

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT
939 ELLIS STREET
SAN FRANCISCO, CALIFORNIA 94109
(415) 771-6000**

APPROVED MINUTES

Summary of Board of Directors
Public Outreach Committee Meeting
10:00 a.m., Monday, February 10, 2003

- 1. Call to Order:** Chairperson Miller called the meeting to order at 10:03 a.m.

Present: Julia Miller, Chair, Scott Haggerty (10:11 a.m.), Mark Ross, Pam Torliatt, Marland Townsend, Gayle Uilkema, Brad Wagenknecht.

Absent: Roberta Cooper, Tim Smith.
- 2. Public Comment:** There were none.
- 3. Approval of Minutes of December 9, 2002:** Director Townsend moved approval of the minutes; seconded by Director Uilkema; carried by acclamation with Director Wagenknecht abstaining.
- 4. Woodsmoke Update:** *Staff presented an update on the 2002/2003 wintertime outreach program.*

Teresa Lee, Director of Public Information and Outreach, presented the report and stated that there is a longer season this year because the District is using the new PM2.5 standard. Ms. Lee stated that there had been good information in the media about woodsmoke this year. In addition to the media coverage, there were approximately 60,000 Woodsmoke Handbooks distributed. Ms. Lee indicated that a wintertime survey will be conducted on woodsmoke and that the results should be compiled in time for presentation at the April meeting.

Luna Salaver, Public Information Officer, reported on the woodsmoke ordinance and stated that in the last two months there have not been any new cities or counties that have adopted it. The City of Sebastopol has started the process and their next meeting is scheduled for February 25th. The Resource Team members will be urging the City Council to move forward on the ordinance. Ms. Salaver stated that the District staff has been working with other cities in Sonoma County that have not adopted the Model Ordinance. The woodsmoke packet is being updated and it will be sent out within the next two weeks to the 78 cities in the Bay Area that have not adopted the Model Ordinance. Santa Clara County has the highest rate of adoption (11 out of 15 cities) and Chairperson Miller stated she would be working with Ms. Lee on the remaining cities in the county. Finally, the Resource Teams have been asked to adopt as projects getting the Model Ordinance adopted in their local communities.

Committee Action: None. This report provided for information only.

5. **Community Focus Contract:** *The Committee considered recommending to the Board of Directors approval of the sole-source contract for Community Focus for a one-year period to February 28, 2004.*

Committee Action: Director Townsend moved that the Committee recommend to the Board of Directors approval of a sole source contract with Community Focus to continue the Spare the Air and Environmental Justice Resource Teams for a one-year period from March 1, 2003 to February 28, 2004; seconded by Director Haggerty.

During discussion, staff was requested to provide the Committee members with a list of participants in the Resource Groups in each of their jurisdictions. The motion then passed unanimously by acclamation.

Ms. Lee added that the District would begin the bidding process for the six contracts in the fall. An RFP would be put out and the vendors could bid on the whole thing or just parts of it. Ms. Lee stated that she would like input from the Committee and it could be put on as a future agenda item. Chairperson Miller requested this be put on the agenda for the April meeting so the Committee can provide some direction to staff.

6. **Youth Outreach Update:** *The Committee received an update on outreach to youth including curriculum development, National Children's Theater and upcoming partnerships with museums.*

Communications West provided an update on youth outreach and discussed the Clean Air Curriculum and its development. There was discussion on the in-school program, the pilot programs in San Mateo, Santa Clara, Contra Costa and Alameda Counties, and the workshop for teachers held in the fall. A copy of the list of schools involved in the pilot program was distributed to the Committee. Ms. Lee discussed the need for funding for expansion of the program. Director Torliatt requested staff research the feasibility of partnering with health care units. In response to a question from Director Townsend, Communications West stated that the curriculum is oriented to 8th grade students. Finally there was a discussion on possible future funding sources, one of which was possibly using funds earmarked for the Supplemental Environmental Projects (SEP's). The newly formed Stationary Source Committee will be establishing guidelines and policy for the SEP funds.

Communications West provided the Committee with an update on the National Theater for Children and the development of an air quality interactive presentation for lower and middle school students. The National Theater's air quality presentations will be piloted in May to coincide with Clean Air Month. Staff also provided information on the museum partnerships the Air District is developing, including participating in the San Jose Tech Museum's Earth Day Program. There was discussion on Board members attending the performances and possibly taping the performances and putting them on public access television. Ms. Salaver distributed a flyer for the Earth Day celebration of April 19th at The Tech Museum in San Jose and a sample of the Kaila booklet.

Director Torliatt announced an alternative fuel vehicle show in Sonoma scheduled for September and suggested that the Air District may want a staff person attend the show.

Committee Action: None. This report provided for information only.

7. **Update on Referrals:** *The Committee received an update on referrals from recent Public Outreach meetings.*

Ms. Lee reviewed the referrals and updated the Committee on each item. There was discussion on item 5 and the consensus of the Committee was to change the name from “Toxic Tours” to “Outreach Tours.”

Committee Action: None. This report provided for information only.

8. **Committee Member Comments/Other Business:** Ms. Lee discussed the 2003 Clean Air Calendar and stated she would like input from the Committee on publishing it again in 2004. There was discussion by the Committee and Director Townsend requested staff provide a fuller report at the next meeting on where the calendars went and if they were used. Director Torliatt suggested that if the calendar is done again next year, that it be distributed as early as possible before the New Year.

In response to a question from Director Uilkema, Mr. Norton stated that the Board members would see only the outside of the building on the tours of Red Star Yeast and the Potrero Power Plant.

9. **Time and Place of Next Meeting:** 10:00 a.m., Monday, April 14, 2003, 939 Ellis St., San Francisco.
10. **Adjournment:** The meeting was adjourned at 11:04 a.m.

Mary Romaidis

Mary Romaidis
Clerk of the Boards

mr:

Public Outreach Committee

Follow-up Items for Staff

February 10, 2003 meeting

1. The Committee requested staff provide a list of participants in the Resource Groups in each Committee member's jurisdiction.
Completed – local resource team lists sent to committee members.
2. Chairperson Miller requested a discussion of the contracts for the consultants be put on the agenda for the next Committee meeting.
Input on contract process will be agendized next committee meeting on June 9th.
3. Director Torliatt requested staff research the feasibility of partnering with health care units on the youth outreach program.
Contact has been made with the American Lung Association regarding integrating their school curriculum with the Air Districts. Contact with Kaiser Permanente regarding asthma, youth and this year's Spare the Air program.
4. Director Torliatt announced an alternative fuel vehicle show in Sonoma scheduled for September and that the Air District may want to have someone attend the show.
Staff is research this possibility.
5. Director Townsend requested staff provide a fuller report at the next meeting on where the 2003 Clean Air calendars went and if they were used.
Item is agendized for April 21 meeting, with staff report.