



**Executive Committee Meeting
April 6, 2006
MWCOG Rooms 4 & 5
12:00 pm – 2:00 pm**

Present:

Randy Mosier, MDE
Kanti Srikanth, VDOT
Jeff Steers, VA DEQ
Russ Ulrich, BMC
Reider White, MDE

Staff:

Jen Desimone, MWCOG
Denise Walz, PRR
Harriet West, Clean Air Partners

Call to Order: Kanti Srikanth called the meeting to order at 12:10 pm. The minutes of the September 8, 2005 meeting were approved as submitted.

Managing Director's Report: Harriet West

As of February 2006, revenues (\$677,569) were ahead of expenditures (\$474,342). The cash balance as of February 28, 2006 was \$203,227.

Draft FY2007 work program and 2006/2007 marketing plan were prepared. Meetings with the major funders took place in March in order to receive input to the FY2007 budget. Both plans will be finalized and presented to the Board at the Annual Meeting.

Plans for a DC media event are underway. This year's event will take place during National Air Quality Awareness week (May 15 – 19, 2006) and will be supported by EPA and NOAA.

PRR and the Managing Director are preparing 2006 sponsorship packages. Sponsor meetings are being schedule. Sponsor commitments will be obtained in the April-June timeframe.

Draft 2006/2007 Communications Plan: Denise Walz

Denise Walz presented the draft 2006/2007 Marketing and Communications plan. In December 2005, key members of Clean Air Partners gathered to define and prioritize their goals. At this workshop participants articulated three priority communications goals; increase awareness of the problem, encourage voluntary action to improve air quality, and increase active partners. The plan contains strategies and tactics that will be implemented in 2006 as well as strategies and tactics that could be implemented well into 2008.

Clean Air Partner's primary target audience was identified as the "general public." This represents anyone who engages in behavior and activities which cause poor air quality, and for sensitive groups. Two secondary target audience groups were identified as "media and meteorologists" and "health and environmental groups."

Ms. Walz explained each communications goal and tactics to meet them:

1. Increase Awareness of the Problem - This goal will require the largest portion of our current resources to accomplish. Strategies to meet this goal include; renew and refresh the brand and media launch to announce new standards.
2. Drive Voluntary Action to Improve the Air - Target audiences include individuals and local businesses. Strategies to meet this goal include; generate mass media to deliver the message and generate programs that drive measurable behavior change.
3. Increase Active Partners – Strategies to meet this goal include retaining current and increase future Clean Air Partners sponsors and extending current membership and actions taken by members to increase the program’s reach and visibility.

The Marketing Committee will prioritize the strategies and tactics in the plan, followed by the development of a comprehensive timeline and budget.

Draft FY 2007 Work Program and Budget: Harriet West

Due to time limitations, Ms. West was not able to go through the entire draft FY 2007 Work Program and Budget. Any comments should be sent to Harriet by COB April 21, 2006.

Kanti Srikanth stated that there was no increase in the FY07 budget. If a need is determined to increase the budget to meet unfunded projects, send a request to the funders and Board members.

Randy Mosier suggested taking some money away from the “paid TV/radio” line item and use for program development.

New Business

No new business

Adjournment: 2:05 pm