role in coordinating access to information. The online Air Quality Education and Outreach Clearinghouse was created to fulfill that role.

- The committee wondered what special value can CASA offer in education and awareness.
- The Clean Air Strategy team has included education and awareness in the draft strategy.

Action item 41.1: Kerra will take the committee's discussion points on education and awareness back to the business planning committee for consideration.

Action item 41.2: Tony will report on the Clean Air Strategy's education and awareness section at the next meeting.

2) Documents for Information

The Strategic Communications Plan for 2009 tabled. The Tactical Communications Plan will be tabled at the next meeting. The revised Media Relations Policy was tabled and Tony will present it for approval at the March CASA board meeting.

3) Performance Measure 5 Report for 2008

The Performance Measure 5 Report for 2008 was tabled and reviewed. The website statistics show a steady increase. The spike for 2006 was explained as due to the new website going live late that year.

News coverage that mentioned CASA was at its highest ever at 109 stories in 2008. The Communications Committee had set a benchmark target of 75 percent for the total Media Relations Rating Points score and it was exceeded by 10%. The committee agreed that 75 percent is a reasonable target given that news coverage in 2008 was unusually positive and did not focus on pollution as it has in other years. The number of news stories is directly related to newsworthy activity at CASA. It appears that 36 news stories per year is a benchmark for those years where there is no major news or public interaction at CASA. The most newsworthy activities in 2008 were the Clean Air Strategy public consultation and the ROVER vehicle emissions study report.

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 receive a rating of one point, not 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.

The committee approved the 2008 report by consensus but will discuss the type of coverage rating for 2009 further at the next meeting.

Action Item 41.3: Tony will present the Performance Measure 5 Report for 2008 to the CASA board for approval at their meeting in March.

Action Item 41.4: Sharon will distribute the guide for the Media Relations Rating Points system for the next meeting.

4) Coordination Workshop

At the last meeting, the committee reviewed implementation of the recommendations resulting from the 2007 Coordination Workshop. No coordination event was held in 2008 and the committee agreed that a Coordination Workshop should be held in late 2009 and that 2010 was too long between coordination events. In discussion with the Secretariat, there are three events in 2009: the Indoor Air Quality Science Symposium in April, the Martha Kostuch Legacy Workshop in maybe June and the Priority Setting Workshop in November. The Priority Setting Workshop was discussed as the most complementary to the purpose of a coordination workshop. Stakeholders can help select priority substances for ambient air quality objectives one day and hear what CASA is doing to improve air quality in Alberta the next day. The committee agreed by consensus that CASA hold a coordination workshop in November 2009 either the day before or the day after the Priority Setting Workshop.

Although the Communications Committee will act as the organizing committee, other stakeholders will be invited to assist in planning the day. Participating on the committee for this task would be an ideal short-term learning and engagement opportunity for new board members and stakeholders. The Secretariat will handle logistics.

The workshop will also present opportunities to utilize new technologies, e.g. video-tape and upload to YouTube. CASA could find a partner, e.g. a marketing program, to do the technology part.

Action item 41.5: Kerra will invite new board members to participate in the organization of the Coordination Workshop as an engagement and learning opportunity. Other stakeholders will also be invited to participate in this task.

5) Clean Air Day

The committee discussed possible activities for Clean Air Day, which falls on June 3, 2009. The Secretariat has discussed holding the Martha Kostuch Legacy Workshop for that day. The committee agreed that it would be a fitting additional tribute to Martha to have the workshop occur for Clean Air Day.

Action Item 41.6: The Martha Kostuch Legacy Workshop organizing committee will be asked to consider holding the workshop on Clean Air Day, June 3.

6) CASA 15th Anniversary in 2009

The committee agreed that a 15th anniversary is not a major milestone but should still be recognized. The 10 Successes document from the 10th anniversary is being revised based

on stakeholder survey responses and recent achievements. Some suggestions for recognizing the 15th anniversary were:

- Placing a tag on staff emails and a promotional stamp or button on the website and other correspondence
- Lunch for all committees and project teams
- An open house for stakeholders
- A series of media articles recognizing CASA successes
- The supporting Minister mentioning CASA's anniversary and some successes in the Legislature on the anniversary date
- Provide revised "10 Successes" document to all stakeholders
- Provide a 500 word filler article on CASA and its successes for stakeholders to use in their communications (e.g. newsletters and stewardship reports)

7) Work plan for 2009

The *Work Plan Items for Communications Committee – 2009* was tabled and discussed. The board meeting presentations will be added to the work plan. The committee discussed that it is a very ambitious plan and we will need to monitor it to adjust what is achievable if necessary.

8) Next meeting date: May 19, 10 a.m. to 3 p.m. at CASA

9) Adjournment – The meeting was adjourned early at 2:37 p.m.