



**Executive Committee Meeting
Conference Call
June 9, 2005
11:00 am – 12:00 pm**

Present:

Steve Arabia, Mirant
Maurice Keys, DDOT
Joseph Lewis, Baltimore County
Kanti Srikanth, VDOT
Linda Stewart-Byrd, MDOT
Didian Tsongwain, Prince George's County

Staff:

Jen Desimone, MWCOG
Denise Hartzel, MDE
Randy Mosier, MDE
Russ Ulrich, BMC
Denise Walz, PRR
Muriel Watkins, MW Financial Inc.
Reider White, MDE
Harriet West, Clean Air Partners

Call to Order: Steve Arabia called the meeting to order at 11:05 am. The minutes of the March 10, 2005 meeting were approved as submitted.

Staff Reports:

1. Financial Report (Harriet West)

As of May 31, 2005, Clean Air Partners has a cash balance of \$56,036. To date revenues are \$161,308 and expenditures are \$105,272.

2. Air Quality Action Days Team (Jen Desimone)

Sixty-two people attended the 2005 AQAD Kick-off Conference on May 12th at the Hilton Alexandria Old Town, including 26 participants from Maryland, 22 from the District of Columbia, 13 from Virginia, and 2 from outside the region.

Presentations included topics on air quality forecasting, health, the AQAD program with an example from a local business participant, and new tools. Janice Nolen, ALA, provided the opening session. Bob Ryan, NBC4, joined us as the keynote speaker.

A conference evaluation questionnaire was sent to all participants. We received a total of 18 responses. The overall rating of the conference was 4.2 out of 5. High marks were received for the quality of speakers and moderators, quality of conference materials, quality of conference site and facilities, accessibility of conference center, quality of food, conference administration, and adequate notifications. Area of improvement included the quality and range of exhibits.

3. Marketing Committee (Denise Walz and Harriet West)

Sponsor commitments for 2005 are \$85,000. Fairfax County is our newest sponsor at the \$15,000 level. To date, we have received \$30,000 from our sponsors. Sponsorship packages were sent to five former sponsors

(PEPCO, Port of Baltimore, Northrup Grumman, Children's National Medical Center, and Virginia Railway Express) and one new prospect (Wegmans). Steve Arabia questioned as to the reason why some local governments are not at a higher sponsorship level or are not sponsors in the program. Kanti Srikanth suggested that it may be possible to attract local jurisdiction participation through MWAQC. He suggested that TPB may be a good model as they have had success in this area.

The Marketing Committee approved the media buy recommended by PRR. The media campaign will take place over a five-week period (June 13-July 11) and includes three radio stations in Baltimore and four stations in Washington, DC. The number of total gross impressions is more than 26 million (adults 18+). This is nearly double the number in 2004 with roughly 30 percent less funding. As part of the value-added, radio stations are planning promotional events such as gas fill-ups and a lawn mower exchange.

PRR is coordinating meetings with AQAD representatives and local meteorologists to discuss the upcoming AQAD season.

Randy Mosier stated that MDE is looking into moving an air quality monitor to television hill. This monitor will be located nearby Baltimore television stations and act as a backdrop where televised air quality reports can occur.

4. Technical Advisory Committee (Harriet West)

The Technical Advisory Committee met on May 25th to begin planning the new voluntary business emission reduction strategy. Jeff Steers, with the Virginia Department of Environmental Quality (VDEQ), provided background information on the Virginia's Environmental Excellence program, which provides administrative relief for entities that exceed regulatory requirements. VDEQ is targeting three industries: auto body paint shops, dry cleaners, and printers. This may serve as a model for Clean Air Partners. Next steps include developing a list companies, emissions reduction measures, and related materials. Employer outreach is scheduled to begin in December 2005. Kanti Srikanth suggested looking through the MWAQC Gold Book for addition targets for emission reductions.

Additional Reports:

Particle Pollution Curriculum (Harriet West)

Grant funding from Mirant to support this new initiative has been received. Implementation of this new initiative is scheduled to begin in June 2005. COG staff and the Managing Director will form a new committee to develop the particle pollution curriculum over the next several months, with teacher training tentatively planned for March-June 2006.

Membership Services (Harriet West)

Membership renewal letters will be sent out in June. The membership period will be consistent with new fiscal year cycle, June-July.

Special Projects (Harriet West)

Ms. West updated the committee on her research into gasoline lawn mower exchange programs in other parts of the country. This project was based on a suggestion from Board member Gary Allen. This would be a good way to engage residents and give them something "actionable" to do. Additional sponsorship funding will be required to offset project expenses and a Request for Proposals would have to be issued for the equipment vendor. Lead time for project coordination is estimated at 3-4 months and could take place in the spring of 2006.

New Business

No new business.

Adjournment: 12:15 pm.