

MINUTES



Communications Committee, Meeting #65

Date: Wednesday October 14, 2015

Time: 10:00am – 3:00pm

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

IN ATTENDANCE

Name

Leigh Allard

Keith Denman

Jason Maloney

Cara McInnis

Ruth Yanor

Stakeholder Group

The Lung Association – Alberta & NWT

CASA

Alberta Environment and Parks (10:00am – 11:15am)

CASA

Mewassin Community Council

REGRETS

Name

Ann Baran

Stakeholder Group

Southern Alberta Group for the Environment

Action Items	Who	Due
65.1 Email CASA Strategic Plan and Performance Evaluation to Communications Committee Members	Keith	Complete
65.2 Contact CASA Board Members and Stakeholders Involvement with Clean Air Day 2016	Keith	December 3 rd
65.3 Contact Board Members and Stakeholders about current and future campaigns CASA can support	Keith	December 3 rd
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	ASAP
65.7 Update CASA website	Cara	December 3 rd
65.8 Restart CASA Twitter, deactivate CASA Facebook Page	Cara	December 3 rd
65.9 Create information sheet templates for Project Managers to use for monthly updates	Cara	December 3 rd



65.10 Request Message Maps from The Lung Association to use as a template for CASAs	Cara	ASAP
65. 11 Research current spam laws for emailing ePostCards	Cara	December 3 rd
65. 12 The Creation of a 2016 Communications Plan	Cara	December 3 rd

The Committee recognizes that due to the absence of a full time Communications Advisor, the tasks from previous meetings were put on hold. The Committee has agreed that due to the expanse of time where no communications work was completed, it would be most effective to start over, with new goals for 2016.

Action Item 65.1: Email CASA Strategic Plan and Performance Evaluation to Communications Committee Members

1. Administrative Items

- a. Agenda and meeting objectives were approved
- b. With one edit, a spelling mistake under section four, the meeting minutes from meeting #64 were approved
- c. Action Items

2. CASA Update

Odour Management Team

- The Odour Team has recently wrapped, and will officially be launching the Good Practices Guide to Odour Management in Alberta toward the end of October, with possible Government Involvement in the promotion.

Electricity Framework Review

- The Electricity Framework Review commissioned the creation of a newsletter, and it will be released in a few weeks.

Non-Point Source Project

- The Call for Nominations for the Non-Point Source work went out. The team will be starting up mid-November.

AEMERA

- Initial conversations with AEMERA have started, and CASA remains hopeful that there will be work to be done in reviewing the Air Monitoring Strategic Plan



Rebranding

- Following the rebranding process, CASA had some difficulty obtaining all graphic items that were owed by FREE. These graphics have now been obtained and are available for CASA's use.
- It has been noted that the CASA Swag containing the former CASA logo still needs to be removed, and was not delivered to the Lung Association. It is also noted that CASA still has copies of the Legacy Book.

Action Item 65.4: The Secretariat will contact Government Libraries to inquire about interest in obtaining a copy of the Legacy Book

Action Item 65.5: Deliver old CASA Swag to the Lung Association

3. Target Audience

- The Committee agreed that CASA's target audience will be focused on our stakeholders and partners, to raise awareness of CASA's projects, tools and value.
- The general public is currently not directly part of the target audience, but awareness of CASA may increase as a result of increasing communication with stakeholders and partners.

4. Goals

- The Committee agreed that in the absence of an active Communications Advisor and Committee over the past year and a half, new goals should be identified and defined. As such, the committee has come up with the following goals for the upcoming 2016 Communications Plan:
 1. Develop the relationship and communication with stakeholders to ensure they know the value of CASA
 2. Provide support and assistance on communication campaigns with CASA's stakeholders through our tools and resources
 3. CASA will participate in the 2016 Clear Air Day, piggybacking on our partners and stakeholders. Additional events that CASA could participate in should also be brought to the attention of the Communications Committee
 - a. Ideas for Clean Air Day participation include CupCAAQS and CAASQSwalks

Action Item 65.2: Contact CASA Board Members and Stakeholders Involvement with Clean Air Day 2016

5. Tools



Website

Action Item 65.6: The CASA Secretariat will contact Primal Tribe to acquire editing ability to the bottom banner of the CASA website

- The Committee agreed the CASA website required updating and a cleanup in several areas to make it easier to navigate, and provide visitors with more accurate, up to date information.
 - Cleaning up navigation, and insuring all content is up to date
 - Develop key messages to rotate on the CASA website home screen (additionally, CASA email signatures)
 - Archive the Clean Air Bulletin, and insure that it is clear that this project is no longer active
 - The Committee proposed the idea of a Clean Air ePostCard to deliver updates and news via email. Current spam laws will have to be reviewed before this can proceed
 - Add biographies and photos of all current existing board members, project team members and committees
 - Develop CASA stories by contacting CASA Board Members and Stakeholders
 - Develop a template for a short interview to gain important information
 - Both an audio option and a written option were suggested

Action Item: The CASA Secretariat will research current spam laws for emailing ePostCards

Social Media

- CASA's social media websites have not been active for over a year, since the 20th Anniversary celebration. The Committee agreed that at least one form of social media should be reactivated, and used to support stakeholder's social media campaigns.
- It was decided that Twitter would be updated and reactivated. The committee felt that it would be the most useful social media tool, and that the CASA Facebook page should be unpublished.

Action Item 65.3 Contact Board Members and Stakeholders about current and future campaigns CASA can support

Action Item 65.8: The Secretariat will deactivate CASA's Facebook page until a time when CASA feels that this tool can be properly utilized. CASA's Twitter page will be updated and reactivated.

Templates



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- In the past, CASA Project Managers have sent out monthly updates to committees, one to update on progress on projects, and one to remind committees of important upcoming dates.
- Cara will use these documents to create new templates for the Project Managers to implement

Action Item 65.9: Create information sheet templates for Project Managers to use for monthly updates

Message Maps

- The Committee agreed that the creation of CASA Message Maps would assist in the promotion and focus of CASA's core concepts and values. CASA is a facilitator, and the creation of Message Maps will provide helpful information and responses for those who speak on behalf of CASA.

Action Item 65.10: Request Message Maps from The Lung Association to use as a template for CASAs

Community of Practice

- An online community to provide a centralized place for discussion, collaboration and ideas would be a benefit to many of CASA's partners, stakeholders and board members. There is interest among board members in creating a community of this kind.
- At this point, no decision on perusing a Community of Practice has been made.

Workshop

- The previous Coordination Workshop was held in 2014, and following the two year pattern, would be set to be held again in 2016. At this time The Committee agrees that there is not a current need for a full Coordination Workshop, and therefor has decided that there will be no plans to offer one in the upcoming year.

6. Board Presentation

The Committee discussed what should be included in the Board presentation on December 3rd

- A completed 2016 Communications Plan
- The Committee would like to test run the idea of "CupCAAQS" with the board



7. Next Steps

- Keith will poll for dates for the next meeting in November