

Location: **Host: Grant MacEwan University**
 City Centre, Campus
 10700-104 Ave

Date: June 7, 2010, 1:30pm – 3pm

Attending
Dana Schmidt
Myles Kitagawa
Steve Probert
(Kristina Friesen)

Regrets
Brent Korobanik

1. The meeting was called to order at 1:37 by Myles Kitagawa.
2. A quorum¹ of members was not present.
3. Meeting Agenda was approved with the note that the items were possibly too many to complete all this meeting, and it would likely be necessary to defer some discussion to the next meeting.
4. Discussion of committee membership:
 - a) Myles elected as committee chair
 - b) TOR accepted
 - c) Request to add AENV to the committee, note that industry (Wendy and Brent) have offered to share participation role. Neither Wendy or Brent were available due to last minute scheduling conflicts.

5. Discussion: What was learned from Stantec member recruitment processes:

Stony Plain experience: confused about purpose at first (what do they want, why are we there), left wondering what responsibility as a member would be. Because there was no face to the ACAA the first meetings were somewhat disorienting since you don't have anyone you recognize as the face of the organization.

Q: Did it undermine the perception of how the rest of the members bought in that they hired someone to go out and get members **A:** No. Stantec name helped draw participation since it was familiar and well thought of. Jargon of presentation made things confusing though.

6. Discussion: Immediate membership interests:

Build industry as a sector
Build provincial buy-in as a corporate entity (not just AENV).

Note that there is a belief that the GOA is downloading responsibility onto the airsheds, particularly with reference to management activities. Need to get GOA to provide an answer to clarify the role of the airsheds and why they support that.

¹ For the MRSC quorum is achieved with a 2/3rd majority of members present and one member from each of the three membership sectors.

Outstanding challenge: likely will not get a definitive answer out of the government on the timeline that we're working on. **Interim solution:** request a statement from AENV testifying to the viability of airsheds as key players in the delivery of air quality management in Alberta.

ACTION ITEM: before June 9th each member of the committee will draft an example sentence that we will ask AENV to approve

7. Discussion: What is the value proposition of participating in the ACAA:

Remembering the Stantec presentations, the group's general opinion is that the most compelling selling point was the opportunity to participate in a forum for managing air quality: ACAA formed largely based on the opportunity to work on the OMP.

Value Proposition consists of:

- Current value content
- Future value content
- Regulator's granted permission to do this (not authority but...license? authorization?)

Four categories of the core value proposition presentation:

- a) Corporate social responsibility: participating in existing forum for air quality and ozone management plan implementation
- b) Increased connection to local issues
- c) Future promise of influence over gov't Alberta direction
- d) Knowledge development, capacity & awareness building, access to knowledge information and other experts

Noted that there is still uncertainty about the direction the GOA will move and that this is likely an uncertainty that will persist for few years. This may present the risk that potential members will decide to wait. Discussion around how the ACAA can promote participation in the face of uncertainty: Include in presentation the acknowledgement that how government is going to proceed is an open question. Indicate how we read the signals to date, how we think we should respond. Remind the audience that response is more compelling with more participation. Request that they join their voice with the other ACAA partners to send that particular message of how AQ should be managed. When the government hears different sectors saying the same thing it becomes easier for that to be adopted as policy. The alternative to this is Gov't becomes a lobby target, but the rest of the stakeholders will be putting forward a competing vision.

8. Discussion: How should the approach be made

- a) Use targeted one-on-one presentations arranged with decision makers at target facility
- b) Have dynamic team to suit the situation: the team should consist of at least an AENV rep who can speak to gov't commitment and a sector representative matching the target audience.
- c) Request E&OSC refer any potential member contacts to Membership committee for follow up.

Recognition that the focal point for this may vary with the audience. Suggestion to focus on one or two priority areas, and work on non-priority members on an opportunistic basis. Suggestion of a core presentation that is the same for all, add on modules for the specific interests we predict.

Categories for Value Proposition:

- 1) Industry
- 2) Municipality
- 3) Institutions
- 4) NGOs
- 5) Public participation

NB Who we speak to at the organization is key to our success. Suggestion to use our existing network (ACAA members) to determine the best contact at target companies.

Proposed steps:

- Step 1 – identify the company.
- Step 2 - within the company, identify the key contact to approach
- Step 3 – concurrently with contact made with organizational program-level contact, send letter of invitation to senior level decision maker (council, CAO, VP environment, ??)
- Step 4 - customize marketing leave-behind items and presentation to target
- Step 5 – arrange presentation and assemble team suitable to the situation
- Step 6 - deliver presentation to the organization, leave supplemental information
- Step 7 -
- Step 8 –

9. Discussion: Membership retention:

Begin discussion of how to effectively communicate with existing members to ensure they experience the full value of their membership. Suggestion of possible bi-annual members meeting instead of just AGM. Comment that communication is critical, no conclusions on how or what this would include.

ACTION ITEM DANA: Develop a survey for current members (possibly for potential members as well) to ask what value they get from ACAA and what value added activities they would like to see

10. Meeting adjourned at 3:06

11. Discussion of items for next meeting:

- 1. finalize work plan
- 2. assign actions to go with the list of products needed to be developed
- 3. review straw-dog core presentation
- 4. Identify presenters
- 5. Continue discussion of membership retention

Minutes Approved as final:

Date: _____

MRSC Chair

MRSC Secretary

ACTION ITEM TABLE:

Assigned	Action	Status
Kristina	recruit AENV involvement into the committee: request to Yayne for highest ranking airshed champion to participate in membership meetings, statement from AENV on support of airsheds	
Steve, Myles, Dana	before June 9 th each member of the committee will draft an example sentence that we will ask AENV to approve	Due June 9 th
Dana	Develop a survey for current members (possibly for potential members as well) to ask what value they get from ACAA and what value added activities they would like to see	Due July 16 th
Kristina	prepare electronic version of membership folder for all MRSC	Next MRSC meeting
Kristina	Prepare list of priority membership targets with justification.	Due June 9 th

OESC MEMBERS:

Myles Kitagawa (Chair)
Dana Schmidt (Secretary)
Steve Probert
Brent Korobanik/Wendy Lyka

Location: City of Edmonton
#750, Tower 1, Scotia Place
10060 Jasper Avenue NW

Date: Wednesday, May 5, 2010

Attending
(Kristina Friesen – ACAA)
Remi Charron (UofA)
Raquel Feroe (ECO-AIR)
Karen Yeung (Edmonton)
Meghan Myers (St. Albert)

Regrets
Connie Wong (TLA)
Monica Chahal (TLA)

1. The meeting was called to order at 1:40 by Kristina Friesen.
2. A quorum¹ of members was present.
3. OESC Administration
 - -Megan Myers volunteers to organize meetings, but is unable to commit to secretarial role. No chair or secretary selected (DECISION DEFERED TO NEXT MEETING)
 - OESC will meet (minimum of 4 times a year) prior to the monthly board meetings to enable timely approval of decisions. Meeting schedule not fixed. Next meeting will be held in St. Albert, poll for dates will be circulated. (MEETING SCHEDULE DECISION DEFERED TO NEXT MEETING)
 - -ACAA is not an advocacy group, but should be seen as forum for a variety of stakeholders to work together on common issues. The ACAA is not an entity in itself, but is the formal partnership of its member organizations.
 - University of Alberta may be able to contribute additional in-kind resources (program lead?) and can host meetings as well.

4. ACAA Communications Plan:

The ACAA has two key communications goals:

- Communicate internally and externally on what the airshed is (partnership of members, non-advocacy/non-partisan, not a typical non-profit environmental organization)

¹ For the OESC quorum is achieved with a simple 2/3rd majority of members present. As an interim measure, approved by the ACAA Board on May 19, no industry member or ACAA board member is required for quorum on the OESC, but the ACAA board or executive committee must approve all decisions and communication materials.

- Communicate information to the public and others about the state of air quality in the region and about ACAA projects (like the Idle-Free initiative and other CAP OMP implementation activities)
- Near Term Activities:
 - announce idle free video contest on Clean Air Day (June 2nd)
 - OESC to propose other communication ideas to board of directors (in summer/fall)
- Long-term activity: develop a communications plan for the ACAA (target date end of the 2010/11 fiscal year)
- General comments: Need to better define the demographic for communications work. For example, the general public might not be a good demographic because that is very costly (\$\$\$) and doesn't have as strong value proposition for the ACAA at this time.

5. Items for consideration in preparation for next meeting:

- Look at project descriptions 1 a-c & 2 a-b (in grant application shared) to see which programs would work best to meet these goals.
- Think about what outcomes would be valuable for particular group member organizations. For example, what outcomes of ACAA projects align well with the outcomes of the Office of Sustainability.
- Take a look at the website. What questions do I have after looking at the website (i.e. what is not on the site that should be).
- Think about what communication projects would be useful.
- Thinking about what we have to do under the grant proposal and ACAA mandate
- Thinking about what types of resources will need to be utilized
- Send Kristina any questions you may have before the next meeting in order to be brought up to date.

Action Items:

Action	Responsible
Organize next meeting: likely 1st week of July in St. Albert – poll for dates will be sent	Meghan
Find industry representative and a board member for standing committee	Kristina
Consider what available resources your organization has that can be provided in-kind, as well as what you would like to see happen over the next year	All

6. Items brought forward to next meeting:

- Select chair and secretary
- Annual meeting schedule

7. Meeting adjourned at 3pm



Approved as final: :

OESC Chair
 OESC and Related Task-Group Members:

OESC Secretary

OESC Members	Idle-Free Video Contest Sub-Group Members
Connie Wong // Monica Chahal Karen Yeung Meghan Myers Raquel Ferroe Trina Innes // Remi Charron	Connie Wong (TLA) Jacqueline Coffin (Edmonton) Karen Yeung (Edmonton) Mary-Ann Thurber (Edmonton) Meghan Myers (St. Albert) Monica Chahal (TLA) Raffaella Loro (Edmonton) Raquel Feroe (ECO-AIR) Remi Charron (UofA)

Location: **Host: St. Albert**
 Address
 Address

Date: July 7, 2010

Attending
Remi (U of A)
Emily (U of A)
Karen (Edm)
Monica (TLA)
Meghan (St. Alberta)

Regrets
Raquel (ECO-AIR)

1. The meeting was called to order at 9:32 by Kristina.
2. A quorum¹ of members was not present.
3. Previous minutes will be reviewed via email.
4. Administrative
 - Discussion of role of chair.
 - Agree that Kristina will prepare minutes.
 - Suggestion that Rocky should act as meeting chair, but as she was not present this could not be further discussed.
 - Meetings rotate between TLA, downtown, U of A, St. Albert.
 - Meetings every other month – 2nd wed of the month, 9-12 – next meeting Aug 30th (9-12, U of A), Nov 3rd (9-12, City of Edmonton), Jan 12th (9-12, TLA), March 2nd (9-12, St. Albert).
 - Track tasks through box.net, long documents through doc/excel combo.

Action Item Kristina: update communications folder and send invitations to group.

5. Discuss outcomes and products members of the group would find valuable.
 - Meeting six times a year.
 - **Edmonton:** detailed value proposition, high quality presentation outlines activities of organization (something better than regular ppt), OMP implementation in easy to read and digestible format that shows we are dealing with (solving) issue and holding people accountable, glossy style info sheet on monitoring explaining monitoring in the region (interactive website widget?) designed for non-specialist audience

¹ For the OESC quorum is achieved with a simple 2/3rd majority of members present. As an interim measure, no industry member or ACAA board member is required but all decisions and communications materials final drafts must be approved by the ACAA board or executive committee.

- **ACAA Admin:** Communications plan
- **U of A:** D.O.C.S. program at the U of A – purpose of the program is to provide a forum for discussion... could have one for Air Quality and collaborate and show partnership, possibility to frame a program around the “Care for the Air” program – could use this as a pilot program for idle-free program which info would be available for others after.
- **TLA:** ACAA can provide information packages on “how is the AQ” and where to find information and how to use it, ACAA can support Enviro-Blast next year, potentially provide seminar for the Enviro-Blast next year & year after. TLA wants to find broader network to promote Enviro-Blast as well. Will be able to help build key messages into programs.
- **St. Albert:** idling by-law but no funding to promote, could use education campaign collaboration (with other municipalities & maybe U of A) in particular collecting baseline data and evaluation of efficacy of campaigns and would really value the synthesis document.
- **General:** Information on what an airshed is

General impressions: interest in information around specific issues and on efficacy of programs.

ACTION EMILY/REMI: follow up on DOCS program and potential for having an AQ one, provide update to OESC on what that would require of the ACAA (what would we do to contribute?) and what that would provide for the ACAA.

ACTION Kristina: create action log.

ACTION ALL: think about what should be in the message “about the ACAA” – two communities – youth/school-age children and prospective members.

ACTION KRISTINA: draft list of potential projects and draft work-plan for the rest of 2010 and 2011/12, possibly for 2012/13, 2013/14. Distribute to OESC for review.

ACTION KRISTINA: put together information package on stuff ACAA has and FAP, WCAS, LICA

ACTION EMILY: request communication stuff from PASZA

Potential Project: synthesis of information on success of various idle-free programs in Edmonton and other areas.

Potential project next year or so – helping to extend U of A commitment program and outreach to the surrounding university community

6. The following items are brought forward to future meetings:

- Available resources – brainstorm

7. Motion for adjournment of meeting – 11:37, moved by Remi. Motion passed.



Approved as final: :

 OESC Chair
 OESC and Related Task-Group Members:

 OESC Secretary

OESC Members	Idle-Free Video Contest Sub-Group Members
Connie Wong // Monica Chahal Karen Yeung Meghan Myers Raquel Ferroe Trina Innes // Remi Charron	Connie Wong (TLA) Jacqueline Coffin (Edmonton) Karen Yeung (Edmonton) Mary-Ann Thurber (Edmonton) Meghan Myers (St. Albert) Monica Chahal (TLA) Raffaella Loro (Edmonton) Raquel Feroe (ECO-AIR) Remi Charron (UofA)