



**Executive Committee Meeting  
February 10, 2005  
MWCOG – Rooms 4-5  
12:00 p.m. – 2:00 p.m.**

***Present:***

**Committee Members:**

Joseph Lewis, Baltimore County; Kanathur Srikanth, VDOT; Linda Stewart-Byrd, MDOT  
Didian Tsongwain, Prince Georges County

**Staff:**

Jennifer Desimone, MWCOG; Bob Maddox, MDE; Randy Mosier, MDE; Joan Rohlfs, MWCOG;  
Russ Ulrich, BMC; Muriel Watkins, Clean Air Partners; and Harriet West, Clean Air Partners

***Call to Order:*** Linda Stewart-Byrd called the meeting to order at 12:10 p.m. There were no changes to the agenda and the minutes were approved as submitted.

***Introduction of Managing Director:*** Harriet West and Muriel Watkins from Clifton Gunderson were introduced to the members. Harriet will serve as Managing Director and Muriel will provide fundraising assistance on an as-needed basis.

Heidi Adams (in absence) was acknowledged for her leadership and contributions to the Clean Air Partners during her service. Heidi was gracious and extended her well wishes to the “Partners.”

***Status of Marketing RFQ:*** PRR is the new consultant firm out of Seattle. Denise Walz will act as project manager and will be accompanied by Keri Shoemaker and Gail Peck. Gus Robey is the new Marketing Committee Chairperson.

***Committee Reports:***

**Air Quality Action Days Team:** Randy Mosier

The most pressing issue is the survey from VCU, particularly, what services are deemed necessary and to be implemented. We need to target the participation of our partners and the area businesses. We need to generate new materials and market through public relations and compile current data applicable on our partners and the services provided.

The first Kick-off event is tentatively set for May 2, 2005, in Alexandria, Va. at the Oldtown Hilton.

Jen Desimone will be attending the EPA Air Quality Conference in San Francisco.

Strides will be made to have a consistent message and forecast in the western counties to include West Virginia and expand Air-watch in that area. The particulate matter forecasting is on-going but not currently being disseminated. Kanti inquired about the message change to reflect particulate matter and ozone. Joan and Randy confirmed modification of the message and will involve any changes in frequency of occurrence.

Russ Ulrich stated there was a Clean Committee Month Conference in February. May is Clean Air Month from Maryland to Maine.

Joan noted that EPA is drawing up the standard for fine particles. Particularly as part of the primary pollutant in the particulate matter/ozone issue. Randy noted that since May, no code orange with particulate matter has occurred in the Baltimore-Washington area.

### **Proposed Changes to Clean Air Partners Work Program**

Joan Rohlf's gave an overview of the revised Clean Air Partners Scope of Work. The two most notable changes include adding a new voluntary emissions reduction program for targeted industries (to be implemented later this year) and modifying the budget to reflect an 18-month period (January 2005-June 2006).

Bob Maddox asked if revisions requested by MDE had been made to the Air Smart Curriculum. He stated that he is waiting for the final curriculum before he can bring it to the Maryland Department of Education. COG staff will look into this.

Kanti noted that the current work program needs extensive revisions that would not be possible to implement by this summer. There are a lot of pertinent parts to address and should also be expanded to an eighteen-month target period. Linda stated that copies of the draft (revised or not) should be provided to the entire board with a cost proposal budget—definitely to the Executive Committee. The draft will be sent out and a review response is requested by February 25, 2005.

**Fundraising and Membership Issues:** Harriet presented information about fundraising alternatives in general and Clean Air Partners' membership fees, which appear to have been declining over the years. She noted that most of the other comparable air-quality programs she looked at nationwide do not have membership fees. She will work with the new marketing consultant and the marketing committee to develop recommendations for restructuring Clean Air Partners membership fees. Muriel Watkins presented preliminary information on federal and foundation funding sources that may be applicable to Clean Air Partners. Joan mentioned public education grants as a good avenue but are time-consuming for the amounts received.

**Managing Director's Report:** Harriet reported that most of her time since joining Clean Air Partners on February 1<sup>st</sup> has been devoted to meeting with COG, BMC, and MDE staff and reviewing related documents. She will be meeting with the new marketing consultant, PRR, and the Marketing Committee later in the month.

***New Business:*** None

***Commitments:***

1. Distribution of Work Plan to Executive Committee
2. Distribution of School Curriculum to Committee Members
3. Copies of Muriel's fundraising resource report to members

***Adjournment:*** 2:05 p.m.

***Next Meetings:*** Marketing Committee, February 18, 2005  
Executive Committee, March 10, 2005 at MWCOG, 12:00 p.m.