

Clean Air Partners
Board of Directors' Meeting Minutes
April 15, 2004

Present:

Board Members – Sherry Conway Appel, Hon. Sharon Bulova, Tracey Funn, Joseph Lewis, Hon. Catherine Pugh, Kanti Srikanth;

Staff – Heidi Adams, Jen Desimone, Randy Mosier, Joan Rohlf, Russ Ulrich, Reider White

Call to Order: Heidi Adams called the conference to order at 12:05 p.m. There were no changes to the agenda and the previous minutes were approved as submitted.

Proposed Changes for the 2004 Ozone Season

Jen Desimone presented the proposed changes to the 2004 ozone season.

The main changes this season will be:

1. Ozone forecasts will be based on predicting the next day's 8-hour ozone Air Quality Index. In previous years, ozone forecasts were based on predicting the next day's 1-hour ozone Air Quality Index.
2. Particle forecasts will be issued for the Baltimore/Washington Region.
3. Code Purple, very unhealthy air, will be introduced in the Air Quality Index color codes. Clean Air Partners will need to develop health messages associated with Code Purple air quality.
4. The Ozone Action Days name will need to be changed in order to incorporate particle pollution.

Managing Director's Report: Heidi Adams

At this time, four organizations have committed as media sponsors, WMATA, Commuter Connections, Prince George's County, and Washington Gas. Financial commitments are \$85,000 in the Washington market and \$40,000 in the Baltimore market.

Jars of colored jelly beans, representing the colors of the Air Quality Index, will be carried to each meteorologist as well as news personality. The jars will aid in reminding them about the season and to teach them about the Code Purple and new forecast messages. Randy Mosier requested that some jars be available as a give-away at the kickoff conferences.

Letters, Blockbuster movie cards, and popcorn will be sent to partners requesting that they consider increasing their dues from \$250 to \$1000. Tracey Funn stated that we need to distinguish \$1000 sponsors from other members. We should give upper level sponsors some incentive so they feel like they are getting a value for their contribution.

An electronic and talking newsletter has been set up and the first message is scheduled to go out at the end of April. Information on Clean Air Partners will be sent over the internet to partners and to the Board of Directors.

We will begin discussing plans for the 2005 work program. The Clean Air Partners structure should be examined and alternatives for effective use of the operations budget should be developed. A Finance Committee meeting will be scheduled in the near future. The Strategic Planning Retreat will be scheduled during the month of June.

Marketing Committee: Sherry Conway Appel

The Marketing Committee met last week. The committee agreed that there is a need to update the health messages, to include particle pollution. An inventory of materials will need to be developed. The inventory should include quantities of all materials and note which items require updates with Code Purple and Particle Pollution messages.

Revision to the Take One brochure should be a priority. The current brochures do not include information on particle pollution or Code Purple air quality. New brochures will have to include new health messages and the color purple in the Air Quality Index.

Tracey Funn suggested using the current inventory of brochures, but to add a 1-page sheet which contains information on Code Purple.

Discussions took place regarding the change of the Ozone Action Days name. Sherry Conway Appel suggested that a focus group should be used to determine the appropriate name replacement. After discussions, Tracey Funn made a motion to use the name Air Quality Actions Days this year, but to research potential names through focus groups. The motion was 2nd.

New Business:

Reider White stated that Maryland may have additional funds for printing of new materials. He also stated that he is working with BMC on Clean Commute Month.

Russ Ulrich state that May 1st is Clean Commute Month kickoff. Other events in the Baltimore area include Bike to Work Day (May 7th) and a Telework Event (May 21st).

Next Meetings: Executive Committee on May 20, 2004
Strategic Planning Retreat on June 17, 2004

Adjournment: 2:00 p.m.