

Final Minutes



Communications Committee meeting #52

Date: January 19, 2011

Time: 9:30 a.m. – 12 noon

Place: Teleconference

In attendance:

Name

Ann Baran

Tony Hudson

Ogho Ikhalo

Deb Steele

Rachel Turner

Ruth Yanor

Norman MacLeod

Jean Moses

Stakeholder group

Southern Alberta Environmental Group

The Lung Association – Alberta & NWT

Alberta Environment

The Lung Association – Alberta & NWT

Canadian Association of Petroleum Producers (CAPP)

Mewassin Community Council

CASA

CASA

Regrets:

Name

Karen Karbasheski

Brian Waddell

Stakeholder group

Alberta Energy

Alberta Environment

The meeting convened at 9:34 a.m.. Quorum was achieved.

Action Items:

Action items	Who	Due
40.1: Ask for a committee member from the Oilsands Developers Group	Rachel	Ongoing
51.3 Report to board about MKLW pilot status	Tony	June
51.4 Check into Facebook and Twitter available stats	Jean	Ongoing
51.1 Post common CASA acronyms to website	Jean	Next meeting
52.2 Draft recommendation for Coordination Workshop report for committee approval	Jean	January 21
52.3 Develop a feedback framework for evaluating communications performance	Jean/Norm	January 21
52.4 Send PM5 analysis & wording for approval	Jean	January 21
52.5 Add “strategic” to bullet 2, goal 2 in tactical plan	Jean	January 21
52.6 Forward comments about specific tactics to Jean	All	January 28

52.7	Include revised tactical plan on September meeting agenda	Jean	August
52.8	Send doodle poll for spring meeting	Jean	February 28

1) Administration

- a. Agenda approved
- b. Minutes of the September 28 #51 meeting approved with corrections
- c. Action items follow-up

Action items	Who	Due
51.1 Reformat the 2010 Tactical Communications Plan	Jean	Done
51.2 Draft a 2011 Tactical Communications Plan	Jean	Done
51.5 Send doodle poll for January meeting	Jean	Done

2) CASA Update

- Next **board meeting** is in Calgary on March 10; will hold strategic planning retreat in June; consultants are working with secretariat to prepare for this retreat
- **Strategic Foresight Committee** – working to identify, explore and prioritize trends. They’re also identifying and exploring the range of possible future conditions and their implications for CASA.
- **CASA & Alberta Airsheds Council Joint Standing Committee** – have chosen team members and will hold inaugural meeting next month.
- **Operations Steering Committee** – planning a visioning workshop for the spring, once results are available from IMERF and CEMS.
- **Electricity Framework Review** – discussing and developing options for a management system; industry is working on an alternate proposal to what has been put forward by other parties.
- **Flaring & Venting** – will report back to the board in March regarding the future of the team. It was unable to reach consensus on whether to disband the team or go into abeyance.

The Consensus Decision-making Toolkit portion of the update was postponed to a later meeting because of expected time constraints.

Action item 52.1: Jean will post common CASA acronyms to the website.

3) 2010 Coordination Workshop

The team referred to the workshop evaluations, and the draft report for this portion of the meeting. Jean advised that, although some areas of the budget were overspent because of the higher than expected attendance, overall the workshop used only 60% of the full budget.

There was some discussion around the results of the evaluation, with the team agreeing that generally the sessions were valuable to participants. In an anecdotal addition, Norm mentioned that he’s specifically been enquiring, and has discovered there is no other vehicle for that same information sharing. When questioned about the value of re-doing the same type of workshop next year, Norm responded that he felt there would be value, but a lot of up-front work would be required to ensure the need was properly met. This was a departure from other Coordination Workshops that met a need beyond CASA’s requirement for coordination of information.

One thing that was seemed to be missing at the workshop was opportunities (break out groups?) for discussion about how all the initiatives presented would affect CASA. Another common criticism was related to the lack of a microphone for questions, because the acoustics made hearing the questions difficult.

It was suggested that the committee might recommend holding an annual event where external initiatives and policies could be presented to a broader audience, and hold a traditional CASA coordination workshop every two years. It was noted that the recommendation would have to fit with CASA's strategic direction, and we would have to evaluate the frequency required for both.

The team agreed to add one recommendation to the report. That recommendation would be that the workshop should be repeated. The 2010 workshop style was valuable, but any continuing value would need to be assessed in context with strategic direction.

Action item 52.2: Jean will draft a recommendation and email to team members for approval.

4) Report to the board

During discussion about how to measure success in meeting last year's tactical deliverables, doing the usual quantitative evaluation was questioned. The team member felt that a qualitative report would be more enlightening than a quantitative one. At the previous meeting, the team had agreed there should be clear evaluation criteria established that could be used each year. One suggestion was to replace the tradition "grade" with either satisfactory, unsatisfactory or excellent. It would also be valuable to determine any factors related to meeting or not meeting targets.

Action item 52.3: Jean and Norm will develop a simple feedback framework for team members to evaluate communications performance.

The Performance Measure 5 data will also need to be included in the March report to the board, but Jean reported that she hasn't yet completed the analysis.

Action item 52.4: Jean will send PM5 analysis and wording to committee for feedback and approval.

Jean pointed out to the committee that turn-around on these action items would have to be quick, because the board book deadline is early February.

5) 2011 tactical plan

The team began its discussion of the 2011 tactical communications plan by reviewing the general communications goals. There was overall agreement that the first goal is well-framed, and that the second is appropriate and expressive of the committee's mandate.

After a short discussion, the team agreed the target audiences identified are inclusive and appropriate. Goals for 2011 were also approved, with the addition of the single word "strategic" in the second bullet of goal 2.

Action item 52.5: Jean will change the second bullet, goal 2 to read "generate ... and strategic awareness ..."

It was pointed out that, at a practical level, the plan presented represents only the first six months of the year. It is expected that after the strategic board retreat in June, it will be necessary to completely re-craft the plan. Tony suggested that team members review the tactical points and pass any comments to Jean before the end of January. We should also plan to review a revised plan in depth at the next in-person meeting after June.

Action item 52.6: Team members will forward comments about specific tactics to Jean by January 28.

Action item 52.7: Jean will include the revised tactical plan on the agenda for September.

There was some discussion about adding the Alberta Water Council (AWC) as a recipient of the monthly CASA update. Although CASA and the AWC have a common bond and have cooperated on some projects, they are not directly concerned with air quality like airshed zones are.

6) Best practices data warehouse feasibility

Jean explained that the approved three-year business plan included an action item that “the secretariat and communications committee explore how to create a repository for information on best management practices in other jurisdictions”. The document circulated to the team was notes made through secretariat brainstorming, and we’re looking for committee input as well.

Norm enlarged on that description by saying this initiative must be a facet of a central ingredient in the board’s strategic plan. The decision must be made by the board to move forward in this direction before any action would take place. However, the thinking is to consider this as an open-source model (wiki) rather than having CASA do the entire project.

In discussion, the team agreed this is a massive undertaking with huge resource implications. When looked at in terms of communications goals, it does fit them but there is a need to carefully assess all the implications.

Norm mentioned the easiest way to describe the proposal is that the open-source model makes it do-able, but the framework and monitoring must be included in a communications plan. The question is whether the board wants us to do it, and if so, what the best method would be.

One question was whether the information on the repository would have to be consensus-based, because that could be a problem. The answer was no, if an open-source model is followed, because most of the information would come from other organizations.

Rather than looking approval in principle, because the board must consider it as part of an overall strategic direction, approval as a candidate for more scrutiny is a better description. The team agreed to support inclusion of the tactic in the strategic planning process, noting that there were major concerns about resources.

In a side note, the team was told that the CASA website already has the biggest back end of all websites serviced and hosted by our IT provider, a big company. If the board approves implementation, there could be some serious technical discussions required.

7) Next steps/Next meeting

The next meeting would traditionally be an all-day, face-to-face meeting. However, the team agreed to hold another teleconference in late spring, and move the next in-person meeting in September. That meeting will be an opportunity to discuss necessary changes to the communications plans as a result of changed strategic priorities identified by the board at its retreat.

Action item 52.8: Jean will send a doodle poll to determine next meeting date.

8) Adjournment

The meeting adjourned early at 10:37 a.m.