

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
9:15 a.m., Monday, April 26, 2004

1. **Call to Order - Roll Call:** Chairperson Mark Ross called the meeting to order at 9:24 a.m.
Present: Mark Ross, Chair, Erin Garner (9:25 a.m.), Julia Miller, Pamela Torliatt, Gayle Uilkema, Shelia Young (9:26 a.m.).
Absent: John Silva, Brad Wagenknecht.
Also Present: Scott Haggerty (9:27 a.m.)
2. **Public Comment Period:** There were none.
3. **Approval of Minutes of April 12, 2004:** Director Torliatt moved approval of the minutes; seconded by Director Miller; carried unanimously by acclamation.
4. **Spare the Air Planning - 2004:** *Staff and the consultant presented and received input on the revised 2004 advertising campaign.*

Teresa Lee, Director of Public Information and Outreach, stated that the campaign has been revised at the direction of the Committee. The consultant, O'Rorke, reviewed the campaign and the Committee listened to a rough version of the 60-second radio promotion. The Committee provided comments and input regarding the clarity of the message, the connection to a Spare the Air day, and that the Air District's name should be more prominent.

O'Rorke presented the storyboards for the 30-second television spots and noted the television spots are a continuation of the story from the radio spots. The television spots will also be posted on the Air District's web site. The Committee provided comments and input on the following:

- The concept is good.
- The spots could highlight more specific ways to Spare the Air.
- The dialogue could be changed to include other topics related to clean air and asthma.
- The campaign should be about changing your life style.

O'Rorke received the comments and will work to implement them in the final campaign.

Committee Action: None. This report provided for information.

5. **Outreach for the 2004 Ozone Strategy:** *Staff reviewed the outreach to date for the 2004 Ozone Strategy and plans for community involvement and input in the future.*

Peter Hess, Deputy APCO, presented the report and reviewed the public outreach programs for the 2004 Ozone Strategy. Since March 2003, the outreach has included the Ozone Working Group, community meetings, training meetings, information is on the Air District's web site, there are informational materials, *Air Currents*, and coordination with the Metropolitan Transportation Commission (MTC). Mr. Hess updated the Committee on the activities of each of these programs.

Mr. Hess reviewed what the next steps would be and they include the following:

- Continue with the Ozone Working Group; its next meeting is scheduled for May 20th.
- On April 20th there will be a California Environmental Quality Act (CEQA) scoping meeting.
- During the summer of 2004 there will be public review and comment on the draft 2004 Ozone Strategy.
- Additional community meetings will be held.
- The information on the web site and in *Air Currents* will be updated.

The Committee also discussed greenhouse gas emission reductions and it was noted that the Air District would be looking at this issue. In response to a question from Chairperson Ross, Mr. Hess stated that the first draft of the Ozone Strategy Plan has been released and it is anticipated that it would come before the Board at the end of the year.

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

6. **Committee Member Comments:** There were none.

7. **Time and Place of Next Meeting:** 9:45 a.m., Monday, June 14, 2004, 939 Ellis Street, San Francisco, CA 94109.

8. **Adjournment.** The meeting was adjourned at 10:33 a.m.

/s/ Mary Romaidis

Mary Romaidis
Clerk of the Boards

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