

PRINCE GEORGE AIR QUALITY IMPLEMENTATION COMMITTEE MINUTES

TUESDAY, September 26, 2006

5:30 P.M. – 8:30 P.M.

2nd Floor Conference Room – City Hall

In Attendance: Dennis Fudge, Dave Sutherland, Katja Otting, Mark Fercho, Ken Wilkening, Sharlene Lively, Jocelyn White, Sherry McIntyre, Joan Chess, Jim Martin, Ron Fujino, Jessica Madrid, Kim Frost

Absent: Eric Rappaport, Ron Blight, Rick Blixrud, Glenda Wadell, Lawrence Cook, Greg Calpas, Martin Meyer, John Swaan

PUBLIC MEMBERS SUB-COMMITTEE

- A report was supplied
- Jocelyn coordinated the process with the applicants
- In the future, the sub-committee should be delegated to appoint the public members. This should be indicated in the Terms of Reference
- The appointment is for a one year term
- Dave will invite the successful applicants to the next meeting, where they will be invited to join the committee **Action: Dave Sutherland**
- This group should create a draft Terms of Reference for criteria selection **Action: Ken Wilkening**

PHASE TWO COMMENTS

- The document can be sent to the Steering Committee, and they will supply comments
- A Public Consultation opportunity should be set up, either an Open House or a web-based comment forum. We will get some guidance from the Steering Committee regarding where they want to take this. Council?
- What is our communication strategy?
- Minor adjustment from Joan on land use planning. Jocelyn will circulate the e-mail that she received from Joan. Once the wording on this issue is determined, the plan goes to the Steering Committee
- Regional District will be updating the land use study
- Ministry of Environment is working on an emissions offsetting procedure

COMMUNICATIONS SUB-COMMITTEE

- Communication will be a major focus of ours for the next year. This group needs to be recognized as a “stand alone” group – maintain ownership
- Perhaps we could create a paid position to assist with recognizing a plan / strategy and follow-through – an industry representative? This person would work with the Communications Committee
- A better relationship has to be cultivated with the media
- Jim, Katja, and Mark will assist Jocelyn and Sharlene on this group
- Jocelyn and Sharlene researched the Bulkley Valley Communication Committee’s strategy, to determine ideas about organization
- Cam, a JAJA communications consultant, recommended that a separate identity from the PGAQIC be established. Sharlene will follow-up with Cam to organize a meeting with the sub-committee for Communication. **Action: Sharlene Lively**
- What is the vision between our group, the Task Force, and the Mayor? We need to avoid conflict. Joan Chess will contact Charles Jago at UNBC regarding the Task Force’s vision for communication. **Action: Joan Chess**
- Jocelyn got cost ideas for a website, logo, brochure, etc. This group needs to look for funding opportunities **Action: Everyone**
- Media release may be a good idea – indicate ongoing studies and their follow-up, compared to levels of work being done in other communities. Ongoing education of the public is important. This can be

a key to the team's credibility. Advertise our message whenever possible – pictures, bios on the website?

- Glenda could be invited to some meetings for input and recommendations, as she is on the Research Working Group.
- Who is our audience? How do we direct the advertising? How do we market ourselves?
- A Terms of Reference needs to be created for Communications. We will get the consultant's assistance on this. Circulate to members at next meeting. The committee will oversee and implement the plan.
- Sharlene will arrange a set up of funds **Action: Sharlene Lively**
- Confirm deadlines for the press release with Peter **Action: Dave Sutherland**

ELECTION

- Dave Sutherland was voted in as the next chair for 2006 – May or June of 2007. Dave is planning on moving at the end of this term
- Chair duties include:
 - chair meetings
 - group spokesperson
 - media contact
 - meeting agendas (action and follow-up)
 - communicating with Steering Committee
 - coordinating with Jocelyn
 - Community Issues: Task Force, Air Quality, Research Working Group

PACHA

- A recommendation was submitted to us for an applicant for an NGO seat – Sergio Pettruci. Jocelyn received the e-mail. This would be a one year term
- We should invite them openly – we are all advocating improved environmental issues
- There is an Aboriginal chair available. Now that the treaty is closer to conclusion, we may see some action of interest
- We should send PACHA some documentation: the Terms of Reference for the committee, minutes of the last meeting, etc.

NECHAKO – ASPHALT

- A draft outline of the Council report was circulated for review. Comments and suggests are appreciated **Action: Everyone**

OTHER NEW BUSINESS

- Air Quality posters, etc, that are intended for display, can be picked up from Jocelyn White
- Clean Air Forum – the committee is supportive of this

NEXT MEETING

Tuesday, October 24, 2006 - 5:30-7:30pm
Location: TBA