

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
9:45 a.m., Monday, April 12, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:47 a.m.
Present: Mark Ross, Chair, Julia Miller, John Silva, Pamela Torliatt (9:50 a.m.), Gayle Uilkema, Shelia Young (10:30 a.m.).
Absent: Brad Wagenknecht.
Also Present: Scott Haggerty (10:30 a.m.)
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of February 9, 2004:** Director Silva moved approval of the minutes; seconded by Director Uilkema; carried unanimously by acclamation.
4. **Spare the Air Planning - 2004:** *Staff and the consultant presented and received input on the concepts for the 2004 advertising and media campaign.*

Teresa Lee, Director of Public Information and Outreach, stated that the District is preparing for the 2004 Spare the Air campaign, which runs from June 1, 2004 through October 15, 2004. The consultants then made their presentations.

Allison & Partners presented its plan for the media campaign, which included the following:

1. Objective, strategies, and program emphasis.
2. Conducting an aggressive media relations program, including outreach to non-English speaking residents.
3. Using partnerships to extend the communications budget and increase exposure through both media and regional corporations.
4. Creating materials for an information kit that can be used by the media and a "Partner Pack" that would be available to prospective partners.
5. Develop and pitch seasonal feature stories.

The consultant also reviewed the activities and milestones for each quarter. During discussion it was noted that the Board members should be included in the process. Other discussion included the possibility of a weekly theme, recruiting volunteers, interacting with schools, working with youth to spread the message, and making sure there is an element of fun.

O'Rorke, Inc. presented their advertising theme of "Have a Plan...And Use it" and highlighted the following aspects of the campaign:

1. Ad campaign goals, which include promoting Spare the Air's importance, showing how changes in behavior can make a difference, and directing people to the web site.
2. The ad campaign strategy, which focuses on families, friends, neighbors and colleagues in real-life situations.
3. The campaign will make changing behaviors as easy as possible.
4. Once Bay Area residents have made the shift, the campaign will encourage and support them.

The consultant reviewed a progressive story that would focus on how a family would work out alternative plans to driving alone because the car is in the shop. There was considerable discussion on the story and the Committee requested O'Rorke, Inc. to return on Monday, April 26th to present more detailed information to the Committee members.

5. **Outreach for the 2004 Ozone Strategy:** This item was deferred to the next meeting on April 26, 2004. Director Uilkema requested staff provide her with a roster of the attendees of the meetings that have been held so far.
6. **Update on 2004 Lawn Mower Buy-Back Programs:** *Staff presented the upcoming lawn mower buy-back program dates and program activity to the Committee.*

Ms. Lee stated the Air District is doing approximately 25 events for Earth Day this year. Ms. Lee updated the Committee on the lawn mower events and noted that approximately 2500 lawn mowers are available for Bay Area residents. There was a discussion on battery operated electric lawn mowers and Ms. Lee reported that one had been featured in the past, but that it had been recalled, therefore, until there is something reliable, the District does not want to change them out.

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

7. **Referrals from Committee:** *Staff reported on referrals from the last Committee meeting.*

Ms. Lee reported all the referrals had been completed.

8. **Committee Member Comments:** There were none.
9. **Time and Place of Next Meeting:** 9:15 a.m., Monday, April 26, 2004, 939 Ellis Street, San Francisco, CA 94109.
10. **Adjournment.** The meeting was adjourned at 11:18 a.m.

Mary Romaidis
Mary Romaidis
Clerk of the Boards

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Public Outreach Committee

Follow-Up Items for Staff

April 12, 2004 meeting

1. Director Uilkema requested staff provide her with a roster of attendees for the 2004 Ozone Strategy meetings that have been held so far.