

**Clean Air Partners  
Board of Directors Meeting  
MWCOG – 1<sup>st</sup> fl, Rooms 4&5  
April 14, 2005**

***Present:***

Gary Allen, Chesapeake Communities  
Tracye Funn, Washington Gas  
Maurice Keys, DDOT  
Leann Landry, WMATA  
Joseph Lewis, Baltimore County  
Lizz Rogers, Northrop Grumman  
Jeff Steers, VA DEQ  
Didian Tsongwain, Prince George's County  
Don Wambsgans, DC DOH

***Staff:***

Jen Desimone, MWCOG  
Bob Maddox, MDE  
Randy Mosier, MDE  
Joan Rohlfs, MWCOG  
Russ Ulrich, BMC  
Denise Walz, PRR  
Reider White, MDE  
Harriet West, Clean Air Partners

***Call to Order:*** Harriet West called the meeting to order at 12:15 pm. The minutes of the January 13, 2005 meeting were approved.

***Financial and Staff Report:*** Harriet West

Since February, the AQAD Team, PRR, and the Marketing Committee worked on the following initiatives:

- Planning the 2005 Air Quality Action Days Kickoff Conference,
- Reviewing and revising existing Clean Air Partners materials,
- Identifying potential federal and foundation funding sources,
- Securing sponsorship commitments for 2005,
- Developing recommendations for restructuring sponsorship and membership fees and offerings,
- Planning 2005 marketing and outreach activities, and
- Preparing the proposed FY 2005/2006 Work Program and budget.

The Air Quality Action Days Conference will be held on May 12<sup>th</sup> from 8:30 to 2:00 at the Hilton Alexandria Old Town. Invitations were sent to all AQAD members, Clean Air Partners, and MWAQC/TAC. In addition, special invitations were mailed to nearly 40 representatives from other organizations and 10 foundations.

***Proposed Changes to the Work Program and By-laws:*** Joan Rohlfs

Changes to the work program and budget were discussed. The 18-month work program and budget is proposed in order to complete the current fiscal alignment and shift to a fiscal calendar comparable to that of the supporting local jurisdictions and sponsoring partners. New work program and budget items include Public Education for Particulate Matter Awareness and a Voluntary Business Emission Reductions program.

Tracye Funn suggested specifying that the special project, under membership services, state that it is dedicated to Clean Commute Month. A motion was made to approve the new 18-month work program and budget. After a second motion, the Board unanimously approved the budget and work program.

Harriet West proposed a change to the bylaws, section 1.6 Fiscal Year. This changes would state that Clean Air Partners fiscal year begin on July 1 and end on June 30. A motion was made to approve the bylaws change. After a second motion, the Board unanimously approved the revision.

***Organizational Assessment:*** Harriet West

Harriet West performed an assessment of the Clean Air Partners organization. The assessment is based on a number of performance indicators ranging from 1 to 5, with 5 being the best. A score of 3 or more was considered good. Areas suggested for improvement included, board development, policies and procedures, human resources, and service delivery.

***Fundraising:*** Harriet West

All sponsors have been contacted regarding the 2005 Marketing Campaign. Current anticipated commitments are \$70,000, including \$25,000 in paid sponsorships and \$45,000 that are pending. The total budget is \$100,000; therefore we have a \$30,000 shortfall. In order to make up the difference, 3-6 additional sponsors will be needed. Tracye Funn suggested that Clean Air Partners organize a special event to recognize its sponsors.

After a review of the current membership levels, Harriet West suggested the elimination of the sponsor/partner overlap. All sponsors should automatically become members. One membership level at \$250 should be created. The renewal process will be modified to include up to three reminders and a follow-up by the Managing Director via phone and/or email. New members will receive an introductory packet, air quality forecast notifications, an AQAD flag or lobby display, up to 500 copies of the "Take One" brochure, and the company logo on the website and in the annual report. A motion was made to approve the new membership structure. After a second motion, the Board unanimously agreed to the change.

***Marketing and Public Relations:*** Denise Walz

PRR is redesigning the "Take One" brochure. The deadline for completion is May 12<sup>th</sup>. Preparations for the media campaign are under way. Preferential treatment will be given to radio stations that offer the most value-added services. The PR plan, for the Baltimore and Washington areas, has been submitted to the marketing committee and is under review.

***New Business***

Tracye Funn suggested that Clean Air Partners host a 10 year gala/recognition celebration. The event could be used to bring on new partners and recognize the long standing partners. Elected official and national speakers could be invited to attend.

Russ Ulrich mentioned that BMC is working on an initiative to get more people to commute in the Baltimore area. They published a "Way to Go" newsletter, which contained an Air Quality 101 article. Bike to Work Day is scheduled for the first Friday in May.

Jeff Steers updated the Board on a remote sensing initiative beginning on July 1<sup>st</sup>. The program will consist of roadside testing of cars, via remote sensing, in the Virginia nonattainment areas.

Joan Rohlfs reminded the Board that the episodic contract with VCU has been renewed.

***Adjournment:*** 1:55 pm.