



**Board of Directors Meeting  
BMC  
Rooms A & B  
January 11, 2007**

***Present:***

Gary Allen, Center for Chesapeake Communities  
Tracye Funn, Washington Gas  
Kim Greer, Washington Gas  
Barbara Hardy, Fairfax County Division of Environmental Health  
Barbara Herron, BMC  
Maurice Keys, DDOT  
Heather McColl, Annapolis Regional Transportation Management Association (ARTMA)  
Randy Mosier, MDE  
Rita O'Brien, Northrop Grumman  
Lizz Rogers, Northrop Grumman  
Didian Tsongwain, Prince George's County  
Russ Ulrich, BMC  
Justin Vick, PEPCO  
Reider White, MDE

***Guests:***

Larry Klimovitz, BMC  
Dr. Cliff Fox, VCU

***Staff:***

Jen Desimone, MWCOG  
Joan Rohlf, MWCOG  
Keri Shoemaker, PRR  
Harriet West, Clean Air Partners

***Welcoming Remarks:*** Larry Klimovitz, Executive Director, BMC  
Larry Klimovitz provided welcoming remarks to the Board members.

***Unveiling the New Clean Air Partners Logo:*** Keri Shoemaker  
Keri Shoemaker unveiled the new Clean Air Partners logo and stationary sets, which include letterhead, folders, business cards, envelopes, and thank you cards.

PRR prepared 2006 media campaign recap binders for all sponsors. The value of 2006 radio buy is \$400,000 (actual cost was \$120,000) and estimated to reach 8 million people. To date, PRR has secured \$130,000 in sponsorship commitments for the 2007 media campaign. Frederick County TransIT has agreed to run bus ads from May – September.

***Call to Order:*** Kim Greer called the meeting to order at 12:30 pm. The minutes were approved as submitted.

**2006 End of Season Survey:** Dr. Cliff Fox

Dr. Fox presented the results from the end-of season survey, which was conducted in September 2006. This was the first end-of-season survey since 2001. Telephone interviews were completed with 818 respondents, 502 in Washington and 316 in Baltimore.

Goals of the survey were to explore the understanding of the color code AQI, determine knowledge of Clean Air Partners, and examine perceptions and attitudes about air pollution.

Summary of Observations:

- Code red is most closely connected to terrorism/security (especially in the Washington area), but air quality is a strong second.
- Clean Air Partners has name recognition among just over 15% of respondents.
- Despite improvements in ozone over the last five years, public perception of air quality is mixed, at best.
- Despite increasing concerns over air quality since 2001, the public's perceived ability to make a difference has remained statistically unchanged.

Board members suggested including questions about the health profession, the air quality action guide, and awareness of specific actions in future surveys.

Copies of the full presentation are available at

[http://www.mwcog.org/committee/committee/documents.asp?COMMITTEE\\_ID=115](http://www.mwcog.org/committee/committee/documents.asp?COMMITTEE_ID=115).

**10-Year Anniversary Planning Committee Report:** Tracye Funn

Tracye Funn presented the 10-Year Anniversary recommendations to the Board. Recommendations include a signature event of a joint COG/BMC meeting to reaffirm the original commitment between the two organizations that established Clean Air Partners. The proposed time frame is June/July 2007 to coincide with the anniversary date of the initial COG/BMC meeting. The Belair Mansion in Bowie, MD is the venue of first choice.

Additional recommendations of 10-Year Anniversary events include:

- Tree planting with commemorative plaque
- Recognizing founding members in a media campaign
- Proclamations from the Governors and Mayor
- Identify and apply for awards
- Clean Air Partners Timeline
- "Faces of Clean Air" web clips
- Market the new web site and engage the public through a pledge or competition

There is \$38,000 in available funds for anniversary events; additional funding of \$25,000 is needed to complete all recommendations.

Joan Rohlf's stated that there may be an opportunity to recognize Clean Air Partners at the COG anniversary event. Clean Air Partners will be featured in the COG coffee table book. Gary Allen suggested a Clean Air Partners exhibit at the COG event.

The Board approved the 10-Year Anniversary recommendations with the caveat that they may change and funding will be required to cover the costs.

**Managing Director's Report:** Harriet West

Ms. West reported on the Managing Director activities for the months of October through December 2006.

#### Public Outreach:

- Prepared and gave presentation at Green Breakfast in Fairfax County.
- Worked with PRR and Marketing Committee on logo selection.
- Scheduled and attended sponsor meetings with PRR.
- Prepared for and conducted monthly AQAD team conference calls; prepared meeting notes and updated FY 2007 master work plan.
- Participated on conference calls with the web site consultant.

#### Curriculum Development:

Reviewed curriculum units, consolidated comments and worked with Environmental Education Exchange on a promotional flyer.

#### Voluntary Business Emissions Reductions:

- Researched Minnesota printer project and distributed to Printer Working Group. This successful pilot project was conducted by Clean Air Minnesota and the Printing Industries of Minnesota between April 2005 and April 2006. The project involved reducing VOC emissions in printing operations through the development and testing of customized low-VOC solvents
- Revised printer survey to capture information about solvents based on Minnesota printer project.
- Surveys distributed to nearly 1,000 printers in Northern Virginia. The packet include a cover letter from Clean Air Partners and the Printing Industries of Virginia, the two-page survey, a Clean Air Partners brochure, and self-addressed, stamped envelop. An incentive for the first 50 completed surveys was referenced in the materials (\$10 gift certificate).
- Conducted first Business Roundtable Planning Committee meeting to discuss approach to Business Roundtable initiative.
- Researched and reviewed aqueous parts washer materials, drafted parts washer survey, and followed-up with Montgomery County Department of Environmental Protection staff.

#### Administrative Duties:

Participated in and prepared for Board of Directors, Executive Committee, 10-Year Anniversary, and Finance Committee meetings. Prepared Clean Air Partners reports for MWAQC meetings.

#### **Financial Report:** Joan Rohlf

As of December 31, 2006, spending is on track at 32% of the total budget. Revenues received total \$423,000. Written funding agreements have been received from MDOT, DDOT, and VDOT and invoices have been sent for FY 2007 payment.

#### **New Business**

Randy Mosier briefed the committee on the telework pilot program. A telework tool-kit for employers is being developed. The tool-kit explains air quality and how to set up a telework program geared to unhealthy air days. Randy requested that Clean Air Partners manage and facilitate the telework pilot program.

Gary Allen would like to begin to identify strategies, individual actions and roles for particle pollution. He suggested starting to look at the issue now before the new particle standards go into effect.

Reider White stated that Sherry Wilson is the Acting Secretary of MDE.

Maurice Keys stated that Emeka Moneme is the Acting Director for DDOT.

**Adjournment:** 2:10 p.m.