

Clean Air Partners
Board of Directors Meeting Minutes
January 13, 2005

Present:

Board Members:

Barbara Herron, BMC
Hon. Jim Kraft, Baltimore City
John Quinn, Constellation Energy
Kanti Srikanth, VA Department of Transportation
Jeff Steers, VA Department of Environmental Quality
Linda Stewart-Byrd, MD Department of Transportation
Didian Tsongwain, Prince George's County
Justin Vick, PEPCO Holdings, Inc.

Presenters:

Cliff Fox, VCU

Staff:

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

Call to Order: Kanti Srikanth 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 and Financial Report: Heidi Adams

Heidi Adams discussed the sponsorship status for the 2005 media campaign. Clean Air Partners has received payment from Washington Gas and Mirant for the media campaign. We are waiting commitments from Prince George's County, Montgomery County, PEPCO, Constellation Energy, the Freed Foundation, and Toyota. Comcast has confirmed that they will run the television ad in the Baltimore area.

Payment was received from the DC Department of Transportation for the 2003 calendar year. We are waiting payment for the 2004 calendar year.

Spending was on target for 2004. As a result, there will be approximately \$55,000 in carry over funds. Joan Rohlf stated that we will have a final statement by March and will know the exact carry over dollars at that time.

Two locations were suggested for the Air Quality Action Days Conference; The Hilton or The Holiday Inn. Both conference centers are located in Alexandria and are accessible by public transit. However, The Hilton is located directly across from the Metro and The Holiday Inn is on the Dash Bus Route. The preferred location is The Hilton with an available date of May 2nd. The Air Quality Action Days team will meet to further discuss plans for the conference. Kanti Srikanth inquired to the cost of the conference. Ms. Adams stated that there is \$10,000 in the budget for the conference, but in the past have

spent \$8,000. Attendees are charged approximately \$25 - \$30 registration fee. Kanti Srikanth suggested contacting the Alexandria government for additional suggestions of conference locations.

Membership Survey Presentation: Cliff Fox, VCU

Cliff Fox presented the results from the membership survey, which was conducted in November/December 2004. The web-based survey instrument was developed by the membership survey committee. Notification letters were mailed in October, followed by an email invitation that included the survey link. Three additional emails were sent as follow-ups to encourage response.

The survey population included all Clean Air Partners and Air Quality Action Day member organizations with email contacts. The total reachable population was 384 members. One hundred thirty five members responded to the survey, which is a response rate of approximately 35% of the reachable population.

Cliff Fox provided the following summary and recommendations based on the final survey results. Responses to specific questions can be found in the final report provided during the meeting.

Summary and Recommendations:

- Member satisfaction with the basic program functions is high (97%).
- Program knowledge among the respondents is high (89%) and member roles were clearly communicated (76%).
- Members do not feel that the program is a burden on them (87%) or their organization (85%).
- The perceived ability of member organizations to help improve air quality in the area is high, the perception that these organizations are doing all that they can do may be a barrier that must be confronted.
- Information based products, such as forecast notifications, brochures, and newsletters, are judged to be the most valuable. However, these products should be developed and targeted to specific organization types who will find them most valuable.
- County/local government members may be potential partners for marketing/branding activities. These organizations rated exposure products and services relatively higher than others.
- Approximately one-third of the membership would not be likely to join as an individual member.
- Moderately priced organizational membership packages (\$50 - \$250) may be a valuable source of expanded revenue. AQAD private sector and county/local government members may be the best target for additional revenue producing memberships.

Kanti Srikanth inquired as to what information the Board could draw from the survey results that would help recruit new members. Joan Rohlf responded that we could use the organization profiles that responded positively to the survey in order to target other “like” companies for membership.

Managing Director and Marketing RFQs: Joan Rohlf

Requests for Qualifications (RFQ) were sent out in December for the Managing Director and marketing consultant. COG received multiple responses for both RFQs.

The submission deadline for Managing Director was January 7th. Following the Board meeting, the Managing Director Selection Committee will meet to discuss the RFQs and hold interviews on January 24th. The submission deadline for the marketing RFQ was January 10th. The Marketing Selection Committee will meet on January 24th to discuss the submissions and hold interviews on January 31st.

Contracts are expected to be in place by the first week of February.

New Business:

There was no new business.

Next Meetings:

Executive Committee meeting on February 10, 2005

Board meeting on April 14, 2005

Adjournment:

There being no further business, the meeting adjourned at 1:30 p.m.