



**Executive Committee Meeting
October 12, 2006
MWCOG Rooms 4&5
12:00 pm – 2:00 pm**

Present:

Olivia Achuko, DC DOE
Kim Greer, Washington Gas
Nicole Hinds, Prince George's County
Maurice Keys, DDOT
Jeff Steers, VA DEQ
Linda Stewart-Byrd, MDOT
Reider White, MDE

Staff:

Jen Desimone, MWCOG
Joan Rohlfs, MWCOG
Keri Shoemaker, PRR
Russ Ulrich, BMC
Harriet West, Clean Air Partners

Call to Order and Approval of Minutes: Kim Greer called the meeting to order at 12:05 pm. The minutes of the July 13, 2006 meeting were approved as submitted.

Managing Director's Report: Harriet West

Harriet West gave an update on Managing Director activities over the past month.

Public Education and Outreach:

A. Public Outreach (20 hours, 37% of Managing Director's time)

- Conducted conference call with Marketing Committee regarding logo redesign (9/12/06); followed-up with PRR.
- Followed-up with PRR and WMATA regarding placement of bus/rail ads.
- Conducted conference call with AQAD team regarding web site development (9/7/06), review web site proposal.
- Prepared draft FY 2007 master work plan.
- Conducted monthly conference call with AQAD team regarding project status (9/28/06), prepared and distributed meeting notes, followed-up with Jen and Russ regarding outreach in 2007.

B. Curriculum Development Project (9.5 hours, 18% of Managing Director's time)

- Reviewed Unit 1 and Unit 3 of the air quality curriculum.
- Discussed approach to conference calls/review process with Environmental Education Exchange (EEE).
- Conducted meeting/conference call with air quality curriculum review team and EEE to discuss Unit 1 and 3 (9/19/06).

Voluntary Business Emissions Reduction Strategy:

Printer Initiative (4 hours, 7% of Managing Director's time)

- Prepared summary of printer interviews, prepared presentation for Printer Working Group.
- Conducted conference call with Printer Working Group.
- Updated printer presentation and presented at September Board meeting.

Administrative Duties:

A. Boards & Committees (14 hours, 26% of Managing Director's time)

- Prepared agenda and Managing Director's report for September Board meeting.
- Briefed Board chair on September meeting agenda.
- Attended Board meeting (9/14/06).
- Prepare Clean Air Partners' report for MWAQC, coordinate presentation of report with Supervisor Smyth.

B. Work Program and Budget (4 hours, 7% of Managing Director's time)

- Obtained tasks and budget estimates from EEE for the expansion of pilot to DC and MD, and non-formal outreach development.
- Reviewed FY 2007 marketing budget/work plan based on Scope of Work; identified gaps based on FY 2007 Marketing/Communications Plan, provided comments to PRR and obtained budget estimates for unfunded initiatives.
- Prepared recommendations and budget estimates for use of FY 2007 carry over funds.

Client Administration (2.5 hours, 5% of Managing Director's time):

- Prepared client invoice for Jul and Aug 06.
- Prepared template to track hours against contract/scope of work on a monthly basis.

Marketing and Outreach: Keri Shoemaker

Keri Shoemaker updated the committee on recent marketing activities.

- PRR worked with staff to prepare a budget for proposed carry-over recommendations.
- The logo is in the process of being re-designed. PRR will work with a smaller focus group to develop new variations. The new logo will be complete by the end of October.
- Recap binders are being prepared and will be complete by the end of October. Sponsor meetings will be scheduled; recap binders will be delivered at those meetings.
- PRR will participate in the 10-Year Anniversary Planning meeting.
- The final budget for the Prince George's County Air Quality Strategic Plan was submitted.

FY07 Budget Revisions: Kim Greer, Joan Rohlf, and Jen Desimone

The Finance Committee met on October 5th to discuss recommendations for the use of carry-over funds and revise the FY07 budget. The budget needs to be revised to include changes resulting from two contract amendments and a larger than anticipated carry-over amount at the end of the FY06 fiscal year.

The Board of Directors approved changes to two Clean Air Partners' contracts that were renewed starting July 1, 2006. The contracts are the Clifton Gunderson contract for managing director services and the PRR contract for marketing and public relations support. The effect of the contract changes on the budget is a net increase of \$15,000 for marketing support.

COG Administrative Services staff reported the carry-over amount for Clean Air Partners from FY 06 to FY 07 fiscal years was \$213,173, much larger than anticipated. The large carry-over amount from FY 06 is due to grant payments received close to the end of the fiscal year, the period for which they were intended to be spent. The carry over amount also includes some funds obligated in FY06 but not yet spent. The total carry over amount is \$213,173. The amount includes obligated money for two contracts, Virginia Commonwealth University and PRR. After adjusting for these obligations and two other changes (Clean Commute Month, Baltimore, and dropping the awards program), the total carry over amount available for reprogramming is \$158,723.

Carry-Over Recommendations:

The Finance Committee recommends spending \$141,368 of the \$158,723 on five programs, some of which already exist and will be expanded in the current year.

1. Air Quality Curriculum (\$20,220): Develop kit boxes for the Virginia pilot, expanding the air quality curriculum to the District of Columbia and Maryland, and developing a non-formal outreach component.
2. 10-Year Anniversary (\$18,548): Plan and conduct a series of air quality events in commemoration of the 10-Year Anniversary of Clean Air Partners. Specific recommendations to be developed by the 10-Year Anniversary Planning Committee.
3. Marketing and Outreach (\$32,600): Support additional FY07 marketing, outreach, and promotional initiatives. The Marketing Committee will provide recommendations.
4. Web Site/Database Enhancements (\$61,000): Web site redesign, developing an automatic and manual e-mail and fax notification system, developing a real-time e-mail alert notification system, and content management functionality. Real-time and historical data displays will be developed in a fashion that can be used on Partner and media web sites. Outreach to meteorologists will be conducted to demonstrate the web site and real-time tools that can be used during weather segments.
5. Business Roundtable (\$9,000): Plan and implement a business roundtable covering various industries in the Washington and Baltimore regions. Provide marketing support to the program. Develop best practices for various industries.

The Executive Committee unanimously approved the recommendations for the use of carry-over funds.

Voluntary Business Emission Reduction Strategy: Harriet West

The survey for the printer pilot project has been revised to incorporate comments from one-on-one meetings and a smaller survey sent to PIVA members. The revised survey was sent to the Printer Committee for comments. Once comments are received, the final survey will be sent to a larger list of printers (approximately 1000 in the Northern Virginia area).

The first Business Roundtable meeting will take place on October 20th. Representatives for the states will meet to discuss how to expand the program and what industries to include in the voluntary business emissions reduction program.

Air Quality Curriculum: Harriet West

EEE is in the process of developing a new air quality curriculum. The curriculum will include 6 units covering general air quality, the air quality index, particle pollution, ozone, lungs and health effects, and community sources of pollution.

Units 1 and 3 are complete and have been reviewed by Curriculum Committee. Units 2 and 5 will be reviewed in October. All units will be complete by mid-November, followed by the piloting in schools at the end of the year. Evaluation of the curriculum will take place during the pilot phase.

Keri Shoemaker suggested exploring ways to tie the curriculum with the outreach to TV meteorologists.

Special Projects: Harriet West

The first planning meeting for the 10-Year Anniversary will take place on October 18th. This will be a brainstorming session to come up with event ideas.

Prince George's County is funding Clean Air Partners to implement the County's Air Quality Strategic Plan. An MOU and budget for the project have been complete and are in the approval process. The project is expected to begin in January 2007. Clean Air Partners will develop an employee survey, develop messages for specific county agencies, and identify activities and programs the County can implement.

2007 Meeting Schedule: Jen Desimone

There are six regularly scheduled meetings, 3 Board and 3 Executive Committee, in 2007. Meetings will be held at BMC and COG. The first meeting will be January 11th at BMC. The Executive Committee unanimously approved the 2007 meeting schedule.

New Business

VCU has completed the end-of-season survey. They are in the process of analyzing the results. A report will be provided to Clean Air Partners before the end of the year; results will be presented at the January 11th Board meeting.

Adjournment: 1:00 pm