



Metropolitan Washington Air Quality Committee December 9, 2009

1. Air Quality and Climate Actions

- The Managing Director and the Education Program Manager recently visited air quality monitoring stations in Ashburn, VA and Beltsville, MD as part of efforts to develop additional content for the web site and curriculum about the monitoring process and “green jobs” in the air quality industry.
- Representatives from the American Lung Association (ALA) of the Atlantic Coast attended the Clean Air Partners Executive Committee meeting on November 17, 2009 and provided an update on the organization’s regional air quality initiatives. The Managing Director will be meeting with ALA later this month to discuss potential partnership opportunities.

2. Web Site

- Clean Air Partners has started a blog page at the recommendation of Gary Allen, Chair of Clean Air Partners. Board members will be contributing to the blog on a monthly basis.

3. Marketing and Public Relations

- The Managing Director and Marketing Consultant have been meeting with our current sponsors to provide a recap of the 2009 season and present the 2010 sponsorship packages. Based on the meetings conducted to date, we anticipate a decrease in financial and in-kind support next year due to the downturn in the economy. We are working to identify and meet with potential new sponsors in the energy sector and renewable energy industries.

4. Curriculum and Outreach

- A new Education Committee has been formed to work with the Education Program Manager and staff on several initiatives including planning and conducting the 2010 poster and video contest, updating the climate change unit, piloting air quality awards for science fair projects, overall marketing/promotion of the curriculum, and strategic planning activities.

5. Business Roundtable

- The final rebate for EU Services (a print shop located in Rockville, MD) was approved in September 2009. Six additional final rebates will be completed in FY 2010.

6. Program Evaluation

- Nothing to report at this time.

7. Meetings

- The next Clean Air Partners Board meeting will be held on January 21, 2010 at COG. Dr. Ed Maibach, Director of the George Mason University Center for Climate Change Communication will be the guest speaker.