

Clean Air Partners
Board of Directors Meeting Minutes
October 14, 2004

Present:

Board Members:

Steve Arabia, Mirant Mid-Atlantic
Matthew Jalali, DC Department of Transportation
Bob Grow, Greater Washington Board of Trade
John McKie, Virginia DEQ
Joseph Lewis, Baltimore County
Kanti Srikanth, VA Department of Transportation
Didian Tsongwain, Prince George's County
Hon. Patrice Winter, City of Fairfax

Staff:

Heidi Adams, Clean Air Partners
Jen Desimone, MWCOG
Bob Maddox, MDE
Joan Rohlfs, MWCOG
Russ Ulrich, BMC

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

Managing Director's Report: Heidi Adams

Heidi Adams discussed the sponsor summary for the 2004 media campaign. Sponsors for the Washington, DC radio spots, included Commuter Connections, Washington Gas, Prince George's County, and WMATA. Contributions from the four sponsors totaled \$60,000 resulting in Clean Air Partners receiving \$150,000 worth of airtime in the Washington, DC market.

Constellation Energy contributed \$10,000 toward the media campaign in the Baltimore market. As a result, Clean Air Partners received \$45,000 of airtime in the Baltimore region.

In addition to the radio spots, television ads were runs free of charge through Comcast. Sponsors contributing at least \$15,000 were included in the television campaign. These sponsors included VDOT, MDOT, DDOT, BMC, COG, Commuter Connections, and Washington Gas.

Membership Survey Update: Heidi Adams

Cliff Fox, VCU, is in the process of developing two membership surveys; one for the Clean Air Partners and the second for the Air Quality Action Days participants. The objective of the membership survey is to determine if Clean Air Partners is meeting the needs of our membership and to determine if the current membership would be willing to contribute to the organization in other ways. Preliminary results will be available in November with final results in December.

During the last survey committee conference call, questions arose regarding the current membership structure. At that time, the marketing committee was directed to develop a strawman proposal for a new membership structure.

Kanti Srikanth stated that the current number of dues paying members have decreased while the Air Quality Action Days participants have increased. Currently, membership for the Air Quality Actions Days program is free of charge.

Bob Grow offered to send the membership survey out to the business community. Kanti Srikanth suggested developing an additional survey targeted to people who are not currently involved with Clean Air Partners.

Proposed Membership Levels: Jen Desimone

In developing the membership survey, the committee realized that the benefits for membership in Clean Air Partners should be more clearly defined, and that different levels of membership should offer different levels of benefits. Currently, there is no difference between the benefits and services offered for the basic \$250 membership and those offered for the \$1,000 membership.

The Marketing Committee developed a proposed list of seven membership levels and benefits, beginning with a new membership category for individuals and families. The first category is an Introductory Membership level targeted to Air Quality Action Days participants. They will be offered a basic membership package including: air quality forecast notifications by fax or email; copies of the Clean Air Partners Take One brochure; lobby signs for the workplace; introductory program packet; and on-site training session by a members of the Air Quality Action Days team. Higher levels of membership will receive additional benefits as listed in the following attachment.

Board members offered the following suggestions to the membership benefits that should be added to the appropriate membership category:

- Sign up to receive route-specific traffic information via email.
- Commuting alternative presentation. During an on-site visit, Commuter Connections can accompany the Air Quality Action Days team member and offer to register employees for the Guaranteed Ride Home program.
- Offer products for sale on the Clean Air Partners website.
- Work with local businesses to acquire donated items such as electric lawn and garden equipment.

A motion was made to accept the proposed membership levels with the suggested changes and to include these levels in the membership survey.

New Business:

Mirant Supplemental Environmental Project:

Steve Arabia updated the Board on the Mirant settlement with Virginia DEQ (VDEQ). A proposed consent decree between Mirant Mid-Atlantic and VDEQ was issued in October. The consent decree was a result of a violation by Mirant for emitting more NO_x than their permit allowed. The settlement calls to reduce NO_x by 65% from four regional power plants; three located in Maryland and 1 located in Virginia.

The consent decree designated Clean Air Partners as a recipient of funding to develop a public outreach plan. It established that Mirant shall provide funding in the amount of \$30,000 to Clean Air Partners to develop an education campaign focused on particle pollution.

Mirant is expected to be out of bankruptcy in mid-2005 and at that time they hope to be able to contribute further to Clean Air Partners.

Additional Business:

Kanti Srikanth suggested there be presentations on particle pollution, 2004 ozone season recap, and the early childhood curriculum at the Annual Meeting.

Next Meetings:

Annual Meeting/Awards on November 4, 2004

Adjournment:

There being no further business, the meeting adjourned at 2:00 p.m.

Attachment

Proposed Clean Air Partners Membership Levels

Individual/Family Membership (\$25):

- Air Quality Forecast notifications by email.
- Quarterly Newsletters.
- Annual raffle. Members will be entered in an annual raffle for a chance to win a prize such as an electric lawnmower or bicycle.

Bronze Introductory Membership (\$50):

- Air Quality Forecast notifications by fax or email.
- Two hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).
- Five lobby signs for the employment site.
- Introductory program packet.
- One on-site training session by a member of the Air Quality Action Days team.
- Quarterly Newsletter.

Silver Membership (\$250):

- Air Quality Forecast notifications by fax or email.
- Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).
- Five lobby signs for the employment site.
- Introductory program packet.
- One on-site training session by a member of the Air Quality Action Day team.
- Quarterly newsletters.
- Company logo in annual report.
- Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.
- Access to members only section of the Clean Air Partners website.

Gold Membership (\$1,000):

- Air Quality Forecast notifications by fax or email.
- Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).
- Five lobby signs for the employment site.
- Introductory program packet.
- One on-site training session by a member of the Air Quality Action Day team.
- Quarterly newsletters.
- Company logo in annual report.
- Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.
- Access to members only section of the Clean Air Partners website.
- Feature story on the Member's Air Quality Action Day program on the Clean Air Partners website.
- Complimentary Annual Awards luncheon for two.

Platinum Membership (\$5,000):

- Air Quality Forecast notifications by fax or email.
- Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).
- Five lobby signs for the employment site.
- Introductory program packet.
- One on-site training session by a member of the Air Quality Action Day team.
- Quarterly newsletters.
- Company logo in annual report.
- Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.
- Access to members only section of the Clean Air Partners website.
- Feature story on the Member's Air Quality Action Day program on the Clean Air Partners website.
- Complimentary Annual Awards luncheon for two.
- Two Air Quality Action Days flags.
- Print ad that will include the member's logo.
- \$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day (\$100 donation from local restaurants, \$100 paid for by Clean Air Partners).

Diamond Membership (\$10,000):

- Air Quality Forecast notifications by fax or email.
- Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).
- Five lobby signs for the employment site.
- Introductory program packet.
- One on-site training session by a member of the Air Quality Action Day team.
- Quarterly newsletters.
- Company logo in annual report.
- Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.
- Access to members only section of the Clean Air Partners website.
- Executive package, which will include items such as Clean Air Partners polo shirts, gift certificates to area restaurants, and golf-packages.
- Complimentary Annual Awards luncheon for two.
- Five Air Quality Action Days flags.
- \$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day (\$100 donation from local restaurants, \$100 paid for by Clean Air Partners).
- Onsite consultation with a telework specialist.
- Organization and their Action Days activities highlighted in a cable television advertisement.
- Logo included on all Clean Air Partners print materials.

Diamond Plus Membership (\$15,000):

- Air Quality Forecast notifications by fax or email.
- Five hundred copies of the Clean Air Partners Take One brochure (or equivalent educational material).
- Five lobby signs for the employment site.
- Introductory program packet.
- One on-site training session by a member of the Air Quality Action Day team.
- Quarterly newsletters.
- Company logo in annual report.
- Electronic resource guide (CD) that will contain press releases, new articles, presentations, and graphics, which employers may adapt to their needs.
- Access to members only section of the Clean Air Partners website.
- Executive package, which will include items such as Clean Air Partners polo shirts, gift certificates to area restaurants, and golf-packages.
- Complimentary Annual Awards luncheon for two.
- Five Air Quality Action Days flags.
- \$200/year toward an employer sponsored lunch at the work site on a Code Red Air Quality Action Day (\$100 donation from local restaurants, \$100 paid for by Clean Air Partners).
- Onsite consultation with a telework specialist.
- Organization and their Action Days activities highlighted in a cable television advertisement.
- Organization highlighted in a radio advertisement.
- Logo included on all Clean Air Partners print materials.