

MINUTES



Communications Committee, Meeting #66

Date: Friday November 13, 2015

Time: 9:30am – 12:00pm

Place: CASA Office, 10th Floor, 10035 – 108 Street, Edmonton, AB

IN ATTENDANCE

<u>Name</u>	<u>Stakeholder Group</u>
Leigh Allard	The Lung Association – Alberta & NWT
Ann Baran	Southern Alberta Group for the Environment
Keith Denman	CASA
Cara McInnis	CASA
Ruth Yanor	Mewassin Community Council

REGRETS

<u>Name</u>	<u>Stakeholder Group</u>
Jason Maloney	Alberta Environment and Parks

Action Items	Who	Due
65.2 Contact CASA Board Members and Stakeholders Re: Involvement with Clean Air Day 2016	Keith	ASAP
65.3 Contact Board Members and Stakeholders about current and future campaigns CASA can support	Keith	ASAP
65.4 The Secretariat will contact government libraries to inquire about interest in obtaining a copy of the Legacy Book	Secretariat	ASAP
65.5 Deliver old CASA Swag to the Lung Association	Secretariat	ASAP
65.6 Contact Primal Tribe to gain access to bottom banner for editing	Cara	Complete
65.7 Update CASA website	Cara	Ongoing
65.9 Create information sheet templates for Project Managers to use for monthly updates	Cara	ASAP
65. 11 Research current spam laws for emailing ePostCards	Cara	ASAP
66.1 Revise draft communications plan and redistribute to committee	Cara	Nov. 18



1. Administrative Items

1. a. Agenda and meeting objectives were approved

1. b. With five edits to grammar and spelling, the meeting minutes from meeting #65 were approved

1. c. Action items were reviewed

1. d. CASA Update

The review of the Ambient Air Monitoring Strategy revealed many missing steps, and CASA is hopeful that a partnership with AEMERA will present new opportunities.

The Non-point Source Team kicks off November 19th in Red Deer.

CASA received verbal confirmation for funding for 2016 from Alberta Energy.

One or two new projects teams should be starting up in the new year.

IRMS work is on hold. CASA has never worked on local issues, though there is nothing in the bylaws to prevent this.

2. 2016 Communications Plan

The Communications Committee reviewed the proposed 2016 communications plan, and the following edits were discussed:

- Guiding Principles for communication
 - Point four: the word “simple” should be removed
- Context/Environmental Scan
 - Additional content reinforcing the communications plan tying in with the strategic goals should be added
- Stakeholder Analysis
 - Mentions of the 2013 and upcoming 2016 Stakeholder Satisfaction Surveys should be added
- Objectives

- Number two: It was noted that it was not enough to mention ‘tools and resources’ in the communications plan. The committee decided to add an Appendix section to list the CASA tools and resources
- Audience
 - Second paragraph, last sentence: “...increase opportunities and help reinforce...” was changed to “...increase opportunities or to help reinforce...”
- Strategy
 - The first paragraph will be largely rewritten, incorporating words such as “inclusive,” “collaborative” and “transparent.” The strategy will speak to CASA’s facilitation of consensus-based negotiation with project teams consisting of representatives from government, ENGOs and industry.
 - The second sentence in the second paragraph should be removed
- Tactics
 - Website: Under CASA stories, a “Remembrance” section for past members was suggested
 - Social Media: An appendix section explaining the use and purpose of Twitter will be added to the communications plan
 - Communication Documents: “CASA Monthly Updates” will be switched to “Monthly Updates” with a rewording of the explanation
 - Projects To Consider: A Science Symposium was put forward as a possible future endeavor, inviting professionals in both clean air and climate change from Alberta and the surrounding areas
- Messages
 - #3: “Past successes and current projects include” should be changed to “Examples” or “Examples of current projects”
 - 3A: “review” should be changed to “reviews”

2. b. The committee agreed that the biggest risk to the plan was the lack of engagement from stakeholders. A lack of funding was mentioned, but will not be added to the plan

2. c. The evaluation of the communications plan was discussed, and the following measurements will be added:

- The participation and involvement of social media, including followers, and amount of engagement will be measured
- The completion of the website edits list
- The participation in the 2016 Clean Air Day
- Website hits and traffic rates, with statistics tracked by Google Analytics



Action Item 66.1 – Cara will implement all changes to the communications plan, and redistribute to the committee.

3. Presentation of 2016 Communications Plan

As there will not be any board meeting in December, there will not be a need for a presentation. In place of the meeting, an information package will be sent out, and a Status Report or Decision Sheet will be sent out, pending the completion of the Communication Plan.

4. Performance Measures

The Performance Measures Review Working Group has requested a collaboration with the Communications Committee as they complete their 2015 report, in hopes to find the best way to receive feedback from board and project members through the use of surveys.

A poll will be sent out to find the best date in January for both committees. This meeting will also serve as the next meeting for the Communications Committee, with overlap with the Performance Measures Review Working Group toward the end.