



Minutes

Odour Management Team, Meeting #20

Date: July 28, 2015
Time: 10:00 am- 3:30 pm
Place: CASA Office, Edmonton, AB

In attendance:

Name	Stakeholder group
Ann Baran	Southern Alberta Group for the Environment
Kim Eastlick (by phone @ 10:30)	Alberta Energy Regulator
Francisco Echegaray	Natural Resources Conservation Board
Joseph Hnatiuk	Canadian Society of Environmental Biologists
Tanya Moskal-Hébert	Alberta Agriculture and Forestry
Brendan Schiewe	Alberta Health
Richard Sharkey	Alberta Environment and Parks
David Spink	Prairie Acid Rain Coalition
Gord Start	Alberta Forest Products Association (Hinton Pulp)
Chandra Tomaras	Alberta Urban Municipalities Association (City of Edmonton)
Kevin Warren	Alberta Airshed Council (PAMZ)
Lorna Young (by phone)	Chemistry Industry Association of Canada
Amanda Stuparyk	CASA
Robyn Jacobsen	CASA
Kim Sanderson (@ 1:00)	(Editor for the OMT Final Report)

Regrets:

Name	Stakeholder group
Humphrey Banack	Alberta Federation of Agriculture
Kim Johnson	CAPP (Shell)
Carolyn Kolebaba	AAMDC
Holly Johnson-Rattlesnake	Samson Cree Nation
Gary Redmond	Alberta Airshed Council (Alberta Capital Airshed)
Steve Rozee	Solid Waste Association of North America (City of Lethbridge)

Action Items:

Action Items	Who	Due
18.3: Update the ERoRTG cover letter and prepare submission to Alberta Environment and Parks on behalf of the OMT.	Amanda	August 14
19.1: Update the OMT on an AER decision to provide support for printing of the GPG.	Kim (AER)	Meeting #21
20.1: Request information from Communications departments about how they can assist with promotion and distribution of the GPG.	Government OMT members	Meeting #21

20.2: Research various options in the Communications Work Plan including <i>Google Ad Words</i> , <i>Google Analytics</i> (other available tracking mechanisms), <i>survey and feedback</i> mechanisms, costs to develop a media release and <i>online media release</i> options.	CASA secretariat	Meeting #21
20.3: Determine requirements of Alberta Agriculture Call of the Land PSA and discuss further with the secretariat.	Tanya (Ag)	Meeting #21

1. Administrative Items

Richard chaired the meeting that began at 10:05 am. Participants introduced themselves and were welcomed to the meeting. Quorum was achieved.

The agenda and meeting objectives were approved. The minutes from meeting #19 were approved with minor editorial changes.

The status of action items from meeting #19 were updated as follows:

Action Item	Who	Status
18.2: Contact the CIC to inform them of the promotion of the CIC 1-800 number for odour complaints in the Good Practice Guide and obtain any feedback.	Richard (AEP)	Complete. Formal CIC response is they have no concerns and feel they are adequately staffed.
18.3: Update the ERoRTG cover letter and prepare submission to Alberta Environment and Parks on behalf of the OMT.	Amanda	Carry forward. Will be completed no later than August 14.
19.1: Update the OMT on an AER decision to provide support for printing of the GPG.	Kim (AER)	Carry forward. Kim will work with Amanda to get an official response.
Kim had not received any additional information or approval but noted that it was likely they could provide some assistance. Robyn confirmed that the AER's in-house capabilities are limited and would not be able to print the covers or tabs so some funds will be needed for printing. It was noted that the AER could still provide assistance to print the bulk of the content of the guide. The OMT will need to consider these associated costs for any additional printing and/or mailing.		
19.2: Develop a workplan for implementation of the identified top priority communications strategies, including potential costs and resources.	Amanda	Complete. Will be discussed further under agenda item #5.
19.3: Discuss the development and obtain quotes for a GPG Highlight Sheet, Newsletter, and Presentation templates from Lori and Julie (the GPG editor and graphic designer).	Amanda	Complete. Will be discussed further under agenda item #4.
19.4: Review CASA's communications procedures and processes for official media release for the completion of a project and/or release of products.	Amanda	Complete. This is incorporated with 19.2 work plan.

CASA Update

Amanda provided an update from CASA since last meeting.

- Communications committee – Keith will be working to get the committee together and pursue activities for the remainder of 2015 with the part-time communications person.
- CASA is still pursuing the formation of a team/working group members for the E-scan workshop and Integrated Resource Management System (IRMS) project and both committees

are currently waiting for government and industry to confirm their representatives. The initiation of these projects has been delayed. This issue will be discussed by the Executive Committee at their meeting on August 10th.

2. Good Practices Guide for Odour Management in Alberta

The OMT was given an update on the review process and expectations for the GPG. A review period of **July 15th to July 28th** for the Draft #2 of the GPG was added based on the OMT discussion at the last meeting. As it would have been difficult for the OMT to submit comments on a PDF version of the guide, a second draft of the Word version was sent out via email for review. The GPG oversight committee will meet on July 29th if there are any substantive comments or edits submitted during this review. Revised timelines and deadlines must be met in order to meet board meeting submission timelines.

The next step will be for Julie to begin the graphic design and work with Lori to develop the next draft (full graphic design, pdf version). The secretariat is expecting to receive this final version on August 21st and will send out to the OMT by email. The OMT will have until August 27th for review and any final edits or comments. There should be no substantive changes and the OMT is being asked to submit only issues that you/constituents “can’t live with”. Final edits will occur and the OMT will be sent the ‘final version’ of the GPG on September 5th and requested to electronically accept the guide for submission to the Board by noon on September 7th.

OMT review periods and deadlines for electronic final review and acceptance of the GPG:

- review of pdf designed version **August 21 – 27 (noon)**
- acceptance of final version **September 5 – 7 (noon)**

The OMT requested Lori include a listing of acronyms in the GPG.

3. Communication Plan

The OMT received an updated version of their Communications Plan to review prior to the meeting. The objective for the meeting was to discuss any final comments or edits and accept the plan.

Amanda will incorporate any edits/revisions from this discussion and the OMT agreed the Communications Plan is complete and will be included in the Final Report as an appendix.

A highlight of the edits to the Communications Plan include:

- Update any reference to "the guide" to "GPG"
- Section 4: add the following organizations to the Identified Audiences table
 - All ‘public’ colleges and universities in Alberta including: Lethbridge College, Olds College, Lakeland College, Athabasca University, MacEwan University, Grand Prairie, Fairview, Keyano
 - Western Canada Water and Waste Water association
 - CPANS/Air and Waste Management Association
 - Alberta Association of Registered Nurses
 - Canadian Association of Physicians for the Environment
 - Other applicable health care associations such as psychologists; psychiatric nurses; naturopaths
 - Canadian Fuels Association
- Section 6 Timelines will be updated to start in October 2015 and end October 2016

- Section 7 will be updated based on the decisions made by the OMT for actions to pursue regarding online tracking mechanisms.

The OMT was reminded that this list is meant to be a ‘targeted’ list and should include organizations that have a specific interest in the OMT products.

The team discussed how they will develop the stakeholder distribution list. This will be an email distribution list used to promote the odour project and GPG.

1. The OMT members will be asked to provide specific contacts for their applicable constituencies.
2. Members representing industry associations (e.g. CIAC, CAPP, AFPA) should provide contacts for their industry association. This contact person will be asked to distribute information to the members of the associations as appropriate.
3. Industry members should provide specific contacts for plants or operations that might not be included in the industry association email distribution (e.g. some pulp mills may not be included on the AFPA list and should be added.)
4. If a specific contact is not provided for an “Identified Audience”, the Communications Department for that organization will be added to the email distribution list. If no Communications contact is available, the general email will be added to the list. This is a last resort, as it will likely not be very effective.

The OMT noted that while specific emails cannot be sent to each targeted audience, the information provided in the email introducing the GPG should highlight all topic areas (why people should be interested in the product). It was also noted that mass emails may be filtered by spam detection, so email recipients should be broken into smaller groups.

It was confirmed that the secretariat will be responsible for coordinating the implementation of the Communications Plan, as the team will be disbanded after they present their final report to the Board. The secretariat may contact team members as appropriate for assistance.

4. GPG Highlight Sheet, Newsletter, Presentations

Amanda provided the OMT with the quotes that were received from Lori/Julie as requested at the last meeting. The OMT was asked to consider these pieces of work and costs, for the budget discussion under agenda item #8. No estimates included any printing costs.

GPG Highlight Sheet

Both Lori and Julie would need to work on this piece as graphic design will be important. Without specific details on exact size and style, the quote received was \$4,600 based on previous work done by the designer. This quote was for a 6 panel highlight sheet, 8.5”x11” when closed. The OMT discussed style and design and would prefer a smaller pamphlet size. Prior to determining a design, Julie should check with the AER printing department to discuss possibilities to print the highlight sheet.

Newsletter

Lori provided a quote to create the ‘good news’ piece to be 150 to 450 words depending on space constraints of the publication. Lori estimated 4 hours to complete this piece; approximately \$520.

Presentation(s)

Lori provided a quote to develop a PowerPoint presentation for the odour project. While this was more difficult to determine as no specific details were known, the secretariat estimated a standard presentation (general information) to be approximately 15 slides. An additional 10 slides could be developed with more detailed task group specific information. This would bring the total slide count to 25 that could ultimately be the 2 presentations requested by the OMT.

Based on estimated time per slide the quote for the presentations is approximately \$1625 with no speaking notes or \$3250 with presenter speaking notes. The team confirmed they wanted speaking notes.

The OMT requested if at all possible the presentation be developed and used for the Odour Conference in September.

5. Online Content & Exposure and Media Work plans

The OMT received the work plan for review prior to the meeting. This detailed a description of all identified actions associated with the desired communications strategies. The OMT was asked to consider each area and to discuss implementation and any associated costs.

Online Content and Exposure Workplan

The OMT considers this a priority, as it is the most manageable and has the ability to target the largest audience. It will also be part of the sustained promotion and exposure for the guide.

Webpage Development

The OMT agreed that they want an odour section to be added to the existing CASA website. This work can be done by the secretariat i.e. not contracted out. The OMT would also like this to include a logo with an embedded hyperlink to the CASA odour webpage (could simply be the cover of the GPG) that can be inserted easily on stakeholders websites.

Search Engine Optimization (SEO)

The OMT discussed SEO and agreed it will be part of the secretariat responsibility to try to increase the profile of the GPG and may involve the use of some or all of the tactics as listed in the work plan #3. The OMT requested that the secretariat look into using Google Ad Words and associated costs.

Tracking and Analytics

CASA has used Google Analytics in the past and recommended the OMT consider using this for the tracking and analytics on the CASA website. The OMT agreed but requested further details of what will be tracked and if the CASA website host has any analytics. The OMT confirmed they did not want to spend any funds on this item.

Social Media

The OMT determined that social media is most likely not the appropriate platform for the promotion and distribution of the guide if there aren't going to be continuous updates. The action was determined to be ideal to pursue if CASA's social media presence as a whole becomes active. It was also requested that government or industry play an active role in their own social media and promotions noting that they would have to get permission from their communications departments and this may take time.

The OMT agreed to include the 'Share This' toolbar in the development and posting of the information on the CASA website, allowing users to assist in the promotion and distribution of the information. The OMT confirmed that they did not want to spend any funds on this item.

Online Presentations

The OMT agreed not to spend any funds on developing online presentation as they can post a PDF of the slide deck. Work plan item #6 will be incorporated into item #1. Any requests for the actual PowerPoint presentations will go through the secretariat.

Feedback

The OMT are very keen on having feedback options/mechanisms and want to consider options that are free or very low cost. The OMT requested the secretariat look into the various feedback mechanisms available and update the work plan item #7 for OMT review.

Other suggestions included:

- Designating a specific CASA email address and developing wording to post on the website requesting feedback.
- A dedicated section or page in the GPG requesting feedback and suggestions for improvement. People could send feedback to the designated email address. One question should be about whether the guide is helping users to improve odour management.
- A follow-up survey of questions to people who provide feedback, as these people are most likely to provide further comments or guidance for improvements. The OMT would need to develop the feedback survey.

Media Coverage Workplan

Media Release

There was a request to use consistent wording of "Media" as opposed to "Press". The OMT agreed they would prefer a professional writer draft a media release.

The OMT discussed the advantages of using a paid service for distributing the media release and requested the secretariat get more details on these services. If the OMT is going to pursue media coverage they need to consider the money that will be required for the development of the Media Release and online media distribution services. The GoA was asked to investigate how they could assist with distribution of a media release. It was noted the government does not do mass distributions but could try to get their communications departments involved in distribution. It was also noted that OMT members have their own media contacts and, they could contact them personally and directly.

Action 20.1: Government OMT members will request information from their communications departments about how they can assist with promotion and distribution of the GPG.

Action 20.2: OMT request the secretariat further research various options in the Communications Work Plan including *Google Ad Words, Google Analytics* (other available tracking mechanisms), *survey and feedback* mechanisms, costs to develop a media release and *online media release* options.

Media Conference/PSA/Talk Show

There were no comments on the OMT pursuing a media event or conference so this will not be addressed further.

Talk shows is not something the OMT will pursue, but would consider if there was a request made. Requests could come out of the media release and the secretariat would coordinate accordingly.

For PSAs (public service announcements) it was noted that Alberta Agriculture could put a request in for the GPG to be profiled on the Call of the Land. There is no cost involved, but the OMT would have to determine how the 2 minute content would be developed.

Action 20.3: Alberta Agriculture to determine the requirements for a *Call of the Land* PSA and discuss further with the secretariat.

6. OMT Final Report Content

The OMT received a draft version (#2) of their final report for review prior to the meeting. The objective for the meeting was to review all content and discuss any suggestions or edits. There were several smaller edits in the document to provide clarification. Kim will incorporate all feedback into the next draft for OMT review and acceptance at the next meeting. She will accept all previous comments and continue to use track changes so everyone can see where updates or edits were made on this version.

The OMT had a discussion on the meaning of ‘adverse’ as listed in the document (GPG and Project Charter). As this definition has been used since the initiation of the project, all team members agreed they could ‘live with it’. However, there was a proposal to add the following to the OMT Recommendation of the five-year review:

“A review of the definition of “adverse odour” as used in this, the 2015 report from the first Odour Management Team, ensuring that the definition is worded to give the term proper and useful legal standing. This is especially important if, as a result of the five-year review, new recommendations are made that include regulatory changes.”

The OMT accepted this addition in principle but would like to review the actual wording when the next version is distributed. Whatever is changed in the Final report will also be changed in the GPG.

7. Performance Measures Indicator

This agenda item was not discussed due to time constraints. The Performance Measures Indicator will need to be developed at the next OMT meeting for inclusion in the OMT Final Report. Amanda reminded the OMT to review the meeting #19 minutes previous discussions and be prepared to discuss this at next meeting.

8. OMT Budget

The OMT revisited their budget and surplus estimate. The Team agreed to pursue all previously discussed quotes for the Highlight Sheet, Newsletter, and Presentation. The OMT still has a small surplus in their budget based on the estimates for the 3 pieces. They requested the secretariat pursue the contracting for this priority work and coordinate with the co-chairs.

It was noted that there is currently no allocated money for printing. The OMT is hopeful that AER will be able to cover most of these costs. However, AER does not have the capabilities to print the covers and tabs, or do the binding the team has chosen. Julie will obtain 3 printing estimate costs once the designed version of the guide is drafted.

9. Board Package Preparation

This agenda item was not discussed due to time constraints. Amanda provided some highlights to the OMT to consider for discussion at the next meeting. She asked the OMT to consider what they wanted to highlight to the Board about the project and deliverables. A presentation and decision sheet will be developed for the meeting. OMT co-chairs will be presenting and OMT members are encouraged to attend.

Amanda reminded the OMT that an invitation was sent out for the Odour Project final wrap up party to celebrate the project's completion that will take place after the board meeting on September 17th (in Edmonton). She requested the OMT members RSVP.

10. Meeting Wrap-up

The next meeting is on Thursday, August 20th in Edmonton at the CASA office.

Objectives for the meeting (#21) are to:

- Develop the Performance Measure indicator for the project
- Approve OMT Final Report
- Review and accept the communications work plan.

The meeting adjourned at 3:00 pm.