

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 North Capitol Street, N.E.
Washington, D.C. 20002-4239**

**MINUTES
Board of Directors' Meeting
COG Board Room
May 14, 2003**

BOARD MEMBERS, ALTERNATES AND PARTICIPANTS PRESENT AND NOT PRESENT

***SEE ATTACHED CHART FOR ATTENDANCE**

STAFF

David J. Robertson, Executive Director
Lee Ruck, General Counsel

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chair Hill called the meeting to order at 12:20 p.m. with a recitation of the pledge of allegiance.

2. APPROVAL OF MINUTES OF APRIL 9, 2003

Chair Hill asked that the attendance chart be changed to reflect Delegate James Scott's attendance. Motion was made, seconded and carried unanimously to adopt the minutes of the April 9, 2003 meeting.

3. AMENDMENTS TO AGENDA

There were no amendments to the agenda.

4. ANNOUNCEMENTS

a) Executive Session

Chair Hill reported that there was a legislative attempt (S. 824) to increase the number of slots beyond the perimeter rule from 12 to 24 at Ronald Reagan Washington National Airport. She called the Board's attention to a sample copy of a letter that was sent to the area Congressional delegation and the Senate Commerce, Science and Transportation Subcommittee. As of late yesterday afternoon, the slot language in this legislation had been withdrawn. She thanked Sen. Allen and CONAANDA Chair Barbara Favola for their efforts to defeat the bill in the Senate and hoped that they

are similarly successful on the House side. A strategy meeting with senior area congressional staff is planned for late today.

The National Airport Noise Compatibility Study Advisory Committee will hold two public meeting to advise the community on the scope of the study and to elicit citizen concerns. The meetings will take place Wednesday, June 18, from 6 – 9 p.m. at Walt Whitman Middle School in Alexandria, VA, and Thursday, June 19, from 6-9 p.m. at Sibley Hospital's Ernst Auditorium in Washington, D.C.

The Board will go into Executive Session at the end of this meeting to discuss adopting the Executive Director's proposed contract.

b) NARC Conference

The NARC Conference will be held June 21-24 in Pittsburgh. This is the last call for anyone to register -- please sign up.

c) COG Annual Retreat

Chair Hill referred the Board to an announcement in their packet regarding the Board's Annual Retreat, scheduled for July 25-27, 2003 at the Lansdowne Resort located in Leesburg. The Board will discuss the Strategic Plan and crosscutting issues facing the region.

The Foster Parent Gala will be held on May 31. Please call 800-669-4673 to RSVP. See Calvin Smith for more information.

Chair Hill congratulated Board Member Redella Pepper on her re-election.

d) Executive Director's Report

The Executive Director highlighted activities as of May 2003 by other COG policy bodies, officials and staff.

5. ADOPTION OF CONSENT AGENDA ITEMS 13.A., 13.B., 13.C., 13.D., 13.E. and 13.F.

Motion was made, seconded and carried unanimously to adopt the following actions and resolutions on the Consent Agenda:

A) Resolution Authorizing Executive Director to Accept a Grant from the U.S. Department of Education for COG's Potomac Regional Education Partnership Program (PREP)

Resolution R23-03 - Authorizes the Executive Director or his designee to accept operations funding for a technology training program for teachers by COG's Potomac Regional Education Partnership.

B) Office of Management and Budget (OMB) Request for Comments on Proposed Washington – Baltimore "Combined Statistical Area"

Authorizes COG to transmit a letter to the congressional delegation concerning the combination of the Washington and Baltimore statistical area.

C) Resolution Recognizing May As Foster Parent Appreciation Month

Resolution R24-03 - Authorizes COG Chair to proclaim May as FOSTER CARE APPRECIATION MONTH in the Washington Metropolitan region.

D) Resolution Authorizing Executive Director to Accept Grant Funds from the Freddie Mac Foundation for the Foster Parent Gala

Resolution R25-03 – Authorizes the Executive Director or his designee to accept grant funds from the Freddie Mac Foundation in support of the May 31 Foster Parent Gala.

E) Resolution Authorizing Continuation of the Potomac Aquatic Plant Control Program to Maintain Public Navigational Channels in the Potomac River from the City of Alexandria to the Mouth of the Potomac

Resolution R26-03 - Authorizes the Executive Director or his designee to enter into a contract agreement, not to exceed a total of \$100,000, with the U.S. Army Corps of Engineers, and the Commonwealth of Virginia that would continue the aquatic plant harvesting program through the 2003 season.

F) Resolution Authorizing the Filing of a Grant Application with the Federal Aviation Administration for the Twenty-First Phase of the Continuous Airport System Planning Program

Resolution R27-03 - Authorizes the Executive Director or his designee to file a planning grant application and execute a grant contract with the Federal Aviation Administration to conduct Phase XXI of a multi-year program for Continuous Airport System Planning for the National Capital Region in an amount not to exceed \$418,000.

6. INFORMATION ITEM

COG's Health Officials Committee Briefing to the CAO Committee on Status of SARS in the National Capital Region

An outbreak of a newly discovered disease, Severe Acute Respiratory Syndrome (SARS), is causing world-wide illness, deaths and public health actions. The COG Health Officials Committee provided an update of the CAOs on the local case(s) and the steps public health officials have taken to control the spread of this disease. A copy of the briefing report was provided to the Board.

7. METROPOLITAN DEVELOPMENT POLICY COMMITTEE (MDPC) "SMART GROWTH BEGINS AT THE LOCAL LEVEL" VIDEO CD PROJECT

Council Member Joyce Woodson, chair of the MDPC, briefed the Board on the "Smart Growth" CD project. COG member governments recognized the need to inform citizens and local elected officials about the value of "Smart Growth" principles. A workgroup comprised of MDPC and the Metropolitan Development Citizen's Advisory Committee recommended the development of an interactive CD-ROM containing a video story with links to planning web sites.

COG recently contracted with Take Aim Media to re-format the script into a shorter, "user-friendlier" version. COG policy groups will meet during the next few weeks to discuss the project. Ms. Woodson said she hopes to share a revised draft script with the Board on June 11. The final script will be approved in July and filming would occur this summer. MDPC will present the initial video results the Board in September, with final approval of the video and web site content in November. Staff will then

distribute CDs to local elected officials and planning commissions, as well as to interested citizens and community groups. In closing, Ms. Woodson thanked Board Member Jay Fiset and Paul DesJardin of COG, who helped guide the "Smart Growth" project from its inception.

The Board was asked to review a protocol outline to ensure that the project has support of all critical stakeholders. In response to various Board members' questions, Ms. Woodson said the video would be seven minutes long. She reported that historical background would be on the web site. The entire region will be incorporated in the video.

Board Member John Schlichting said the term "Smart Growth" is politically dangerous, and he asked Ms. Woodson if she's aware of this. In response, Ms. Woodson said that she is aware but wanted to make clear that Smart Growth is not the same everywhere.

Board Member Fiset said that the video will attempt to define the term and what it hopes to accomplish. The term is well-known, so to change it would defeat the purpose. He said he hoped the content is sufficient to answer questions.

8. PRESENTATION ON THE GREATER WASHINGTON TOURISM ALLIANCE

Jo Anne Mitchell, President and CEO of the Alexandria Convention and Visitors Bureau and Michael Neitzey, Executive Director of the Prince George's County Convention and Visitors Bureau, briefed the Board on state of tourism in the region.

Mr. Neitzey opened the discussion, informing the Board that the week of May 10-18 is National Tourism Week. Regional marketing efforts began after September 11, 2001. He noted that when people come to the District, they may opt to stay in other counties. By doing this, visitors tell us we're a region.

Greater Washington Tourism Alliance's other partners include the Smithsonian, WMATA, MWAA and GWBOT. At their recent retreat, they discussed developing a regional plan for the area. Another partner, the Capital Region USA, has a video CD included in gift bags given to Board Members. Capital Region USA is a partnership between the states of Maryland and Virginia, and D.C. tourism organizations that promote the region to the international tourism market.

Mr. Neitzey recognized Fonda Richardson from Mayor Williams's office. There is an effort to capitalize on the interest of governors and the mayor to have a short-term impact on the region this summer. He hopes that more people will visit the region, which will keep some discretionary dollars in the region. He asked the Board to pass R21-03 and to invest in their own local tourism efforts. More tourism dollars will lessen the tax burden on constituents.

Ms. Mitchell said that most visitors come to see Alexandria because they also come to see D.C., the center of the region. Over the past 18 months, the region has had challenges, which were reflected in the drop in hotel accommodations, visitors sites and taxes. The region's great diversity will see it through the drop in tourism. Compared to the national level, the region is continuing to promote itself in a positive way. Ms. Mitchell called the Board's attention to a holiday promotion insert in USA Today and National Geographic, paid for solely by advertisers.

Various Board Members shared concerns about high school tour groups, certain counties opting out of regional tourism organizations, and the decreasing number of people visiting different locations in region.

In response, Mr. Neitzey said that efforts have been made to reach school districts and organizations to ensure them that the area is secure. The focus of his organization is to get that market back.

Motion was made, seconded and carried unanimously to adopt Resolution R21-03.

9. REGIONAL "WISE WATER USE" CAMPAIGN LAUNCH AND CURRENT WATER SUPPLY CONDITIONS IN THE METROPOLITAN WASHINGTON REGION

Board Member Penny Gross briefed the Board on the Wise Water Use Campaign. The Metropolitan Washington Water Supply and Drought Awareness Response Plan calls for the establishment of a year-round plan emphasizing wise water use. Over the past twelve months, COG staff has been working with area public information officers and the Board's Water Supply Task Force to develop such a campaign. On Tuesday, May 20, 2003 at 10:30 a.m., area water utilities in cooperation with COG will launch its regional "Wise Water Use" campaign in Glendale, Maryland. Ms. Gross provided the Board with an overview of this comprehensive campaign.

In June 2000, a plan was adopted to remedy the drought. Since then, COG and the states worked to collect consumer data. As a result, the campaign was launched. Various elected officials and local agencies around the region will attend the kickoff. Thirty-four funding partners are part of group. New ads and additional languages will be implemented to reach more people. Radio and TV spots are also planned. One partner has already bought time on a local cable station. Two 60-second radio spots will run on WMAL, and transit ads will appear in June or July.

Water saving tips will be seen at 22 area theaters starting the week of May 23 for period of 5 weeks. In the fall, interactive efforts in schools will introduce wise water use tips. Partners will be listed on web sites, and other organizations, such as sports teams and trade associations, will be asked to join the campaign.

Last summer's drought is over due to improved conditions in water levels.

10. BRIEFING ON CLEAN AIR PARTNERS (CAPS)

"Clean Air Partners" is a bi-regional, Washington-Baltimore organization administered through COG that promotes voluntary actions to clean up the air through a public information campaign and partnerships with the business and public sectors. Formerly known as "ENDZONE Partners", the COG Board of Directors and the Baltimore Regional Council (BMC) chartered the organization in 1997. At the February 2003 COG Policy Leadership Conference, officials requested a briefing on this bi-regional program. Clean Air Partners Managing Director, Heidi Adams, briefed the Board on the mission, structure, and organizations participating in Clean Air Partners, its "Ozone Action Days" program, and the public information messages that Clean Air Partners will be sponsoring on the radio this summer.

Ms. Adams summarized the Board handout.

- 66% of CAPS' funding comes from transportation and COG grants.
- Messages will run on cable TV and radio.
- CAPS' message includes health, commuting alternatives, lawn and garden, consumer products and refueling after dark.
- CAPS currently has over 50 paid partners and over 500 ozone action days members. Forecasts are sent out over the airwaves, fax and e-mail.
- Future of CAPS is to increase collaboration between other entities and formalize outreach efforts to sensitive groups.
- Due to heightened security, code red action days will be prefaced with the term "air quality" for clarification.

11. REGIONAL HOMELESS ENUMERATION PROJECT

Steve Cleghorn, Chairman of the COG Homeless Services Committee, briefed the Board on the results of the third coordinated regional enumeration of the homeless report in Washington metropolitan area. The Board will be asked to approve R22-03. This year's enumeration count found that on Jan 22, 2003, a total of 14,276 persons and families were in the Homeless Continuum of Care in the metropolitan region. A slight increase in last year's totals.

Mr. Cleghorn said that 31% percent of the homeless population are children. This increase is due to the sharp rise in family homelessness. He highlighted changes in the survey of the chronically homeless and the unsheltered. There is a HUD and federal mandate to end chronic homelessness—about 15% of this population--within the decade. Mr. Cleghorn reported that if this group were housed permanently, the region wouldn't need such large homeless shelter services. Plans for the future include trying to build housing for this population.

Recommendations of the report include obtaining a Homeless Management Information System (HMIS) for every jurisdiction, which will provide an opportunity to look at how homeless people move around region. The goal is to end chronic homelessness in the next decade and to obtain affordable housing for those with extremely low income.

Board Member Gross asked about victims of domestic violence and what percentage of the homeless are victims. In response, Mr. Cleghorn said those numbers are not reflected in the report. Ms. Gross suggested that more COG involvement is needed at the regional level.

Board Member Kelvin Robinson asked whether the report looked at violence occurring due to ex-offenders entering homeless shelters. Mr. Cleghorn said that the survey did not address this issue but hopes the HMIS will address it in the future.

Motion was made, seconded and carried unanimously to adopt Resolution R22-03.

12. PRESENTATION ON FY 2003 THIRD QUARTER FINANCIAL REPORT

Board Member Gross briefed the Board on COG's third quarter FY 2003 financial report and preparation for FY 2004, which begins July 1, 2003.

13. EXECUTIVE SESSION

By motion the Board of Directors concluded the public meeting and reconvened in Executive Session for personnel purposes at 1:45 p.m.

14. RECONVENE PUBLIC SESSION

Public Session was reconvened at 1:50 p.m. Ms. Gross made a motion to adopt the Executive Directors' contract. The motion to adopt the contract was seconded and carried unanimously.

15. THE BOARD WAS REMINDED THAT THE NEXT BOARD MEETING WOULD BE ON JUNE 11, 2003

There being no further business, the meeting was completed at 2:05 p.m.