



**Executive Committee Meeting
March 10, 2005
MWCOG – Board Room
12:00 p.m. – 2:00 p.m.**

Present:

Committee Members:

Joseph Lewis, Baltimore County; Kanathur Srikanth, VDOT; Linda Stewart-Byrd, MDOT
Didian Tsongwain, Prince Georges County; Maurice Keys, DDOT; Hon. Patrice Winter, City of
Fairfax

Guests:

Donna Reynolds, ALA-VA

Staff:

Jennifer Desimone, MWCOG; Bob Maddox, MDE; Randy Mosier, MDE; Joan Rohlfs, MWCOG;
Russ Ulrich, BMC; Muriel Watkins, Clean Air Partners; and Harriet West, Clean Air Partners; Denise
Walz, PRR

Call to Order: Hon. Patrice Winter called the meeting to order at 12:15 p.m. There were no changes to the agenda and the minutes were approved as submitted.

Report from the ALA-VA: Donna Reynolds, ALA-VA updated the committee on Northern Virginia clean air activities. In cooperation with Bike to Work Day, Virginia is hosting Clean Commute Day on Friday, May 20th.

ALA-VA is working with Virginia DEQ to develop a campaign related to car care. NASCAR racer, Ward Burton will be the spokesperson for the event. The targeted population is men between the ages of 17 – 35.

The State of the Air Report will be released on April 30th. The report will grade the region's air quality and include information about the associated health effects, such as diabetes.

Work Program: Staff has been working on revisions to the work program and budget. The work program will include new initiatives, such as a new program targeting business emission reductions on Air Quality Action Days. Particle Pollution curriculum will also be developed as part of the new work program. The revised budget will be based on 18-months, January 1, 2005 – June 30, 2006, and enable Clean Air Partner's budget to coincide with the MWCOG's fiscal year.

Kanti Srikanth stated that VDOT expects that it will be able to fund an 18-month budget. Maurice Keys, DDOT, could not commit to approve the 6-month budget extension because they were uncertain as to whether or not they will be funding the next year. Linda Stewart-Byrd stated that MDOT would not commit to an 18-month budget but would fund the current 12-month budget.

Clean Air Partners Materials Audit: Denise Walz, PRR, reviewed past collateral materials and made the following comments and recommendations.

- The AQI should be a consistent graphic on all materials.
- The current Take One brochure is text heavy.
- Messaging in the materials should have an emotional slant.
- Actions should be more concise and engage to reader to take action.
- The AQAD logo should be revised.
- New materials should be developed to target a variety of audiences.
- The graphics on the hand fans should be revised. Clean Air Partners should try and attract one sponsor to design and print the fans.

Hon. Patrice Winter suggested creating materials to target non-English speaking audiences. Didian Tsongwain inquired as to whether or not the flags would be reproduced. At this time, reproducing the flags would depend on the budget and we could not commit this time. Donna Reynolds suggested making the core actions more visual, which would allow for an easier transfer into other languages.

Membership Fees: Harriet West presented recommendations for the membership fee structure. The current fees structure consists of two levels, \$250 and \$1000, with no clear benefit to become a partner. Ms West suggested a one level approach at \$250. The current AQAD participants, local governments, associations, and environmental groups would be likely target for membership solicitations. The sponsor/partner overlap should be eliminated. All sponsors should automatically be partners.

The membership benefits would include and introductory program packet, air quality forecast notifications by fax or email, an AQAD flag or lobby poster, up to 500 copies of the Take-One brochure, and the organizations logo in the Clean Air Partners website and annual report.

Grants Forecast: Muriel Watkins presented an updated list of prospective federal and foundation grants. The first step will be to send a letter of inquiry to the foundation list to determine their interest in Clean Air Partners initiatives.

Committee Reports:

Air Quality Action Days Team: Randy Mosier

The Kick-off conference is scheduled for May 12, 2005, in Alexandria, Va. The preliminary agenda includes a presentation on air quality health effects by Susan Stone (EPA) and a forecasting presentation by Bill Ryan (Penn State University). We anticipate that the lunch keynote speaker will be a television weather personality.

Website Audit Proposal: Harriet West is working with PRR to revise the content of the Clean Air Partners website and is looking into having a technology consultant conduct an audit of the web site.

New Business: None

Adjournment: 2:00 p.m.

Next Meetings: Board Meeting, April 14, 2005
Kickoff Conference, May 12, 2005